USING SERPS TO FIND KEYWORDS

Keyword Optimization

PREPARED BY
SEYMOUR DIGITAL MEDIA

HOW TO USE GOOGLE SERPS TO FIND KEYWORDS

FINDING KEYWORDS CAN BE FUN...

If we use the Search Engine Results pages we can see some interesting things that will help us see what people are searching and maybe we can use what we find. We've been here before.

In this guide, we'll dive into:

- Auto complete and using spaces. Autocomplete, or word completion, is a feature in which an application predicts the rest of a word a user is typing. In graphical user interfaces, users can typically press the tab key to accept a suggestion or the down arrow key to accept one of several. - Wiki
- The Back Button: Once you pick result click to the page, and hit the back button. You'll see 'People also searched for' right under that result. Maybe try it with your own site if you're signed out
- Keywords everywhere chrome plugin (for chrome and Foxfire)

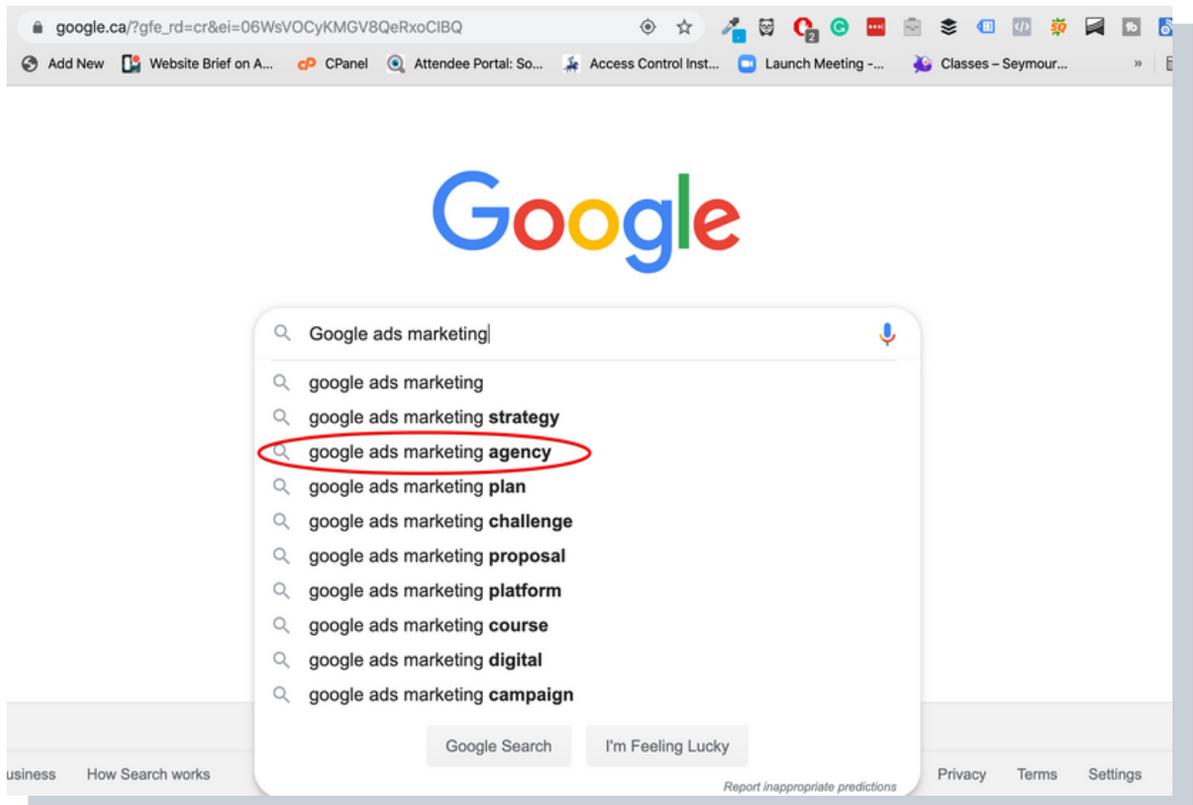# HOW TO FIND KEYWORDS USING SERPS: BRINGING IT ALL TOGETHER

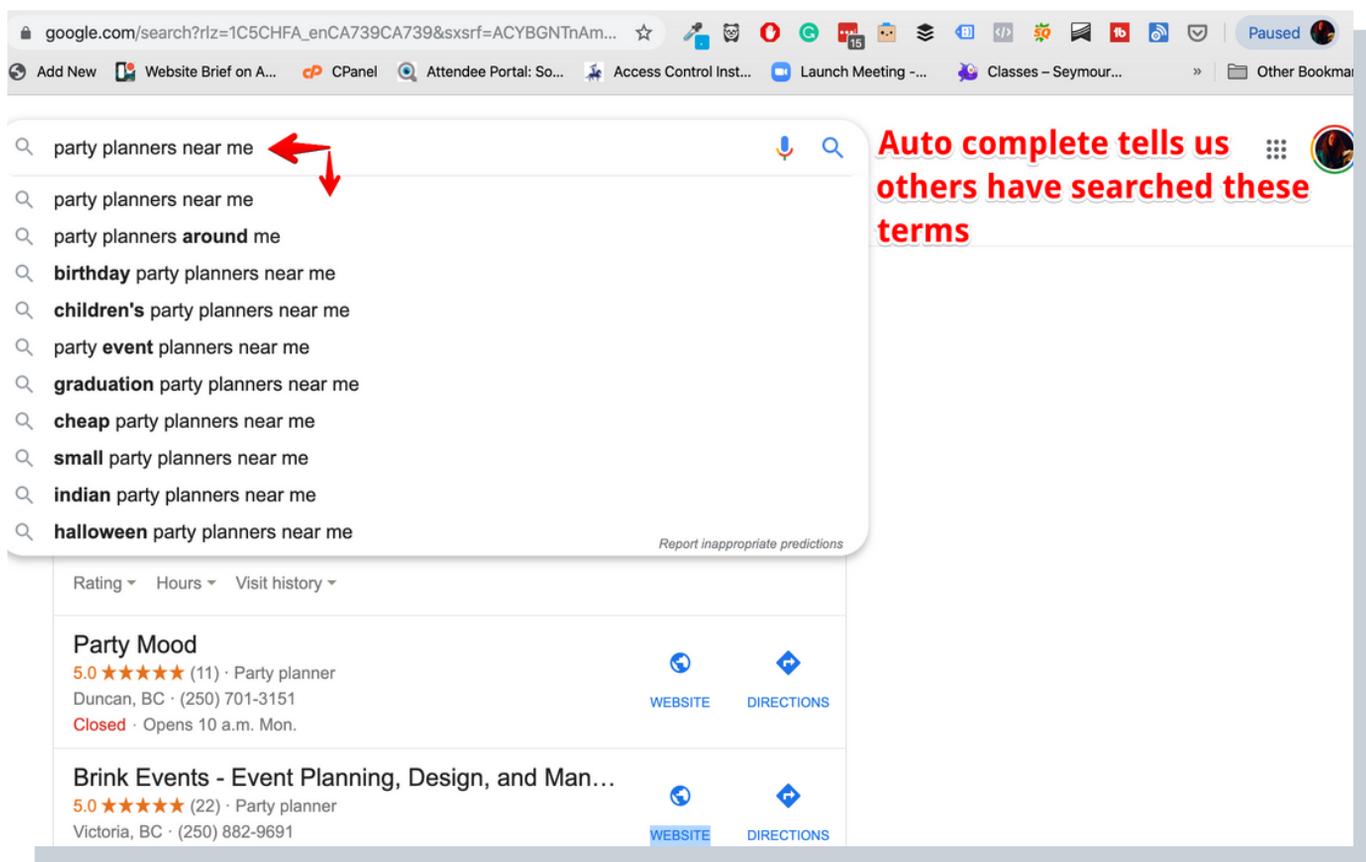## STEP #1 - USE GOOGLE'S AUTO-COMPLETE FEATURE

Go to Google and type in a search term that relates to your business.

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STEP #2 - PAYING ATTENTION TO THE AUTO-COMPLETE FEATURE

Pay attention to the autocomplete feature in Google. This tells us what other relevant searches have happened.

