

Инструменты анализа ключевых слов

для западной аудитории

Вилявин Роман, руководитель департамента
продвижения в западном сегменте, компания «Promodo»

Москва, 11-12 ноября 2008 года

VII конференция «Поисковая оптимизация
и продвижение сайтов в Интернете»



Необходимые действия

1

**Поиск
ключевых
слов**

2

**Анализ
показателей**

- география
- частота
- тренды
- конкуренция

3

**Отсев и
создание
итогового
списка**



Визуальные карты запросов

□ Quintura

□ KwMap.net

□ Google Sets

□ Microsoft's Keyword group detection,

□ Keyword mutation (опечатки)




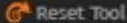
Quintura

programming outsourcing wikipedia expert
product software software development india
company development services custom
resources application team
developers



Microsoft Keyword Group Detection

software development 

Tool Input 

Predicted items for **software development**

| | |
|-------------------------|----------|
| application development | [Search] |
| project management | [Search] |
| software testing | [Search] |
| implementation | [Search] |
| procurement | [Search] |
| product development | [Search] |
| web development | [Search] |



Региональные запросы

Generate Local Adwords & Keyword Lists

[Go to results](#)

[Go to submitted information](#)

US Zip Code: Radius: (100 miles maximum)

Leave Zip Code and Radius blank to use other features(wrapping, permutator, etc.) without adding location data.

Enter one keyword or phrase per line:

```
lawyers  
lawyer
```

Keyword phrases combined with locations.

```
lawyers New York Mills  
lawyers Yorkville  
lawyers Whitesboro  
lawyers New Hartford  
lawyers Utica  
lawyers Clark Mills  
lawyers Marcy  
lawyers Oriskany  
lawyers Chadwicks  
lawyers Clinton  
lawyers Westmoreland
```



Google AdWords Keyword Tool

| | |
|-------------|----------------------|
| Русский | Все страны и регионы |
| Английский | — |
| Голландский | Великобритания |
| Датский | Австралия |
| Иврит | Австрия |
| Испанский | Бельгия |

| | |
|---|--|
| Как создавать варианты ключевых слов? | Введите в каждой строке по одному ключевому слову или словосочетанию. |
| <input checked="" type="radio"/> Описательные слова и словосочетания (например, зеленый чай) | hotels Barcelona lodging Barcelona accommodation barcelona |
| <input type="radio"/> Содержание веб-сайта (например, www.primer.ru/produkt?id=74893) | <input checked="" type="checkbox"/> Используйте синонимы |
| | ▶ Настроить фильтр для результатов |
| | <input type="button" value="Получить советы по выбору ключевых слов"/> |

- **Язык и страна!**
- **Поиск по содержимому сайта!**



Google AdWords Keyword Tool

| Ключевые слова | Оценка средней цены за клик ? | Конкуренция рекламодателей ? | Приблизительное среднее количество запросов ? | Тенденции поиска (май 2007 - апр 2008) ? |
|--|-------------------------------|---|---|---|
| Ключевые слова, связанные с введенными терминами - упорядочить по значимости ? | | | | |
| [software development] | €3,07 |  | 60 500 |  |
| [software development software] | €2,80 |  | 49 500 |  |
| [software development tools] | €2,86 |  | 22 200 |  |

- Конкуренция рекламодателей
- Средняя цена за клик
- Тенденции поиска («Christmas gifts» в июле)



Точки кипения

- Накрученная частотность (проверки позиций)
- Поиски из нецелевых стран (Индия, Пакистан, Китай)

Палим тему!

- Google топ 1 по «online pharmacy» не дает продаж...
- ... если это индийский Google.co.in! 😊



Google Insights

Web Search Volume: offshore software development vs. outsourcing software develop...
Worldwide, 2004 - present

offshore software ... 46
outsourcing softwa... 38

Interest over time

[Learn what these numbers mean](#)



News headlines: [Show](#) [Hide](#)

See worldwide top rising searches by [clearing the search terms](#)

- [A](#) Offshore Software Development Company India
- [B](#) Offshore Software Development India Introduces Payment Gateway Module for Magento
- [C](#) Outsource Software Development Company: Offshore Software Development Services
- [D](#) Symbio Named Top 10 China Offshore Software Development Vendor by IDC
- [E](#) YancelInfo Ranked Number One Chinese Offshore Software Development Vendor in North American and European Markets

[Блокировать](#)

Regional interest

[Region](#) [City](#)

| Rank | Country | Search Volume Index |
|------|------------------------------------|---------------------|
| 1. | Belarus | 100 |
| 2. | India | 42 |
| 3. | Pakistan | 15 |
| 4. | Ukraine | 9 |
| 5. | Russian Federation | 8 |
| 6. | United States | 1 |
| 7. | United Kingdom | 1 |
| 8. | China | 1 |
| 9. | Canada | 1 |
| 10. | Germany | 0 |



“offshore software development”

- Беларусь (?!)
- Индия
- Пакистан
- Украина
- Россия



Конкурентный анализ - средство оценки качества


[RU](#)
[F.A.Q.](#)
[Manual](#)
[Blog](#)
[Projects](#)
[Banner](#)
[Feedback](#)
[Statistics](#)

Enter your link or domain in a field below:

beta

 Full search for domain name

free account

[+ Upgrade to premium](#)

[Edit Profile](#)
[Search History](#)
[View Reports](#)
[Get API](#)
[Logout](#)

Upgrade to premium account for advanced features! Countdown: **9**

Show 1 ... 250 of 374 | Page 1 of 2 | [1](#) · [2](#)

Domain search in Google database:

[Google Keywords Tool](#) | [Free CSV Report](#)

| ^ ID v | ^ Date v | ^ Requests v | ^ Pos. v | ^ WT v | ^ OT v | ^ SV v | ^ AC v |
|--------|------------|--|----------|--------|--------|--------|--------|
| 211 | 19.08.2008 | software programming | 10 | 3546 | 6 | -- | -- |
| 70 | 15.08.2008 | development outsourcing software | 3 | 2357 | 6 | -- | -- |
| 168 | 15.08.2008 | custom programming | 8 | 2295 | 28 | -- | -- |
| 101 | 18.08.2008 | outsourcing software development | 4 | 1821 | 324 | -- | -- |
| 228 | 19.08.2008 | software development company | 11 | 1819 | 26 | -- | -- |
| 217 | 15.08.2008 | development programming software | 11 | 1648 | 0 | -- | -- |
| 233 | 15.08.2008 | development offshore quality | 12 | 1219 | 0 | -- | -- |
| 104 | 19.08.2008 | quality offshore development | 4 | 1219 | 0 | -- | -- |
| 12 | 15.08.2008 | development offshore software | 1 | 1152 | 4 | -- | -- |



Domain: **anastasia-international.com**

 Export to Text


 Export to Excel







































































Summary

Keywords

Ad Variations

Search Results: 1 - 20 out of 7,949 keywords

View Columns: Main 

| No. | Keywords ? | ROI ? | Position ? | Competitors ? | Clicks/Day ? | Price/Click ? |
|-----|-----------------|--|---|--|--|--|
| 1. | sexy girls |  0 |  3 |  3 |  975 |  0.43 |
| 2. | mature women |  33 |  1 |  3 |  360 |  0.22 |
| 3. | chat rooms |  1 |  17 |  20 |  2,835 |  1.00 |
| 4. | ladies |  68 |  1 |  7 |  165 |  1.23 |
| 5. | pretty girls |  0 |  2 |  2 |  110 |  0.15 |
| 6. | web cam |  25 |  7 |  18 |  485 |  1.27 |
| 7. | personals |  65 |  22 |  143 |  41,650 |  4.86 |
| 8. | beautiful women |  0 |  2 |  2 |  160 |  0.30 |
| 9. | sexy ladies |  81 |  3 |  33 |  155 |  0.50 |
| 10. | web cams |  33 |  5 |  15 |  460 |  1.67 |
| 11. | russian |  51 |  2 |  9 |  N/A |  N/A |
| 12. | russian girls |  58 |  4 |  21 |  160 |  0.91 |
| 13. | beautiful girls |  0 |  1 |  1 |  130 |  0.11 |
| 14. | sexy lady |  0 |  1 |  1 |  60 |  0.59 |

**Особенност
и**

- 90\$/month

- PPC

- Organic

- Ad texts

- Landing urls



Инструменты и методы анализа конкуренции

- **SeoQuake/SEO for Firefox** (подсветка выдачи: PR, Links, Alexa...)
- **CsYazzle** (детальный анализ ссылок для 2-3 сайтов)
- **AdSpy/Whois Search/...** (поиск сетей сайтов наших конкурентов)

| | |
|-------------------------|--|
| » Cost, Money & Banks | Welcome to the |
| » Greece History | Greece Travel Guide |
| » People of Greece | AdSpy: 108 sites by this AdSense ID  |
| » Gay Greece | |
| » The Greek Language | |
| ▼ What to do? | |
| » Golf courses | The country of Greece is a paradise for tourists who are interested in Art, culture and literature. Far away from the beach bum, an amazing country for the lover of the classics. |
| » Eating & drinking | |
| ▼ Greece Culture | |
| » Greece Recipes | Greece is located in southeastern Europe, bordered by |

GREECE TRAVEL INFO

- ▶ Share your photos
- ▶ Hotels in Greece
- ▶ Maps of Greece



Registrant Search

Search the Database

Match **ALL** of these terms:

1.

2.

AND exclude **ALL** of these terms:

1.

2.

Show only current records

Order This Report

Here is a preview of what this report will look like after you order them. After you have purchased the report return here and we will unblur all the domain names and the dates will link to the historical whois record that matched your search. A Silver, Gold, or Elite membership is required to view historical whois records.

8 Domains Found - Order this report for \$67.00

Add To Cart

Search Results for "EffectiveSoft"

1. E[redacted].ru - Current, [2005-12-23](#) [2006-07-21\(4\)](#) [2006-12-12](#) [2007-01-24](#)
[2007-05-24\(3\)](#) [2007-10-25\(14\)](#)
2. E[redacted].ru - Current, [2007-12-21](#) [2008-06-05](#) [2008-10-06](#)
3. E[redacted].ru - Current, [2007-12-05](#) [2008-06-06\(2\)](#)
4. E[redacted].ru - Current, [2007-12-21](#) [2008-06-04\(2\)](#)
5. E[redacted].ru - Current, [2005-02-07\(3\)](#) [2005-12-15](#) [2006-04-11\(26\)](#) [2006-10-04\(20\)](#)
[2007-01-07\(17\)](#) [2007-03-20\(22\)](#) [2007-06-20\(3\)](#) [2007-07-04\(5\)](#) [2007-07-23\(81\)](#)
6. E[redacted].ru - Current, [2008-04-28\(2\)](#) [2008-09-17](#)



Спасибо за внимание!

Задавайте вопросы

Вилявин Роман, компания «Promodo»

+38(057) 755-90-60 (Харьков)

+7(495) 979-98-54 (Москва)

roman@promodo.com

www.promodo.ru

