

# More on Keywords

Keywords are so important that it is worth talking a bit more about them. In this segment I will be presenting some tools to help refine your list of keywords.

I will affectionately use my wife Diane's website as a sample. She is an architect who specializes in designing and building custom homes in North Scottsdale.

Some of the terms that we thought would be important would be centered around location because she only wants to focus on North Scottsdale clients.

These terms would be:

north scottsdale  
cave creek  
carefree  
the boulders

rio verde  
estancia  
silverleaf  
troon

troon verde  
legend trail  
dc ranch  
desert mountain

We capitalized on North Scottsdale on the site and for that we were successful at positioning [www.SketchArchitecture.com](http://www.SketchArchitecture.com) at number 1 in Google for the term "north scottsdale architect"



**So how did we get to be number one?** For one it is a very specific term. A potential client would have to specify North Scottsdale versus just Scottsdale and add architect. Which means they are looking for an **architect in North Scottsdale** as oppose to one in just **Scottsdale**.

We actually do well with the term Scottsdale Architect as her site appears between position 10 and 20 (second page) of the Google search results.

Not only is it very specific, but it also isn't searched very often. We found this out by looking at how often the keyword North Scottsdale Architect is used as a search term in the previous month. We used this tool called [Keyword Selector Tool](#) (give it some time to load it can be slow at times). By typing in the term north scottsdale architect we find that nobody used that term in the last 30 days. Well when they do we will be first on the list.

A less specific term would be scottsdale architect.

Unfortunately the last significant searches were in January of 2007.

However you can see here that another search term was used: scottsdale architect and architectural services.

The terms are listed in descending order based on the amount of times searched. As you can see these numbers are pretty low.

By broadening the scope to just architect this tool returned 100 different search terms used in the month of January. The term


architect was searched 121,615 times and the second search term was landscape architect which had 28,417 total searches.

Upon closer inspection to these 100 returned search terms the first 50 look like terms that an architect student would use to find a job or to research a famous architect.

The last 50 looked like we were seeing people searching for an architect in other locations like Boston, Miami, New Jersey, Seattle, Atlanta and San Diego.

Scottsdale just doesn't make the cut for the first 100 results. By the way these results had better than 400 searches at the very least for state or city terms. As you can see Scottsdale only got 56.

I find that the Microsoft Excel spread sheet program is useful when researching choice keywords. I type in the terms that fit my site and record the search




**Keyword Selector Tool**

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:

- Related searches that include your term
- Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)



**Note:** All suggested search terms are subject to our standard editorial review process.

Searches done in January 2007	
Count	Search Term
56	scottsdale architect
36	scottsdale architect and architectural services

number. Then I look for more keywords on the home page itself and see if I can find more derivatives.

You may discover that you find search terms that are not on your web page and maybe should be. Keep note of those because you may want to exercise those keywords by writing a small paragraph so that it can be included on your web page's keyword focus.

As you can see this is a very large topic and we will refer to keywords, also referred to as "search terms" or "key phrases" from time to time.

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