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STEP #3 - PAYING ATTENTION TO THE AUTO-COMPLETE FEATURE

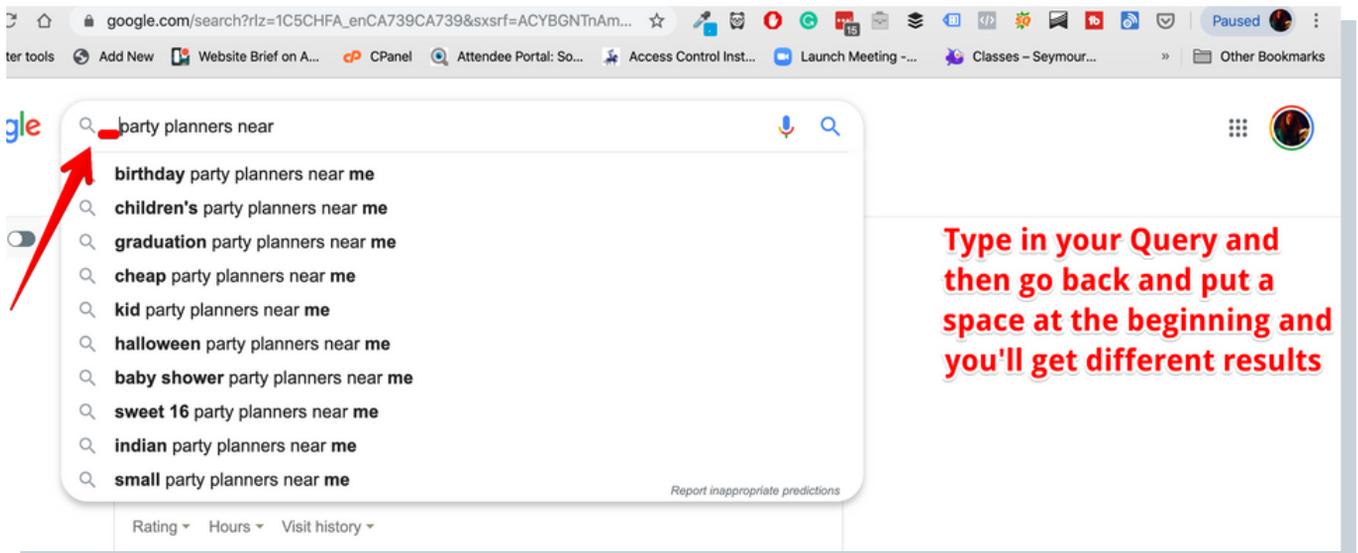Note: Be aware of your previous searches they will show up in purple

Tap the space bar after your last letter and see if it brings up different results. It sometimes does. It sometimes doesn't.

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STEP #4 - PAYING ATTENTION TO THE AUTO-COMPLETE FEATURE

Also try typing in your search term and then go back and put a space between before the first term in the keyword string.
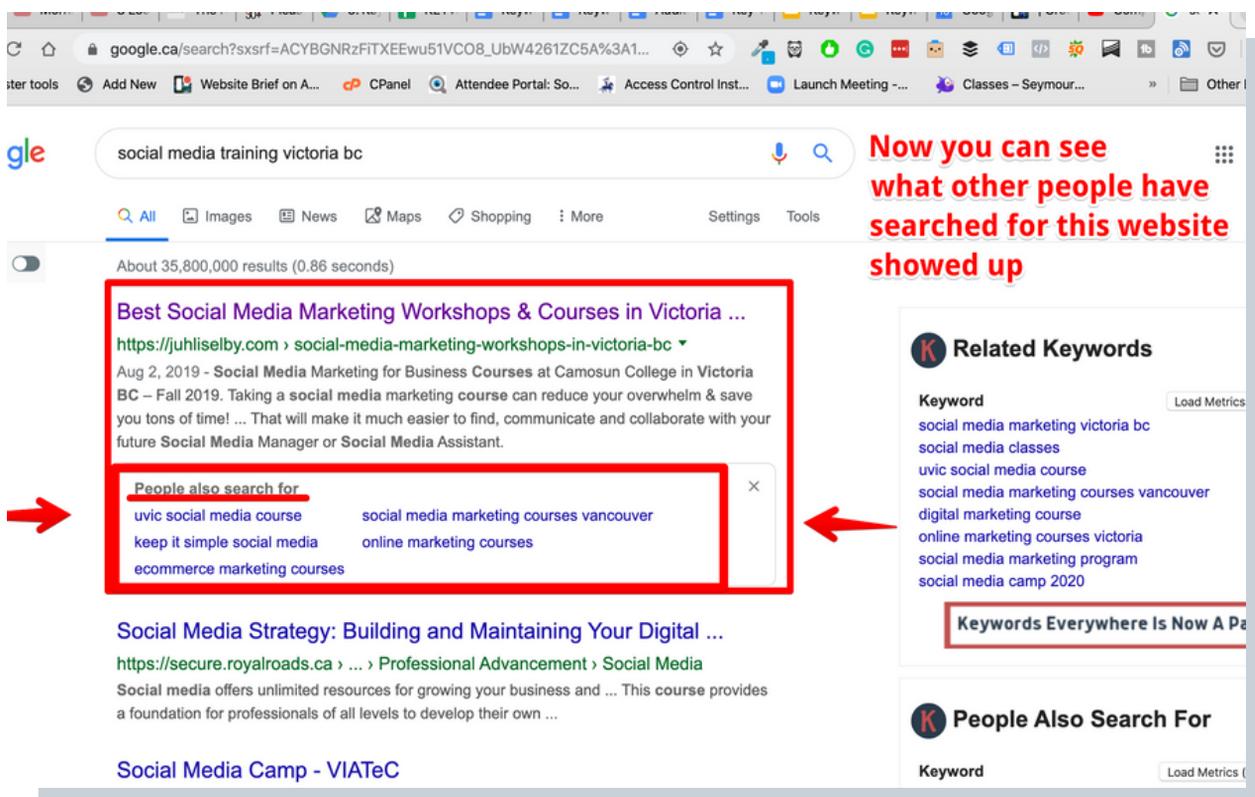
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STEP #5 - VIEWING ADDITIONAL RESULTS

