



Keyword Research and Competition Analysis

Keyword Research:

- **Step1:** Keyword research - go to google keyword planner
<https://adwords.google.com/home/tools/keyword-planner/>
- We have to do keyword Research “**with niche given by Client**”

Example:

Niche : 'Accident Attorneys' Or you can take any niche mentioned here:


<http://taqiaskari.com/local-niches-seo.php>

Step 1 : Go to Google Keyword Planner i.e.,

<https://adwords.google.com/KeywordPlanner>



IMWorkers.Com

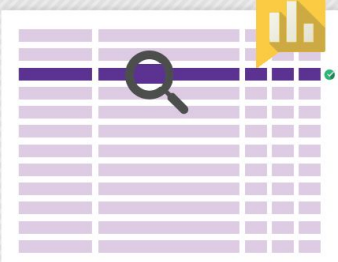
Sign in | Create an account

For free support call: 1800 419 0908

Keyword Planner

Plan your Search Network campaigns, get performance insights, and see keyword ideas.

[Sign in to AdWords](#)



Search for new keyword or ad group ideas


Keyword Planner is like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, get historical statistics, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. A free AdWords tool, Keyword Planner can also help you choose competitive bids and budgets to use with your campaigns.

Whether you're new to online advertising or an experienced pro, you can use Keyword Planner to lay the groundwork for a successful campaign. [Learn more](#).

Google - About Google - Privacy & Terms

Step 2 : Go to search - Enter Niche (Target All locations)

- Submit - Start - View

Home Campaigns Opportunities Reports **Tools**

⚠ Your account budget has ended - To run ads, create a new account budget or extend your budget's end date. [Manage account budgets](#) | [Learn more](#)

Keyword Planner

Find keywords Review plan

Targeting ?

All locations

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Your product or service

Accident Attorneys in Los Angeles

Get ideas

Modify search

Average monthly searches for all ideas.

1M – 10M

Ad group ideas

Keyword ideas

Columns ▾

Download

Add all (450)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
accident attorney in los angeles	10 – 100	Medium	Rs.6,440.93	–	»



Step 3 : Pick up the keywords with as “**Low Competition keywords with High/avg Searches**” and check with **Competition analysis of the keyword. To rank quickly Use Mostly Long Tail Keywords.**

- ✓ Choose Related keywords according with Niche
- ✓ Choose 4 to 5 keywords
- ✓ First Keyword as Main Keyword for Home Page

Step 4 :

- ✓ Start Keyword Research and collect the keywords with long tail & low competition/avg searches.
- ✓ Make a Excel Doc of keyword Research. (As shown in this doc <https://docs.google.com/spreadsheets/d/1NUu5IBjLwRGdbOSedRrLWdGWuNqt4puPYsL2PAOTun0/edit?usp=sharing>)
- ✓ Check Competitive Analysis for each keyword .

EXAMPLE:

Home/Main Page Keyword : Los Angeles Car Accident Lawyer

Relevant Keyword 1/Subpage Keyword: Los Angeles Truck Accident Lawyer

Relevant Keyword 2/Subpage Keyword: los angeles auto accident lawyer

Relevant Keyword 3/Subpage Keyword: los angeles pedestrian accident attorney

Relevant Keyword 4/Subpage Keyword: Motorcycle accident attorney LA

Checking Competitive Analysis

- To check competition Analysis we use below tools.
- **Majestic** (limited access)



- **Open site Explorer (Moz Bar)** - Free Chrome Extension
- **SEMrush**
- Majestic Metrics consists of **TF** (Trust flow) & **CF** (Citation flow)
- **TF** - refers to the quality of links are linking to the site you are researching.
- **CF** - refers to the number of sites linking to the site you are researching.
- **Using Trust Flow to Analyze :**
- When looking at Competitor site . we want to see primarily what their trust flow is like. When that compare to our site TF's.
- Only with TF we can't beat them but we can see exactly how good of quality backlinks they have and based on that we can beat them.
- **Using Citation Flow :**
- Check Citation Flow it's ratio regards to trust flow.
- If a site has 1:1 ratio of TF:CF is a good stronger site.
- However, if the trust Flow is less than citation Flow then that site has good chance of spam and NoFollow links.
- We will analyze the competition using the #1 and #2 spots as our competitors
- We will also analyse #1 ranked site in Page 2 as though it our site.
- We use Majestic , Open site Explorer(Moz) and SEMrush.
- **Using Open Site Explorer (Moz) :**



