Keyword Research

By [Sunburnt Internet Marketing](#), 5 July 2012

How many people go into business without doing **market research**?

Practically no-one.

But how many people start a website without doing **keyword research**?

Practically **EVERYONE**.

Keyword research IS market research and is probably the **most important step** in creating a successful website, blog or online service.

Can you answer the following questions:

- **What keywords** are people using to search for your product or service?

- What **related terms and synonyms** are they using?

- How many **daily searches** are there for your keywords?

- How many **competitors**are also targeting your keywords?

- What is the **strength of your competitors**?

- Which relevant**long-tail keywords**can you capture easily?

- Do your keywords have daily, weekly, seasonal or annual **trend cycles**?

- What **secondary keywords** should you be using on your website and in your articles?

- Which keywords should you invest in for the **highest return on investment** (ROI)?

If you can't answer these questions, **we can**.

Our Keyword Research service gives you detailed data and recommendations on the **top 250 keywords** from a of 10,000 keywords relating to your product or service. How do we do this? Simple:

- First we collect all **related keywords** for your product or service using 18 different tools and data sources.

- Next we **generate variations** of all these terms using common call-to-actions, geolocations, stemming, typo and spelling errors.

- We then **create permutations** of these terms to generate a list of up to **10,000 unique search terms**.

- This list is filtered using public data from Google to select the 250 keywords with the **highest search volun**

- For the top keywords, we import our **private data on organic competition**.

- With this data we can identify keywords with high search volume, **low organic competition** and high advertiser competition. These should be the focus of your SEO campaigns.

- We will analyse the search result pages for the most appealing keywords to estimate how much effort (in $ will take to get **you** on the **first page of Google** for these keywords.

Just give us a call on +61 7 **31021169** or send an email to **support@GetSunburnt.com** and we'll get on the job!

About Sunburnt Internet Marketing

 Sunburnt Internet Marketing has been helping businesses reach customers around the world since 2003. Our integrated Internet Marketing Platform includes SEO Tools, Web Analytics, Content Management, Website Designe Email Marketing, Online Store, Domain Name Management and more. You can follow us on Twitter, Facebook and Google+.

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- Website Builder

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- Domain Names
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- Page Optimisation
- Link Building
- Landing Page Design
- Social Media Marketing
- Domain Hunting

Our mission is to put the power of the Internet in your hands. We hope you find our products useful and we always welcome constructive feedback and suggestions to improve our service.

Send us an email at feedback@GetSunburnt.com or a tweet via @GetSunburnt.

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