Next pick a result from the results page and click on it. Stay on the page for a minute and click the back button (yes this creates what we call a bounce).
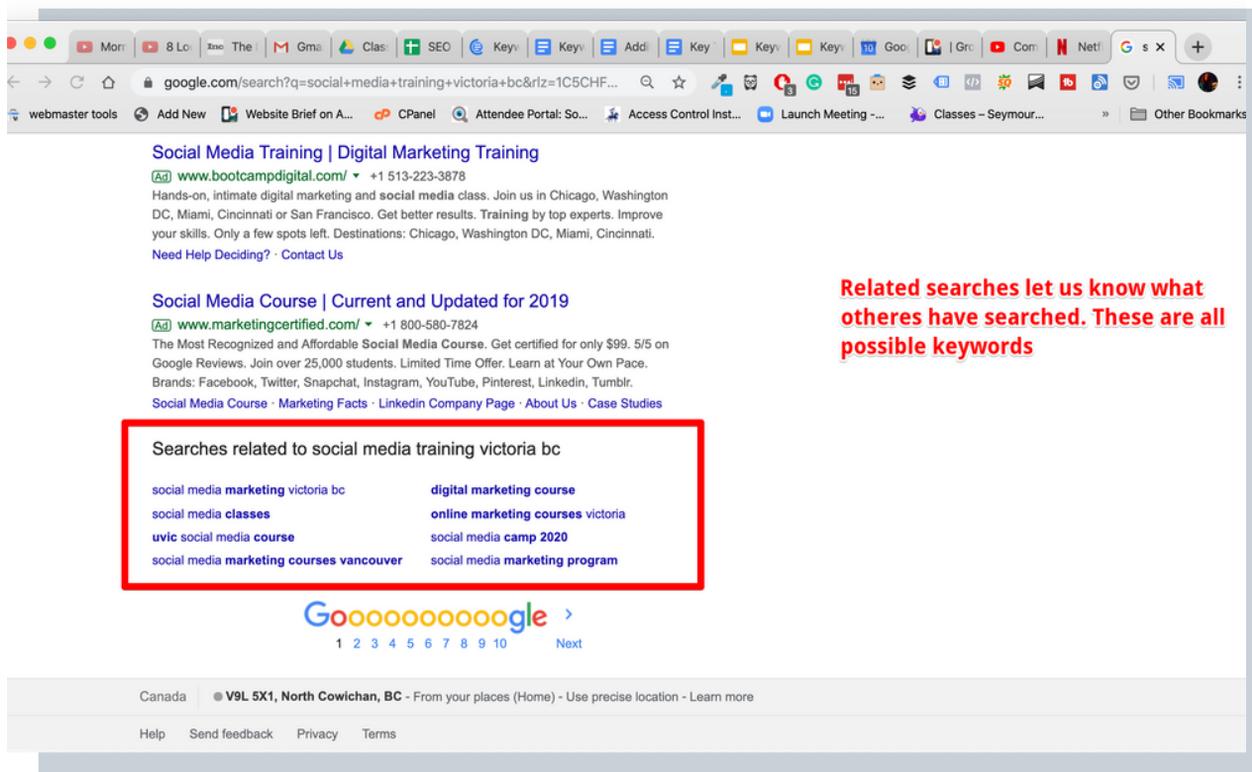
Google wants to show us that maybe we clicked the back button to fast. How Google does this? They show us other relevant search terms that this website showed up for. Maybe there is one that answers your question. This is a great way to see what people actually typed into Google to find this result. You could do this with your own website as well.

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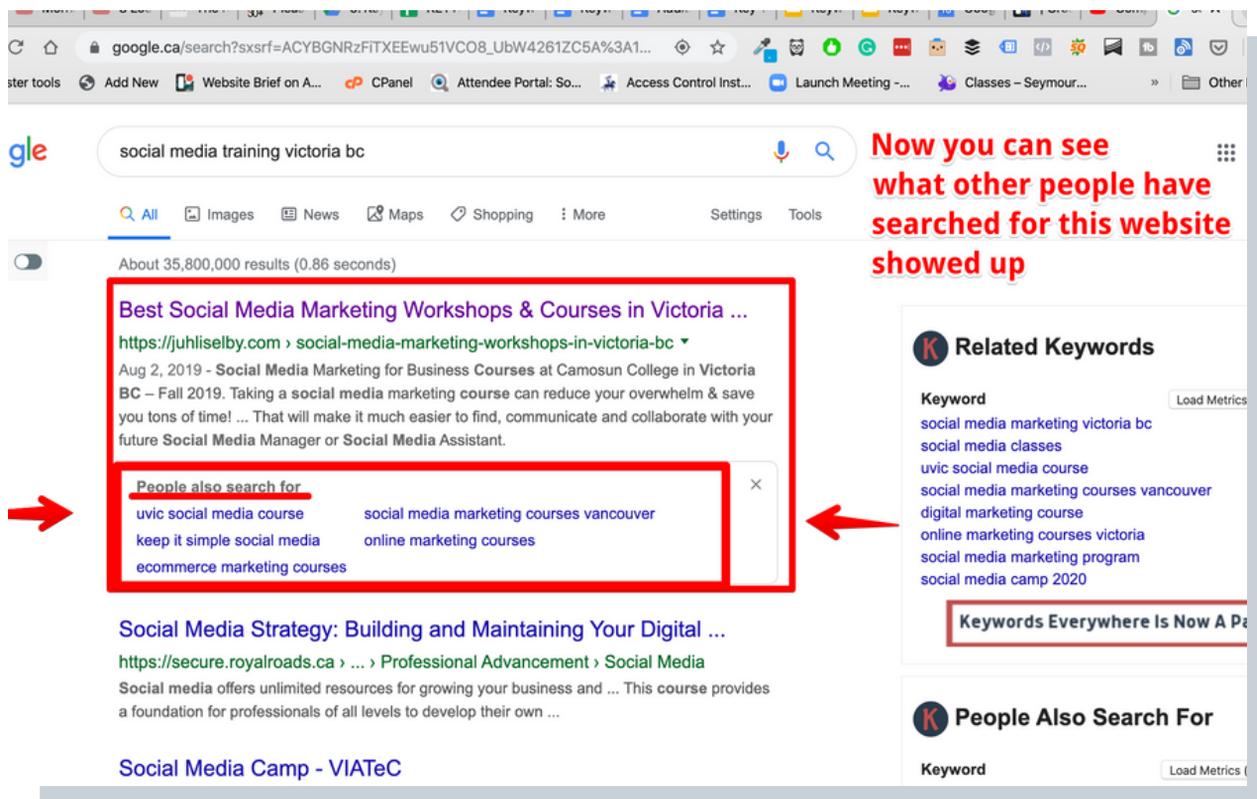## STEP #6 - FINDING RELATED SEARCHES AT BOTTOM OF PAGE

Also, on the Search Engine Results page we can look at the bottom of the page and see related searches. There are other relevant searches that could help you find your answer. These often queries that people have previously searched that Google thinks is relevant

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STEP #7 - USING A KEYWORDS PLUGIN

Lastly you can get additional insights by downloading a Chrome extension called **Keywords Everywhere** and see additional keywords that relate to a search.

ONE LAST THOUGHT!

Using The SERPs is a great way to find great long tail keywords.

While doing your research, don't forget to copy all relevant search terms you find and have them somewhere so you can go and test them in the Google Keyword Planner.
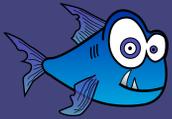
Happy planning!

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GOT ANY QUESTIONS?

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