

# SEO Keyword Research

Step by Step

# Why Google?

- **59%** of US adults use a search engine every day
- **67%** of all US searches are powered by Google
- Every day Google answers more than **1 Billion** questions from **181** countries in **146** languages

Search for the word “the”  
to estimate total number  
of indexed pages on the web

Google	25,270,000,000
Yahoo	7,430,000,000
Bing	1,840,000,000

Sources:

- <http://www.google.com/competition/howgooglesearchworks.html>
- [http://www.comscore.com/Insights/Press\\_Releases/2013/8/comScore\\_Releases\\_July\\_2013\\_U.S.\\_Search\\_Engine\\_Rankings](http://www.comscore.com/Insights/Press_Releases/2013/8/comScore_Releases_July_2013_U.S._Search_Engine_Rankings)
- [http://www.pewinternet.org/Trend-Data-\(Adults\)/Online-Activities-Daily.aspx](http://www.pewinternet.org/Trend-Data-(Adults)/Online-Activities-Daily.aspx)

# Organic Search vs. Paid Search

+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google gardening tips

Web Images Maps Shopping Blogs More - Search tools

About 82,800,000 results (0.20 seconds)

Ads related to gardening tips ⓘ

**Garden Club at Home Depot - HomeDepot.com**  
[www.homedepot.com/GardenClub](http://www.homedepot.com/GardenClub) - ★★★★★ 2,882 seller reviews  
Free Landscape and **Gardening Tips**. Get Guides, Answers & Ideas Today!  
44,464 people +1'd or follow The Home Depot

[Privacy](#)

[Join The Home Depot® Garden Club](#) [Garden How-Tos and Information](#)  
[Garden Projects & Ideas](#) [Tips and To Do List](#)

**Want to Plan your Garden - Don't know where to start?**  
[www.happydancingturtle.org/](http://www.happydancingturtle.org/)  
We've got ideas for grow your own!

**Grow a Vegetable Garden - SquareFootGardening.org**  
[www.squarefootgardening.org/](http://www.squarefootgardening.org/)  
Grow Your Own Food and Save time, water, work and money!

**14 Simple Gardening Tips and Tricks : Outdoors : Home & Garden ...**  
[www.hgtv.com](http://www.hgtv.com) > [Outdoors](#) > [Gardening](#)  
The experts at HGTV.com share top **gardening tips** and tricks.

Ads ⓘ

**Gardening Made Fun**  
[www.womensfuturebenefit.org/](http://www.womensfuturebenefit.org/)  
Ideas for all types of **gardens**  
Free Ideas at our **Gardening** Page

**Green Tips for the Garden**  
[action.sierraclub.org/GardenTips](http://action.sierraclub.org/GardenTips)  
Simple, Easy, Helpful **tips** for  
your **Garden** from the Sierra Club!

**Vegetable Garden Tips**  
[www.kgi.org/](http://www.kgi.org/)  
You Can Grow Your Own Food.  
We Can Help. Join KGI Free Today!  
102 people +1'd or follow Kitchen  
Gardeners International

**Free Gardening Advice**  
[www.ask.com/Free+Gardening+Advice](http://www.ask.com/Free+Gardening+Advice)  
Search for Free **Gardening** Advice.  
Find Answers on Ask.com.

# Paid Search Fun Facts

**6%**

**of Users Click on Paid Search Results**

**Organic Search Wins  
94% of the Time**

## Google Advertising Revenue

<b>2011</b>	<b>\$36.5B</b>
<b>2012</b>	<b>\$43.7B</b>

Sources: <http://searchenginewatch.com/article/2200730/Organic-vs.-Paid-Search-Results-Organic-Wins-94-of-Time> and Google.com Investor Relations

# Choosing the Right Keywords to Drive Website Traffic



# Brainstorming

Daffodils Rhododendrons Chrysanthemum growing hydrangeas  
how to grow hydrangeas  
Daylilies Asters dwarf azaleas varieties Azaleas  
Perennials Bulbs Clematis  
Lilacs Geraniums  
Viburnum azalea bushes Annuals Dahlias azalea care  
Pansies Gardening  
Hyacinths planting hydrangeas Zinnias hydrangea paniculata  
Shrubs Coneflowers Begonias  
House Plants  
azalea colors  
pruning hydrangeas Hardy Geraniums Hydrangeas  
Crocus how to grow azalea plants Tulips  
Marigolds



# Primaries

Perennials	Annuals	Bulbs	Shrubs	House Plants	Gardening
Asters	Begonias	Alliums	Azaleas	African Violets	Plant Care
Chrysanthemums	Annual Salvia	Crocus	Hydrangeas	Amaryllis	Garden Design
Clematis	Geraniums	Daffodils	Lilacs	Bromeliads	Tools & Equipment
Coneflowers	Impatiens	Dahlias	Rhododendrons	Cacti & Succulents	Pests & Diseases
Daylilies	Marigolds	Hyacinths	Viburnums	Christmas Cactus	Garden Photography
Hardy Geraniums	Pansies	Narcissus	Weigelas	Cyclamen	
Hostas	Petunias	Tulips	Forsythia	Orchids	
Irises	Zinnias				
Ornamental Grasses					
Peonies					
Phlox					
Roses					
Salvia					
Sedum					