- Install and add Extension to chrome i.e., Mozbar (go to this link <https://chrome.google.com/webstore/detail/mozbar/eakacpaijcpapndcfff dgphdicc mpknp?hl=en>)
- Login and go through free SEO Tools - Open site Explorer.
- Check DA (Domain Authority) and PA (Page Authority)
- DA is defined as how authoritative and powerful the domain is and How much Moz believes in that domain. DA is on the scale of 1 - 100 . Every single brand start with 1 , with more authoritative moz believes as your site to be and higher it goes.
- PA is defined as how authoritative and powerful the particular page is .Moz believes the specific page you are analyzing. PA is on the scale of 1 - 100. It is also based on more authoritative sites linking to this page, the higher the PA .
- **Using SEMrush analyse:**
- Semrush is an amazing and essential tool if you have client for seeing keywords what other keywords their competitors ranked for.
- And you compare the keywords of your site keywords with competitors keywords .
- **Now we see an Live Example:**
- Now we analyse competition for the keyword 'New York City Divorce lawyer'
- Search with the Keyword in google '**New York City Divorce lawyer**' As shown in **Fig:30**



Google search results for "new york city divorce lawyer". The search bar shows the query and a microphone icon. Below the search bar are tabs for All, Maps, News, Images, Videos, More, and Search tools. The results show "About 4,760,000 results (0.60 seconds)". The first result is "New York Divorce Attorney - DivorceLawyerNY.com" with a link to "www.divorcelawyny.com/Divorce" and a description: "Trusted for 60+ Years of Experience Aggressive, Skilled. Call Us Now!". The second result is "Top Divorce Attorney - VasiLaw.com" with a link to "www.vasilaw.com/" and a description: "Contact Our Queens County Law Firm. Available 24/7 To Answer Your Call. Types: Child Custody, Child Support, Divorce, Family Law, Father's Rights, Mother's R... Family & Divorce Lawyer - Family Law Attorney - Client Testimonials - FAQ 36-51 Bell Blvd #202, Bayside, NY". The third result is "New York DIVORCE Lawyers - NYC-DivorceLawyer.com" with a link to "www.nyc-divorcelawyer.com/" and a description: "KLEYMAN LAW FIRM Seen On NBC & CBS. High Profile NYC Divorce Lawyers. Free Personal Consult - Reviews - Meet Our Lawyers - Why Our Firm 18th Floor, 120 Broadway, New York - Open today · 9:00 AM - 6:00 PM". A map of Manhattan is shown below the results, with red pins indicating the locations of several divorce attorneys. The map includes labels for "34 St - Penn Station", "Herald Square", "34 Street - Herald Sq", "33rd St - Herald Square Subway", "The Morgan Library & Museum", "Yaniv & Associates, PC", "MetLife Building", "New York Public Library - Stephen A.", "Grand Central Terminal", "Grand Hyatt New York", "Brian D. Perskin & Associates PC", "E 41st St", "E 40th St", "2nd Ave", "MURRAY HILL", and "KOREA TOWN". The map data is credited to "Map data ©2016 Google".

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New York Divorce \$159
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4.3 ★★★★★ advertiser rating

Fig:30

- Now check out the competitor sites of your related keyword match. Don't go add sites and directory sites. Go for the match with your keyword site . EX: nyuncontesteddivorceattorney.com . As Shown in below **Fig:31**

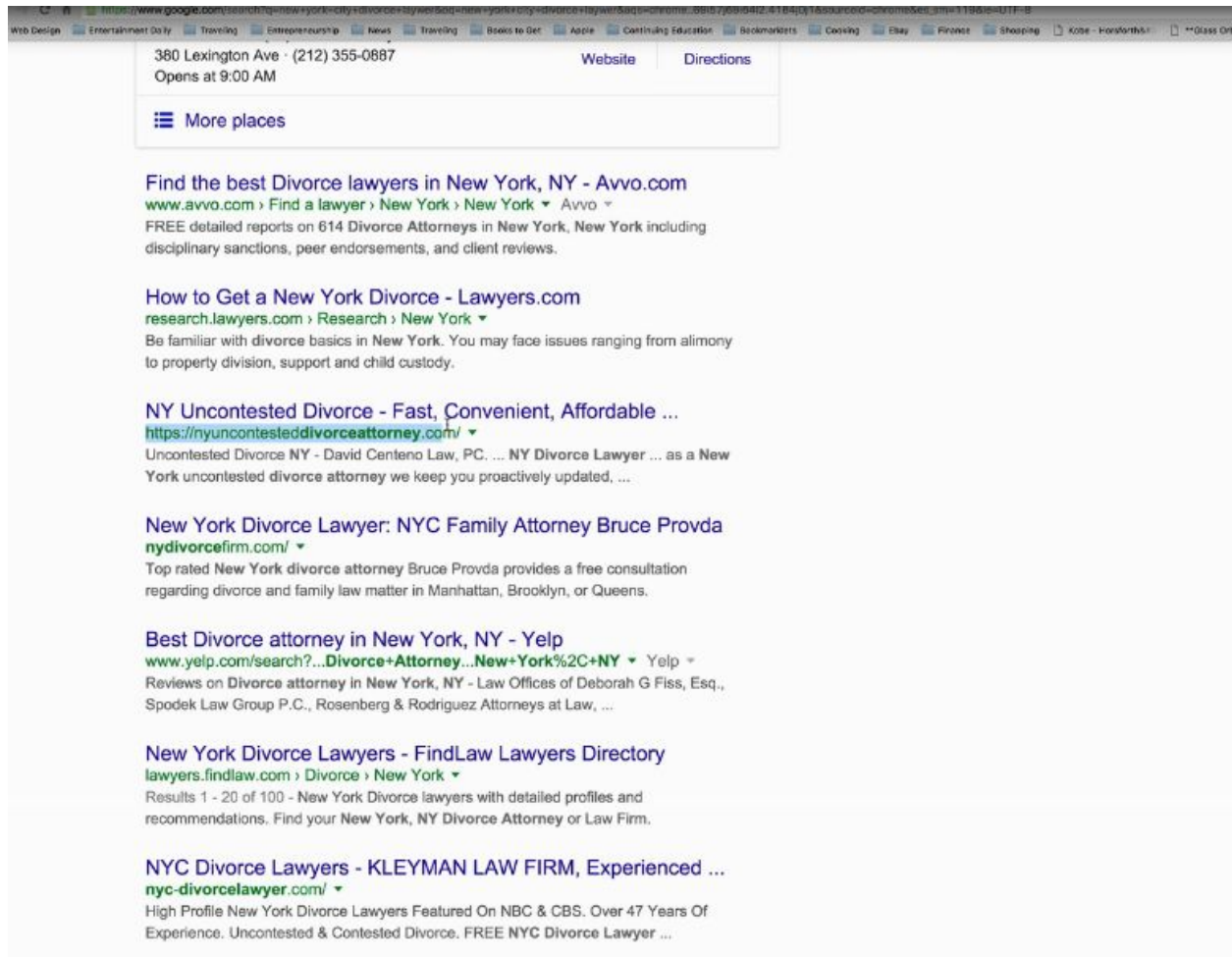


Fig:31

- Copy that URL 'nyuncontesteddivorceattorney.com' and search that site in MOZbar As shown in below **Fig:32**
- It shows **PA:36** and **DA:24** . So it represents PA is more that DA which is harmful. We can go for other site. Before that we will check with Majestic & Semrush also.

