

Advanced Keyword Research Matrix

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



"Keywords are the most critical component for your business marketing content and advertising. Without knowing the terms or words that people use to search for your company's products and services, you are shooting in the dark." 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 today. Essentially, proper keyword use and other factors of influence will help qualify and quantify your opportunities.

We build one of the most comprehensive matrixes in the industry and when used properly. A keyword matrix can increase searchability in the rankings.

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

Once we get back your keyword matrix 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, and purchased the tools they need and invested hundreds of hours teaching them to use the resources so you don't have to yourself.

Keyword Research packages from 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 3 options for Advanced Keyword Research:

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

Details on the back....

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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 building, 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

Basic Keyword Matrix

Get Started Plan

Complete List of relevant terms

Best for: Link building phrases

Talk to your BroadMoar Advisor to find out which is the best option for your business.