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How To Import Keyword Research Data

By [Roger Keays](#), 23 March 2013

When you write new content for your website it pays to know what people are actually searching for. Google Keyword Tool will give you this information, and now you can import the research you do with Google's tool you create your content.

The imported data can be used by our software to make some small automatic optimisations and is also a h reference for you when reviewing the performance of your content.

So let's get started.

1. When you create or edit some content, use the "Find Keywords" link to open Google's Keyword Tool.

[Find Keywords](#) (0 added)

Choose File

No file chosen

2. Enter your keyword ideas and see what other suggestions Google gives you.

Download ▾

View as text ▾

Sorted by Relevance ▾

Columns ▾

▢

✓ Save all

Search terms (2)

1 - 2 of 2 ▾

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Keyword	Competition	Global Monthly Searches <div>?</div>	Local Monthly Searches <div>?</div>
<div><div>▢</div><div>cheap second hand bikes ▾</div></div>	High	1,600	1,600
<div><div>▢</div><div>bikes singapore ▾</div></div>	Low	49,500	49,500

▢

✓ Save all

Keyword Ideas (100)

1 - 50 of 100 ▾

<

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Keyword	Competition	Global Monthly Searches <div>?</div>	Local Monthly Searches <div>?</div>
<div><div>▢</div><div>cheap second hand motorbikes ▾</div></div>	High	720	720
<div><div>▢</div><div>cheap second hand mountain bikes ▾</div></div>	High	73	73
<div><div>▢</div><div>second hand racing bikes ▾</div></div>	High	1,000	1,000
<div><div>▢</div><div>cheap second hand bicycles ▾</div></div>	High	590	590
<div><div>▢</div><div>second hand bikes bristol ▾</div></div>	Medium	720	720
<div><div>▢</div><div>second hand bikes ▾</div></div>	Medium	135,000	135,000
<div><div>▢</div><div>bike shop in singapore ▾</div></div>	Low	8,100	8,100

- Sort the results by search volume and/or relevance and select the top keywords which are relevant to your content.
- Download the keyword data as a CSV file. Make sure you have the keyword competition, global search volume and local search volume columns displayed in that order.

Download ