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NATIONAL NETWORK BIPC WALTHAM FOREST

Waltham Forest

KEYWORD RESEARCH

The Root of SEO Fruits

Uncover the Key Steps to Growing Your Online Visibility

NICE TO MEET YOU ALL.

MY NAME’S KARIM.

OVER THE LAST YEAR AND A QUARTER I’VE BEEN GIVEN KNOWLEDGE OF SEO AND, IF YOU’LL HAVE A LITTLE FAITH & PATIENCE, I WOULD LIKE TO SHOW YOU THE WORLD OF SEARCH ENGINE OPTIMISATION.

I WILL TRY NOT TO OVERLOAD YOU INFORMATION AND KEEP THINGS AS STRAIGHT FORWARD AS POSSIBLE.

IF THERE ARE QUESTIONS, PLEASE SAVE THEM UNTIL THE Q&A SECTION OF THE PRESENTATION.

DISCLAIMER

This is the marketing tool that was used, alongside television & radio, to mislead much of the the world through previous times of crisis (think of the scaremongering/misguidance that was spread through online publications during the COVID era).

In the same way that a knife can be used to nourish and grow through use as a cooking tool, it can also be used as means to a much more sinister end in the wrong hands.

Search Engine Optimisation (SEO), as well as *marketing in general*, is also a tool, itself, neither good nor bad. But there is a responsibility upon everyone who learns marketing/SEO to noti intend to misrepresent the facts & mislead others.

It helps determine the terms your audience is searching for.

Keyword research is one of the foundations of SEO.

WHAT IS KEYWORD RESEARCH?

And what's the point?

It guides your content strategy and helps you rank higher in search engines.

THE GENESIS OF SEARCH ALGORITHMS

(The Roots of Search Algorithms)

1. **PageRank**: Google's first algorithm based on backlinks.
2. **Panda**: Prioritised **quality over quantity**, penalising low-value content.
3. **Penguin**: Targeted spammy link-building practices.
4. **Hummingbird**: Focused on **understanding user intent** and meaning.
5. **Semantic Search** *(RankBrain & BERT)*: Google now tries to understand **context and conversational queries**.

Our keyword research will look to make things easy for search engines across these 3 criteria without remaking the wheel

SEARCH ALGORITHM EVOLUTION & ITS IMPACT ON SEO

What each evolution of Google meant for search engine optimisation:

1. *PageRank Era: Focus on backlinks (low-quality links worked).*
2. **Panda**: Focus on quality content **(keyword stuffing no longer worked).**
3. *Penguin: Links had to be earned (spammy links penalised).*
4. **Hummingbird**: Focus on user intent **(long-tail exact keywords became important).**
5. **Semantic Search: Context becomes as important as exact keywords were.**

Additional: Semantic search can be enhanced further with schema markup and structured data, providing Google deeper insights into your content. Also at the moment many

TYPES OF WEBSITES & THEIR KEYWORDS

- **E-COMMERCE:** BRAND, PRODUCTS, COLLECTIONS/CATEGORIES, BLOG POSTS.
- **LOCAL SERVICE BUSINESS**: LOCATION-BASED SERVICE, COMPANY, AND QUOTATION KEYWORDS.
- **NATIONAL SERVICE BUSINESS**: UK-BASED SERVICES AND QUOTATIONS, BLOG POSTS.
- **CHARITIES/NONPROFITS**: BRAND, DONATIONS, VOLUNTEER KEYWORDS, BLOG POSTS.

NOTE: PRODUCT COLLECTIONS & PRODUCT CATEGORIES ARE TERMS OFTEN USED INTERCHANGEABLY.

Brand keyword: *Brand Footwear, brandfootwear.co.uk*

Product page keyword: *Nike Air Max 90, Nike Air Max 90 White, Air Max 90 Black*

Product Collection keywords: *Nike Air Max Footwear, Air Max Shoes For Running, Sports Sneaker Collection, Casual Sneaker Collection*

EXAMPLE

Footwear Shop Transitioning to E-Commerce

Blog root keyword: *footwear blog, footwear journal, footwear news*

Blog post keywords: *Why is Air Max 90 so expensive? How much is Nike Air Max in the Philippines? Is Nike Air Max water resistant? Which is better, Air Max 1 or 90*

Brand keyword: *John's Plumbing Services, johnsplumbingservices.co.uk*

Location-based service keywords: *Plumber in Waltham Forest, Emergency plumbing services in East London, 24/7 plumbing in Leytonstone, Leak repair in Zone 3 & 4, Blocked drain plumber in London*

Location-based business type keywords: *Plumbing company in Waltham Forest, Local plumbing business in East London, Plumbing contractors in Leytonstone, Zone 3 & 4 plumbing firm, London-based plumber*

EXAMPLE

Local plumbing business

Location-based quotation keywords: *Plumbing quote in Waltham Forest, Emergency plumbing cost in East London, Get a quote for plumbing in Leytonstone, Plumbing price estimate Zone 3 & 4, Affordable plumbing quote London*

Blog root keyword: *plumbing blog, plumbing journal*

Blog post keywords: *How much do plumbers charge in London? How to check if a plumber is good?*

Brand keyword: *Your Local Charity Shop, yourlocalcharityshop.co.uk*

Location-based service keywords: *Plumber in Waltham Forest, Emergency plumbing services in East London, 24/7 plumbing in Leytonstone, Leak repair in Zone 3 & 4, Blocked drain plumber in London*

Donation keywords: *Donate clothes Waltham Forest, Where to donate clothing East London, Charity shop donations Leytonstone, Drop off clothes Zone 3, Clothing donation London*

EXAMPLE

Local Charity Shop

Volunteer keywords: *Volunteer in charity shop Waltham Forest, Help at a charity shop East London, Volunteer retail assistant Leytonstone, Zone 3 charity shop volunteers, London shop volunteer roles*

Blog root keyword: *nonprofit journal, charity shop blog*

Blog post keywords: *Do charity shops wash clothes before they sell them?*
What items do charity shops not want?
Do charity shops still take donations?

KEYWORD RESEARCH TOOLS

Finding your primary seed keywords
(the keywords which each particular webpage will be targeting)

Keywords that are associated with previous seed keywords – from within your keyword research document: *For websites with existing optimised content who have also documented all associated keywords to previous keywords used. (You shall see what we mean later)*

Google Keyword Planner: Free tool within Google Ads *(be cautious not to start a campaign otherwise this could be a really expensive exercise).*

Google Search Console: *For websites with existing content. (see what you accidentally rank for and give it some love and attention)*

CRITERIA FOR CHOOSING KEYWORDS

Follow these simple rules for choosing your primary target keyword:

1. Must align with the page you're optimising.
2. Minimum of 10-100 monthly searches (ideally more, especially for brand keywords) **or** it must be a keyword that Google suggests as an associated search with a largely searched term
3. Low competition (as found in Google Keyword Planner).
4. Competitors: Check if they are already targeting the same keywords exactly, if they are and it's a big website, perhaps rethink choice of keywords.

Caveat for eCommerce: Many eCommerce keywords are extremely competitive. You'll need to use more levers than just keyword research to rank well, such as technical SEO, backlinks, and user experience.

Choose primary target keywords for each page.

Use Google suggestions, People Also Asked, and People Also Searched For to find related keywords.

BUILDING YOUR KEYWORD STRATEGY

Planting Your Seeds

Think of these as 'stations' on the Monopoly board — each additional one helps you rank better.

The better one station performs, the better that all of your stations may perform.

These other keywords come from Google suggestions - we're not trying to reinvent the wheel, ***we're working to make content for our users; and Google is telling us other things they are searching for*** *when we click on the search bar before/after searching a keyword, People Also Asked (PAA) questions and People Also Searched For (PASF) keywords on results pages.*

BUILDING YOUR KEYWORD STRATEGY

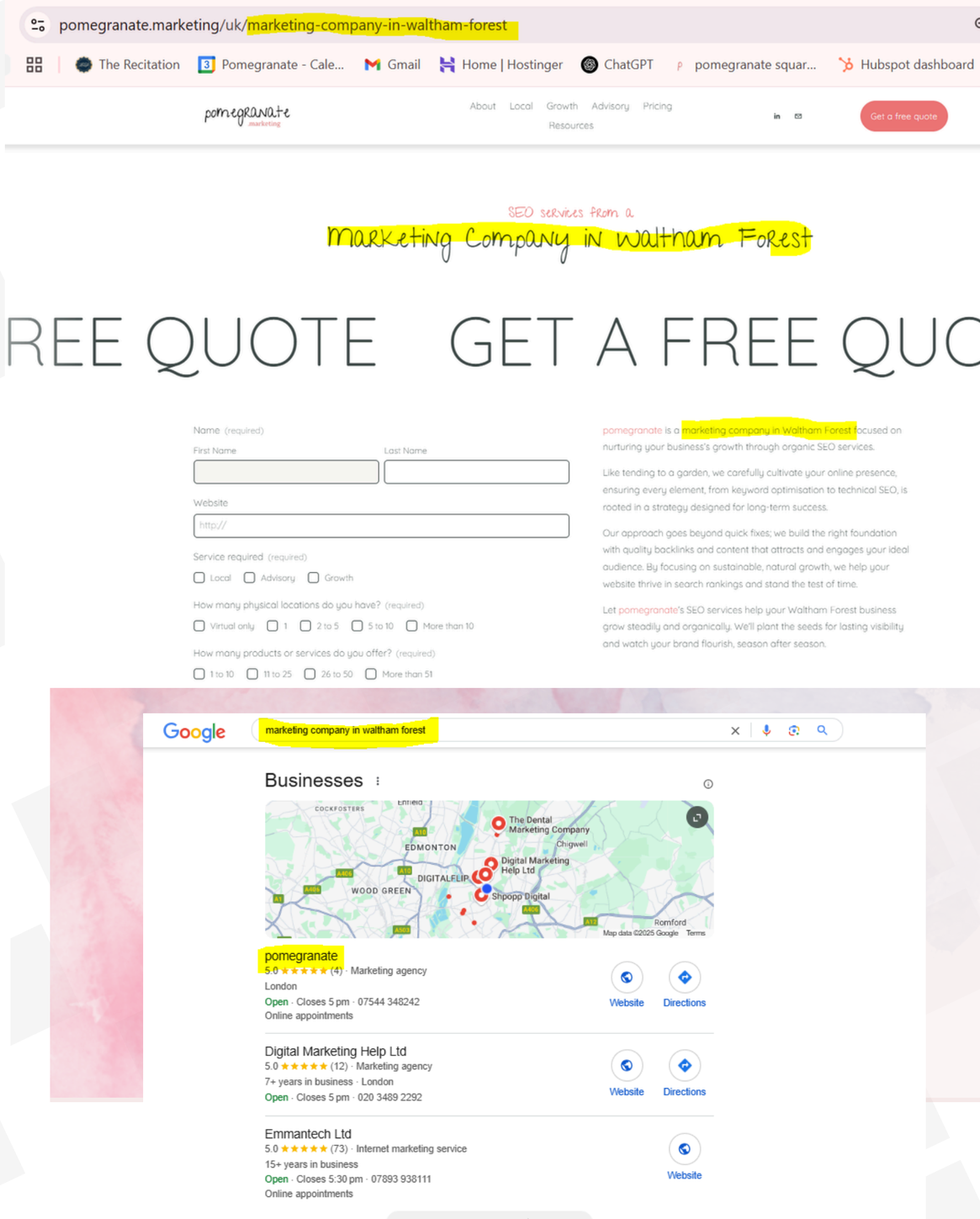
Searching the seed keyword to find other keywords (to use on the same page or later pages)

	A	B	C	D	E	F	G	H	I
1	**Keyword**	**PAA/PASF**	**Seed keyword**	**FAQ/BP/CP/LTKW**	**LTKW = Long-tail keyword**		**BP = Blog post**	**CP = Commercial page**	
183	~~Why local SEO is important for small business~~	~~PASF~~	~~small business local seo~~	~~Too competitive~~					
184	Who is the largest employer in waltham forest	PAA	marketing company in waltham forest	FAQ					
185	What is the best marketing company?	PAA	marketing company in waltham forest	FAQ					
186	Who is the CEO of Waltham Forest?	PAA	marketing company in waltham forest	FAQ					
187	What does Waltham Forest cover?	PAA	marketing company in waltham forest	FAQ					
188	Small marketing company in waltham forest	PASF	marketing company in waltham forest	LTKW					
189	New marketing company in waltham forest	PASF	marketing company in waltham forest	LTKW					
190	What are keyword research services?	PAA	keyword research service	FAQ					

KEYWORD PLACEMENT: WHERE & HOW TO PLANT YOUR SEEDS

- Use Keywords Naturally – Add them to titles, headings, body text, image alt text and URLs without overloading.
- Optimise Key Areas – Titles, headings, and internal links help search engines understand your site.
- Spread Keywords Across Your Site – Include them in blogs, on-page FAQs, and key pages.
- Keep It Readable – Write for people first, not just search engines.

The Goal: To help the right people find you with clear, useful content.
Tip: Mark up your FAQ section using the FAQPage schema markup to help Google better understand your content.



WHY BLOGS MATTER FOR SEO

BLOG ROOT VS BLOG POST:

- BLOG ROOT: /BLOG/ OR /JOURNAL/ PAGE.
- BLOG POST: INDIVIDUAL ARTICLES LIKE /BLOG/ARTICLE/.

WHY BLOGS?

- EASIER TO RANK FOR INFORMATIONAL, LONG-TAIL KEYWORDS. AND BIGGER WEBSITES TEND TO HAVE AN EASIER TASK RANKING FOR NEW KEYWORDS *(THINK: SNOWBALL ROLLING DOWN A SNOWY HILL)*
- HELPS BOOST RANKINGS FOR COMMERCIAL KEYWORDS THROUGH RELATED CONTENT.

TIP: USE KEYWORDS FROM YOUR KEYWORD RESEARCH OF ASSOCIATED GOOGLE SEARCHES FOR USE IN BLOG CONTENT TO RANK FOR NEW KEYWORDS AS WELL AS TO BETTER RANKINGS ON OLD SEED KEYWORDS.

CONSIDER THIS: TOP 20 MOBILE APP FOR 2025 OR SIMILAR LISTS - MANY OF THESE ARE BLOG POSTS SIMPLY TO USE BRAND NAMES THAT HAVE APPEAR IN ASSOCIATION WITH 'MOBILE APP' KEYWORD SEARCHES.

SEO KEYWORD RESEARCH: KEY POINTS

- Keyword research is an easy first step to let Google know which audience you’re trying to reach
- Understand search engine evolution and user intent - and that without context of keywords; even link building may prove fruitless
- Align your keywords with your content and audience.
- Use the right tools, don’t forget about unused past keyword research, focus on quality & truthful content, and ensure strategic keyword placement.

QUESTIONS & ANSWERS

I INVITE ANY QUESTIONS AT THIS STAGE FROM THE AUDIENCE

THANK GOD & YOU ALL FOR YOUR PATIENCE

& MAY YOUR SEO JOURNEY BE AN EASY AND FRUITFUL ONE

I am happy to answer any questions that you may have over email so please follow up with anything that you need more clarity on.

Karim Mohammed Chehab

pomegranate.marketing
info@pomegranate.marketing

RESOURCES

KEYWORD RESEARCH

KEYWORD RESEARCH/OPTIMISED CONTENT STRATEGY TEMPLATE

GOOGLE KEYWORD PLANNER (COMMERCIAL KEYWORDS)

ANSWER SOCRATES (INFORMATIONAL KEYWORDS)

LINK BUILDING

99 FREE BACKLINKS THAT YOU CAN DO YOURSELF

(MAKE A COPY OF THE ABOVE SHEET)

GOOGLE AI-OVERVIEW

PREPARING FOR GENERATIVE AI SEARCH (SHORT EBOOK)

LOCAL BUSINESSES

GROWING YOUR SMALL BUSINESS WITH LOCAL SEO (SHORT GUIDE)

BLOGGING

SEO AND BLOGGING (SHORT GUIDE)