



The Need to Sometimes Use More Than One Keyword Research Tool

The goal of any commercial website is to increase sales via E commerce. This goal can only be achieved when the site receives enough traffic. To bring the site to the attention of prospects, several methods of advertising and marketing are adopted by the site owners. Of these methods, search engine optimization has proved to be extremely effective. Search engine optimization involves creating content around keywords that prospects would use on search engines, to look for products similar to the one being sold on the website.

While creating content around the keywords is not that difficult a task, if one has access to some good copywriters. However, locating keywords that the prospects are using can be a completely different issue altogether. Locating keywords that generate traffic for the site is extremely crucial for the site. This is where keyword research tools come in. Keyword research tools are programs that are designed to come up with keywords that prospective clients are using for a particular product. So on typing the name of say, the website, the keyword research tool will come up with keywords that real web browsers have used, to look for sites similar to the one typed in.

However, different web browsers use different keywords to search the net for their desired goals. While it is true that the rule of averages works well, it would be non profitable to ignore those customers who are using peculiar and specific words for their search. Prospects that use non popular and uncommon terminology for their search are also to be tapped upon and unless one has access to these words too, it is unlikely that this can be done. The solution is using multiple keyword research tools, when searching for the keywords that the search engine optimized content is to be developed around.

There are several keyword research tools available today, of which the leading four are

- 1) Google keyword suggestion tool
- 2) Wordtracker
- 3) Keyword Discovery
- 4) Overture

A comparative analysis of these four tools will help clarify the need to use more than one keyword research tool.

Wordtracker is one of the most popular keyword analysis tools today. Almost anyone adopting a SEO program is sure to have heard of Wordtracker. The search engine tool is great in not only trying to researching keyword traffic, but also keyword competition. Keyword traffic is derived by Wordtracker, by assessing the number of searches on Dogpile/Metcrawler search engines, over the last two months. Assessing the keyword competition is more intense. Here the Wordtracker finds the number of exact phrase matches, within a particular search engine. Based on these two outputs Wordtracker creates what is known as the Keyword Effectiveness Index or KEI. The popularity number of the keyword is squared and then divided by the competition number of the keyword. The result closer to zero indicates a poor keyword while over 100 is considered a good keyword. If the answer goes beyond 400 then the keyword is classified as excellent.

Having assessed how the Wordtracker works, let us move on to why it is not enough to be adopted independently.



- Conservative assessment of traffic – Since the Wordtracker adopts the Metcrawler search engine, which is not a very popular one; the traffic numbers derived by the keyword research tool are much lower than otherwise. The problem lies in the fact that the popular and larger search engines do not disclose any user data, and therefore Wordtracker is forced to use the meta-search engine, which results in the above stated drawback.
- Limited to two months – Since the Wordtracker limits its search to the last two months; the tool fails drastically to provide for seasonal products. So if a user needs to conduct a search for lamb’s wool in the summer months, there is no selecting the winter months for the search results. This hampers the traffic results drastically, since the true figures are no longer accessible.
- The paid version lacks novelty- The paid version of Wordtracker offers KEI and exact phrase match data from specific search engines. Both these services can be gathered by one independently too, and therefore the paid version is completely useless in that sense.

Moving on to the Overture, this keyword research tool seems to work on pretty much the same lines as Wordtracker apart from the fact that Overture is a free tool. But those who have tried to use both these tools for the same word or phrase will find that the results of the two vary largely. Overture claims to reach 80% of the internet browser, but authenticating this claim can be a tough job for the user. Despite tall claims of being the first and the best keyword research tool that has access to several prominent search engines, Overture does come with its own set of drawbacks.

Let us analyze why Overture would fail to meet the mark of an independent and sufficient keyword research tool.

- Incorrect volume – Overture does not compensate for automated hits and therefore tends to offer its user an enhanced keyword search volume. Only keywords used by real people are likely to increase convertible traffic to the site. Incorrect volume data is bound to create a sense of euphoria, which will do no good for the website.
- Fails for PPC – Overture offers a small database of keywords as compared to Keyword Discovery and therefore fails for Pay Per Click (PPC) and banner ads. For these programs, it is essential to tap a very large databank of keywords if one is looking to succeed.
- Ignores country specific searches- Overture ignore country wise searches, so if one is looking to find out specifically about say Australia, then the data shall not be available. This facility is however provided by Keyword Discovery.
- Ignores singular and plural differences – Another problem with Overture is that it ignores the difference between singular and plural keywords. So if looking for a plural search word, the user will simply receive the same results as the singular of that keyword.
- Biased to Yahoo PPC – The Overture research tool has passed ownership on to yahoo and since then the tool seems to be tipping largely in favor of Yahoo PPC. The user is unlikely to get the results in black and white; instead the results are displayed keeping the Yahoo PPC strategy in mind.

Keyword Discovery works on the same lines as the two tools mentioned above but offers the user much more. Keyword Discovery collects its data from over 180 search engines while giving special preference to Google. It claims to have a database of over 32 billion keywords. So once more there are tall claims, which tempt the user to believe that using only the Keyword Discovery shall be enough in finding the keywords to develop the SEO content. But this is not the case since this tool too has its own peculiar drawbacks.



Let us discuss why Keyword Discovery also fails as an independently sufficient keyword research tool

- Expensive – The Keyword Discovery comes at a price. Only if one is ready to dish out \$49.95 per month, can one have access to the 1800 phrases from the site. With Overture being completely free this does seem like a steep deal.

The Google keyword suggestion tool is next in line for this comparison. Much like Yahoo's Overture problem, the Google keyword suggestion tool seems to provide only those keywords that Google thinks will work for the industry. Again here the tool has its own set of drawbacks which prevent it from being considered adequate, individually

An analysis of these drawbacks follows

- Lopsided – The Google keyword research tool provides only those keywords that have been adopted by the Google search engine users. Such lopsided information leaves out those prospects that have been using other engines apart from Google.

After assessing the four providers, it is clear that adopting any one and ignoring the rest will generate murky results. While one ignores the popular search engines, the other does not differentiate between real and automatic searches. One maybe too highly priced while the other despite being free, provides biased results. Therefore, If looking to find keywords that are being used by real people, one must run a research on more than one keyword research tool. A comparative analysis of the results that these research tools show will help in locating the correct keywords.

Apart from using several keyword research tools to locate the keywords used by prospects in searching for sites and products, there are a few other tips that will help enhance this search. Always search from the point of view of your customer, pick valid keywords, check the competitions website for added keywords, etc. While there are several methods to increase the quality of your keyword(s), remember to always create quality content around these keywords so that once you have the prospects attention, you are able to satisfy his/her needs.