# Select Keywords for the Cluster

## Azalea Cluster

<b>Keyword Universe</b>	<b>GKT Monthly</b>	<b>Annual Searches</b>	<b>Google Listing</b>	<b>Google KCI</b>
[azalea]	60,500	726,000	18,500,000	0.04
[azalea plant]	1,900	22,800	139,000	0.16
[azalea bushes]	720	8,640	243,000	0.04
[dwarf azaleas]	390	4,680	5,990	0.78
[planting azaleas]	590	7,080	12,000	0.59
[yellow azalea]	260	3,120	26,600	0.12
[growing azalea]	170	2,040	16,200	0.13
[rhododendron]	90,500	1,086,000	8,690,000	0.12
[azaleas]	14,800	177,600	3,520,000	0.05
[azalea plants]	590	7,080	57,500	0.12
[growing azaleas]	390	4,680	16,200	0.29
[azaleas for sale]	320	3,840	6,360	0.60
[azalea varieties]	320	3,840	9,360	0.41
[formosa azalea]	390	4,680	10,100	0.46
[deciduous azaleas]	210	2,520	49,700	0.05
[azalea festival 2010]	58	696	96,500	0.01
[buy azalea]	91	1,092	22,200	0.05
[azalea bonsai]	1,300	15,600	91,900	0.17
[japanese azaleas]	170	2,040	14,600	0.14



# Annual Impressions

Annual Impressions = % of Annual Searches

Gardens Daily										
Google Visibility Report										
Keyword Universe	Primary Keyword Cluster	Tag	GKT Monthly	Google Listings	Annual Searches	Google KCI	Google Position	Annual Impressions	GVI	
pruning hydrangeas	Hydrangeas		3,600	20,900	43,200	2.07	4	43,200	100%	
hydrangea pruning	Hydrangeas		2,400	12,100	28,800	2.38	2	28,800	100%	
hydrangea colors	Hydrangeas		1,900	6,380	22,800	3.57	5	22,800	100%	
hydrangea paniculata limelight	Hydrangeas		1,600	448,000	19,200	0.04	6	19,200	100%	
how to prune hydrangeas	Hydrangeas		1,000	150,000	12,000	0.08	3	12,000	100%	
planting hydrangeas	Hydrangeas		1,000	5,440	12,000	2.21	9	12,000	100%	
how to grow hydrangeas	Hydrangeas		880	233,000	10,560	0.05	2	10,560	100%	
pruning hydrangea	Hydrangeas		880	9,450	10,560	1.12	2	10,560	100%	
growing hydrangea	Hydrangeas		720	7,820	8,640	1.10	4	8,640	100%	
hydrangea planting	Hydrangeas		720	16,300	8,640	0.53	10	8,640	100%	
caring for hydrangeas	Hydrangeas		590	23,500	7,080	0.30	4	7,080	100%	
hydrangea paniculata	Hydrangeas		8,100	301,000	97,200	0.32	30	6,804	7%	
hydrangea limelight	Hydrangeas		1,600	19,400	19,200	0.99	12	6,144	32%	
how to plant hydrangeas	Hydrangeas		480	119,000	5,760	0.05	4	5,760	100%	

# Cluster Summary

<b>Gardens Daily</b>						
<b>Google Visibility Report</b>						
			<b>Current Data</b>			
<b>Gardens Daily Topics</b>	<b>Uber Summary</b>	<b>Topic #</b>	<b>Keyword Universe</b>	<b>Annual Searches</b>	<b>Annual Impressions</b>	<b>GVI</b>
<b>Hyacinths</b>	<b>Bulbs</b>	<b>29</b>	<b>110</b>	<b>1,035,408</b>	<b>53,595</b>	<b>5.18%</b>
<b>Narcissus</b>	<b>Bulbs</b>	<b>30</b>	<b>130</b>	<b>985,608</b>	<b>46,495</b>	<b>4.72%</b>
<b>Tulips</b>	<b>Bulbs</b>	<b>31</b>	<b>161</b>	<b>1,833,588</b>	<b>18,220</b>	<b>0.99%</b>
<b>Azaleas</b>	<b>Shrubs</b>	<b>32</b>	<b>446</b>	<b>1,695,708</b>	<b>0</b>	<b>0.00%</b>
<b>Hydrangeas</b>	<b>Shrubs</b>	<b>33</b>	<b>397</b>	<b>3,308,616</b>	<b>63,833</b>	<b>1.93%</b>
<b>Lilacs</b>	<b>Shrubs</b>	<b>34</b>	<b>345</b>	<b>1,844,712</b>	<b>63,470</b>	<b>3.44%</b>
<b>Rhododendrons</b>	<b>Shrubs</b>	<b>35</b>	<b>267</b>	<b>573,468</b>	<b>0</b>	<b>0.00%</b>
<b>Viburnums</b>	<b>Shrubs</b>	<b>36</b>	<b>305</b>	<b>1,385,004</b>	<b>443,664</b>	<b>32.03%</b>
<b>Weigelas</b>	<b>Shrubs</b>	<b>37</b>	<b>107</b>	<b>399,948</b>	<b>14,226</b>	<b>3.56%</b>
<b>Forsythia</b>	<b>Shrubs</b>	<b>38</b>	<b>94</b>	<b>552,252</b>	<b>46</b>	<b>0.01%</b>
<b>African Violets</b>	<b>House Plants</b>	<b>39</b>	<b>69</b>	<b>561,144</b>	<b>18</b>	<b>0.00%</b>
<b>Amaryllis</b>	<b>House Plants</b>	<b>40</b>	<b>127</b>	<b>1,325,700</b>	<b>1,142,094</b>	<b>86.15%</b>

# Picking Keyword Fight You Can Win

**“I’m not looking for a fair fight, I’m looking for a fight I can win.”**



## **Mequoda's KCI Grading Scale**

A: KCI  $\geq$  .5

B: KCI = .1-.49

C: KCI < .1

Read more: <http://bit.ly/12o7kGR>

# Thank You