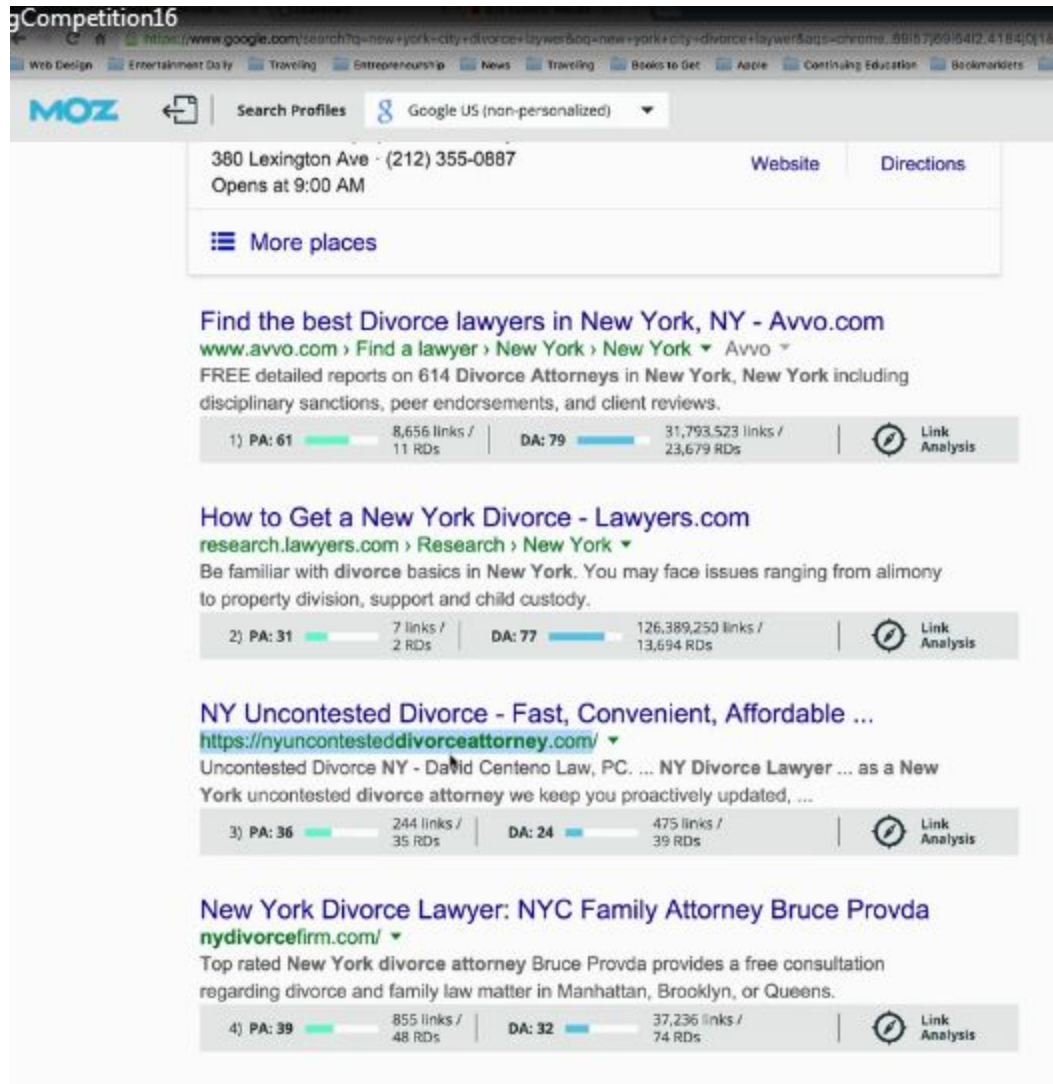


Fig:32

- **Check with Majestic** - Go to majestic - Copy and paste URL 'nyuncontesteddivorceattorney.com' As shown in below **Fig:33**

