

SEM Keyword Research

Intent

So, the first thing you need to do is figure out what people are searching for. What are they trying to find? What are they hoping to accomplish? Once you know that, you can start to narrow down your list of keywords.

Types of keywords

There are a few different types of keywords you can use.

- **Product/service keywords** are the words people use to describe the goods or services you offer. For a plumber, this might include things like "plumbing," "leak repair," or "water heater installation."
- **Brand keywords** are the words people use to describe your company. For example, if your company is called "Rashad's Plumbing," some of your brand keywords might be "Rashad's," "Rashad's Plumbing," or "Rashad's Plumbing Hilton Head Island."
- **Competitor keywords** are the words people use to describe your competitors. You can use these keywords to target people who are already interested in the services you offer, but who may not be aware of your company yet.
- **Alternative or synonym keywords** are words that are similar to your product/service keywords. Using these keywords can help you broaden your reach and attract new customers.
- **Secondary or supportive keywords** are words that are related to your product/service, but that are not essential. These keywords can help you improve your search engine ranking.

Some Keyword Tools:

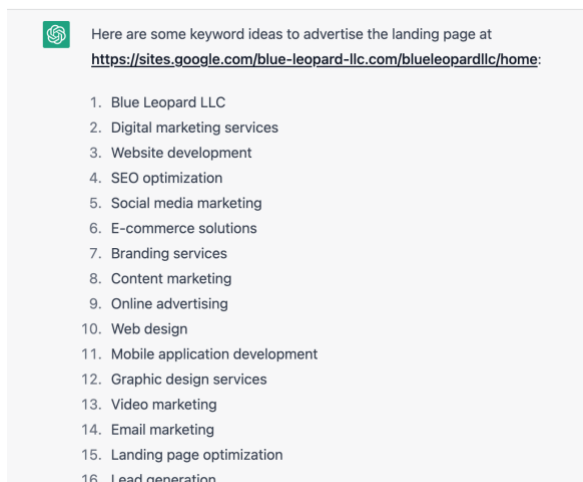
- Google search bar
- Google Trends - <https://bit.ly/3R3N3Ui>
- Google Keyword Planner
- Google Search Console
- Search Bloom - <https://www.searchbloom.com/tools/keyword-mixer-tool/>
- SEMrush - <https://bit.ly/3pX4fia>
- MOZ - <https://bit.ly/3RjuD1t>

- Wordstream - <https://www.wordstream.com/keywords>
- Spyfu - <https://bit.ly/3pX45ay>
- Ahrefs - <https://bit.ly/3Q1cO68>
- Keyword Sheeter - <https://keywordsheetter.com/>
- Answer the Public - <https://answerthepublic.com/>
- Keyword Surfer - <https://bit.ly/3ClihM7>
- Keyworddit - <https://bit.ly/3AUequd>
- Questionsdb - <https://questiondb.io>
- Bulk Keyword Generator - <https://bit.ly/3dWqstY>

Keyword Research with AI

Prompt: Find keyword ideas to advertise the landing page at <https://landing page URL>

Example: Find keyword ideas to advertise the landing page at <https://bit.ly/3z3ug3O>



Here are some keyword ideas to advertise the landing page at <https://sites.google.com/blue-leopard-llc.com/blueleopardllc/home>:

1. Blue Leopard LLC
2. Digital marketing services
3. Website development
4. SEO optimization
5. Social media marketing
6. E-commerce solutions
7. Branding services
8. Content marketing
9. Online advertising
10. Web design
11. Mobile application development
12. Graphic design services
13. Video marketing
14. Email marketing
15. Landing page optimization
16. Lead generation

Prompt: Find keyword ideas to advertise the landing page at <https://landing page URL> that includes [keyword]

Example: Find keyword ideas to advertise the landing page <https://bit.ly/3z3ug3O> keywords should include the term digital transformation



Here are some keyword ideas that include the term "digital transformation" to advertise the landing page at <https://sites.google.com/blue-leopard-llc.com/blueleopardllc/home>:

1. Digital transformation consulting
2. Business digital transformation
3. Digital transformation strategy
4. Digital transformation solutions
5. Digital transformation services
6. Technology digital transformation
7. Digital transformation for small businesses
8. Digital transformation for startups
9. Digital transformation trends
10. Benefits of digital transformation
11. Driving digital transformation
12. Digital transformation success stories
13. Digital transformation tools
14. Digital transformation roadmap
15. Digital transformation training

AI can also be used to find similar keywords in a Google Sheets spreadsheet.

SEO Vs SEM

The main difference between SEO vs SEM is that SEM directly purchases search visibility while SEO earns it.

- SEM competes on budgets and relevance
- SEO competes on quality and relevance



Eric Siano is the managing director of Blue Leopard LLC. In his role, he helps firms navigate the complexities of the digital landscape and transform their marketing and digital capabilities, processes and technologies.

You can reach Eric at:

eric.siano@blue-leopard-llc.com

Schedule a virtual coffee at:

<https://calendly.com/eric-siano/30min>