

Advanced Keyword Research

- Proper keywords get you found
- Use keywords in your colateral material
- Enhance posting and blogs
- Separates you from your competitions
- Improves search for syndication
- Keywords are essential for branding



Keywords are the most critical component of marketing and advertising. Without knowing the terms or words that people use to search for your company's products and or services you are shooting in the dark. You can guess some of the major words but it is the long-tail keywords that are critical. Bobby Richardson - Former Apple Marketing

What is a Keyword Research Matrix?

Keyword matrices have traditionally been used for paid search, but also have far reaching implications for organic search; essentially using other factors of influence to help qualify and quantify your opportunities.

If built and used properly a keyword matrix can increase your rankings.

The keyword matrix will help you match the user intent in search queries with the content on your website, blogs, social media postings, thus sending positive signals to Google that you're relevant in your niche.

Once we get back your results, you'll see how much time, effort and resources went into your matrix. We've taken the time to train the people doing the research, purchased the tools, and invested hundreds of hours learning how to use the resources so you don't have to.

Keyword Research packages from the BroadMoar let you harness the power of the best keyword research methods, tools, and tactics – and you get a comprehensive spreadsheet of your keywords.

We offer 2 options for Advanced Keyword Research:

- 1 - In-Depth Keyword Matrix
- 2 - Deep Keyword Matrix

Details on the back....

Advanced Keyword Research Matrix

In-Depth Keyword Matrix

Advanced Research with Complete List of relevant terms

5+ additional keyword target tools & Methods

Clustering of keywords into categories (commercial, supporting, non-commercial)

Keyword listed in Report by Silo

Best For: Niche research, website builds, client research, advanced content marketing

Deep Keyword Matrix

Digging Deep Plan. Complete List of relevant terms.

5+ additional keyword target tools & Methods

Best for: Advanced Link Building, Content Ideas