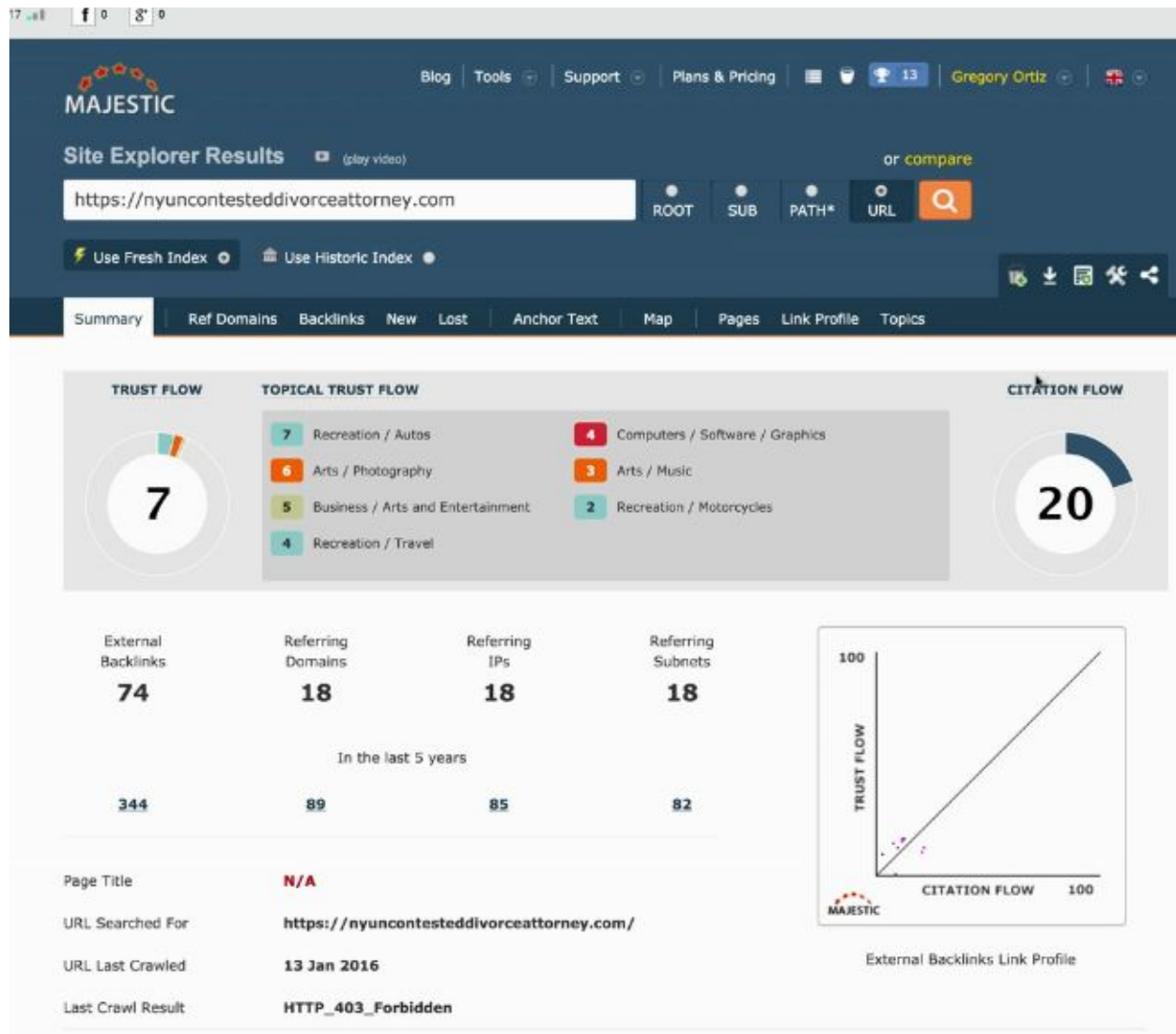


Fig:33

- As it shows **TF: 7** and **CF: 20** . Now, we can check with Root option also which is with out 'http' . Which shows with **TF: 24** and **CF: 16** . (TF is more than CF) Which represents good i.e., in 1:2 ratio we can prefer. As shown in below **Fig:34**
- We can check with the anchor text, how many times they have used each anchor text by this we can analyse.



- We can check with Backlinks also. What type of backlinks they are using and compare those backlinks with our site.

