

Sample Keyword Research Report

Prepared by Spork Marketing, LLC
<http://SporkMarketing.com>

Submitted to **You**



Overview

This is a sample of a typical Spork Marketing keyword research report. Please contact us at (720) 318-5459 if you have questions about how our data is collected, how we make our keyword recommendations, etc. We're happy to explain our basic process.

This sample report is related to keywords dealing with SEO and web design. We prepared this internally for our own use. If you're one of our competitors viewing this report, please note that we've left out all the really good stuff...

Keyword research starts at \$499 and includes one of these nifty reports – [contact us to get started](#).

About Spork Marketing

Spork Marketing provides a wide variety of Internet marketing services, with a special focus on search engine marketing and optimization. Spork Marketing's namesake, the “spork,” epitomizes the basic mission of the company: **Simple, Efficient, and Effective Marketing.**



A spork is a simple and effective tool with an efficient design, and the official mascot of Spork Marketing, LLC.

Spork Marketing is owned and operated by Jason Lancaster, an experienced sales and marketing professional with a technical background and Internet experience. Spork owns and operates a variety of successful web sites in addition to providing Internet marketing services. For more information, visit SporkMarketing.com.

Keyword Research Basics

Keyword research is conducted using a combination of free and professional keyword research tools, careful analysis of search results for both general and specific terms, reviewing both client and competitor web sites, and reviewing general information sites. The goal of this analysis is to identify the search terms commonly used by your target market to find the products and/or services offered by your company.

In addition to our normal process, Spork Marketing was able to study PPC campaigns from the following competitors using proprietary keyword research tools:

- www.competitor1.com
- www.competitor2.com
- www.competitor3.com
- www.competitor4.com
- www.competitor5.com

These competitors were selected based on the quality of their pay-per-click ads.

A Note about Keyword Grammar and Structure

Keywords are arranged and re-arranged by search engines based on a logical and mathematical process where grammar and sentence structure are not always considered.

For example:

- A search for "*a picture of a cute puppy*" could be interpreted by a search engine as a search for "*picture cute puppy*" - articles [i.e. the, in, of, a, an, etc.] are often ignored.
- A search for "*kitten with a t-shirt*" could be interpreted by a search engine as a search for "*kitten t-shirt*." These two searches – the first might be someone looking for a cute picture, while the second might be someone looking for a t-shirt to buy – demonstrate some of the **ambiguity inherent in search engine keyword tools**.

Therefore, it takes more than a quick check of a popular keyword tool to determine which keywords are important for your business.

Here are some more notes:

- You may find misspelled keywords in our report. If people commonly misspell their search queries, our report will reflect as much.
- Capitalization is not considered by search engines. Therefore, all keywords are lower case (regardless of convention or proper capitalization) for the purposes of this report.
- Search engines regard plural versions of a word differently than the base word. “*Career*” and “*careers*” are considered different search queries. Therefore, you may see “*career/careers*” listed as a keyword. This is to demonstrate that these two keywords are combined in our search volume estimate.

The take-away is that the keyword research **report results will often contain grammatical errors**. This is intentional.

Keyword Research and Analysis Goals

1. Determine the highest value local keywords for search engine optimization and web design
2. Determine the highest value local pay-per-click keywords by commercial intent and competition

Keyword Research Methodology

First, we evaluate all keywords to determine popularity. Next, we investigate keyword intent. If the intent of the keyword matches our goal, and if the keyword has sufficient popularity, we will investigate variations of the keyword to find more information and more useful variations. This process repeats until most (if not all) popular and relevant keywords have been discovered.

Once we've determined popularity and relevant intent, we assess PPC competitiveness and SEO difficulty using a series of tools. This allows us to recommend an optimization and advertising strategy.

Keyword Research Results

Many of the highest intent keywords in the areas of “SEO” and “web design” are quite competitive.

However, we did identify a handful of low competition yet relevant search terms that offer a good advertising opportunity.

REDACTED

Additionally, we assessed the highest volume local keywords and determined that many of them can be optimized for with a modest SEO investment and sufficient time.

REDACTED

Search Volume Report

Here are the top 25 relevant keywords we identified by average search volume:

Keywords	Local Search Volume: June
web optimization	165000
web design hosting	135000
seo search engine	90500
web design development	90500
web site optimization	90500
search engine optimization seo	74000
ecommerce web design	60500
search engine submit	49500
websites design	49500
google search engine optimization	40500
web site seo	40500
web design service	33100
website seo	33100
search engine consulting	27100
search engine rank	27100
search engine traffic	27100
web design directory	27100
cheap web design	22200
keyword seo	22200
search engine optimization software	22200
search engine optimization tips	22200
seo design	22200
seo promotion	22200
seo ranking	22200

In addition to this written report, you will find a spreadsheet with more than 300 keywords (*not actually attached – this is just a sample report*), many of which have notes. This spreadsheet should be kept as a reference for any future PPC advertising campaigns, as well as consulted when new content (i.e. blog posts, articles, and videos) are created.

Topics/Keywords with Insignificant Search Volumes

REDACTED

Generally speaking, we will find that many businesses suggest keywords that aren't actually popular. Often times, jargon and industry terms that are used in everyday business are rarely typed in to search engines.

Keyword Optimization Recommendations

The keywords “*redacted*,” “*redacted*,” and “*redacted*” offer the best immediate PPC opportunity. Pending PPC testing, we can determine the best keyword on which to concentrate our SEO efforts.

This section will include a list of words we recommend and why we recommend them. Depending on the goals of our client, we will tailor this section of the report to specific short-term and long-term goals. For example:

- If a business is interested in local SEO – like appearing for “denver web design” - we will concentrate on local variations. We'll look at city, state, county, neighborhood, and zip codes, for example, to find relevant variations.
- If a business is seasonal, we'll look for seasonal trends to help determine relevancy and make recommendations that might otherwise be missed.
- If a business is interested in blogging, we will provide keywords for blog topics.
- We're always concerned about keyword intent. Does the search indicate that someone is ready to act immediately, or are they still in the exploratory stages?
- If a business is focused on keyword advertisements, we'll focus on maximizing ROI by finding low-competition variations of high intent keywords.

Summary

Keyword research is essential to any SEO or PPC advertising project. By knowing what your customers search for, you can maximize your search engine marketing efforts.

[Contact Spork Marketing to get started.](#)

Thank you for downloading this sample keyword research report.