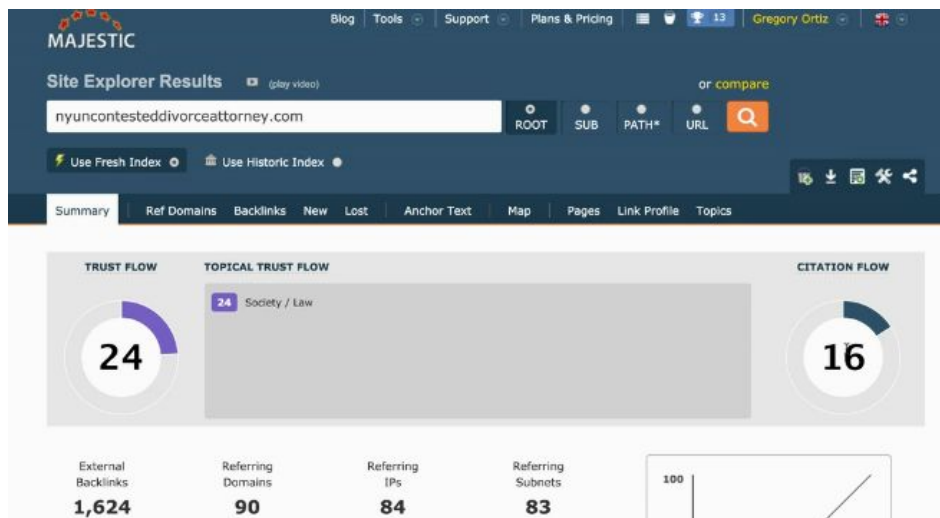


Fig:34

- If you can check their top 5 backlinks with TF & CF. As shown in **Fig:35**

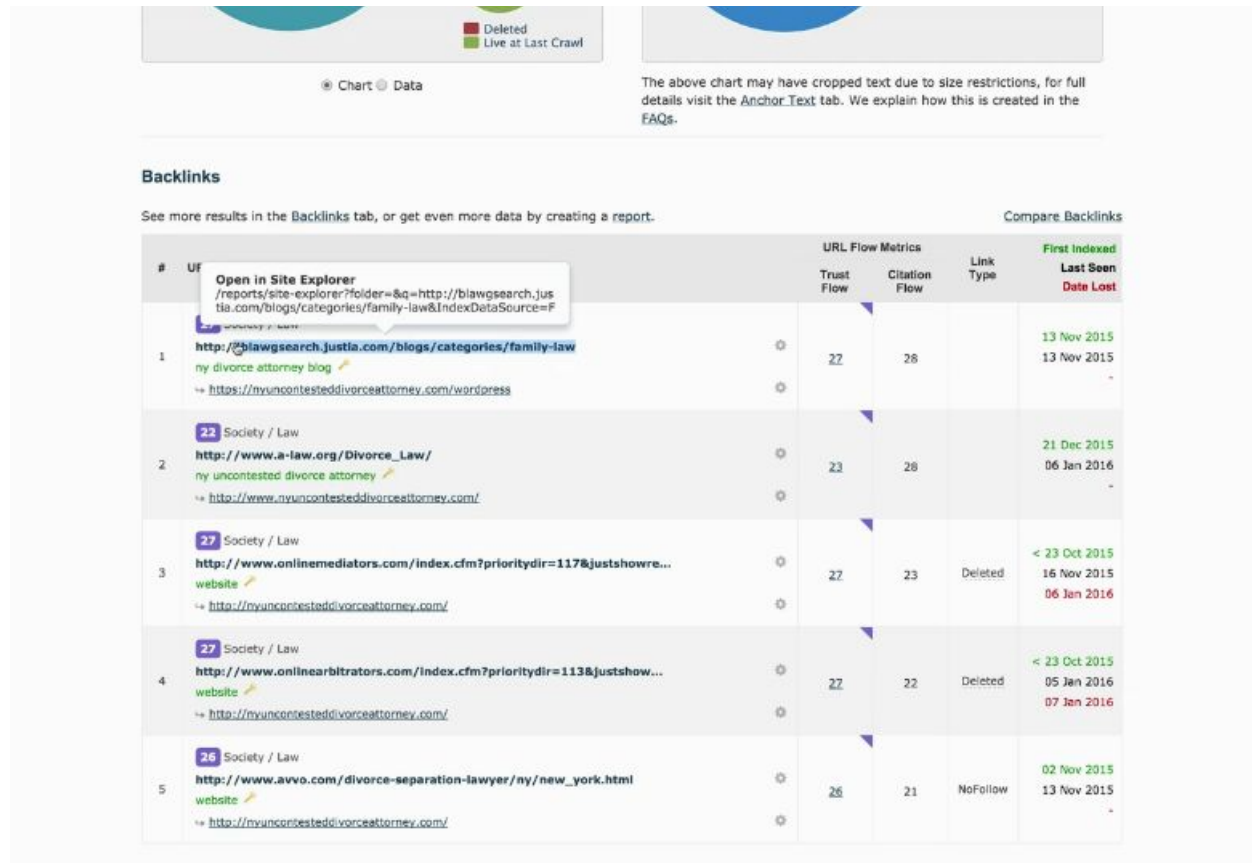


Fig:35

- Check with the first link as shown in fig:35.
- It is a directory site with good TF & CF .
- **Check with SEMrush:**
- If we check with SEMrush you can see the Top organic keywords they ranked for it shows the position and volume also. As shown in below **Fig: 36**

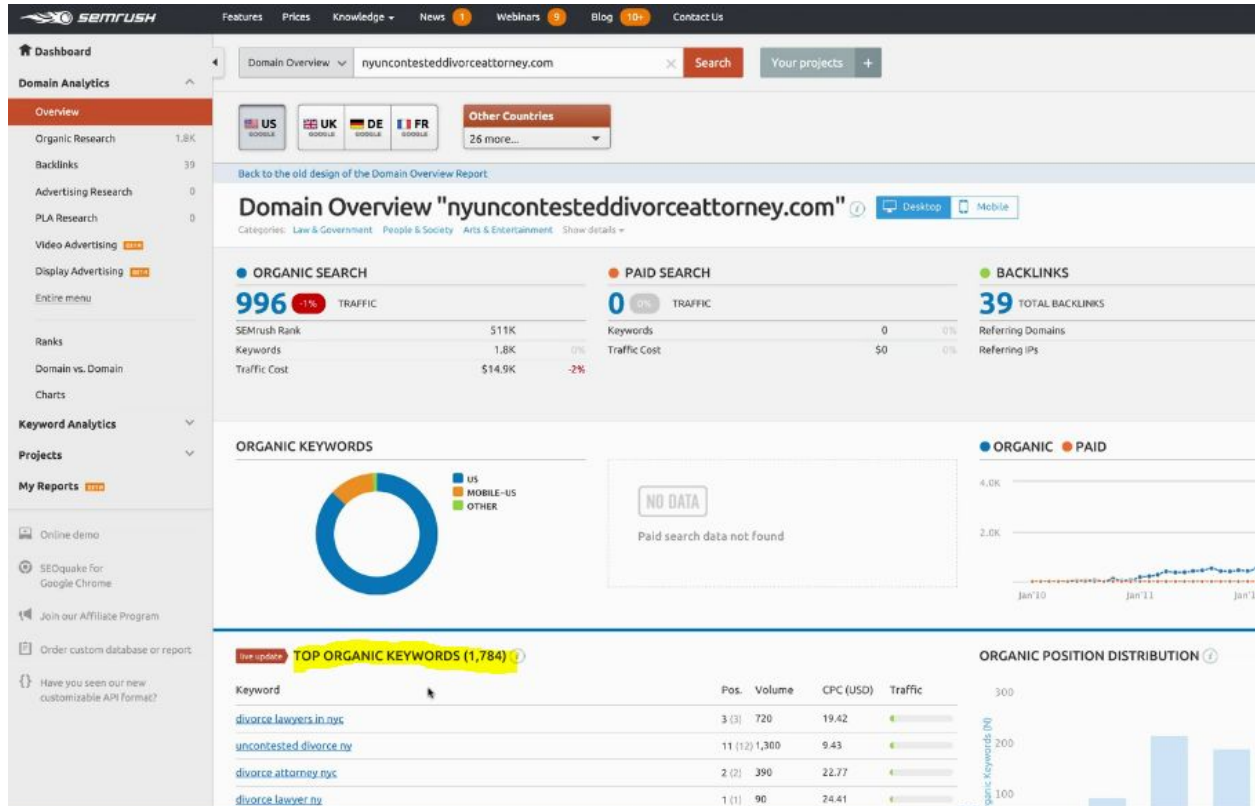


Fig: 36

- It shows main organic Competitor sites, Top Anchor texts, Organic search, positions etc. also.
- Like this we have to search in google and check each competitor site analysis and compare it with our site analysis.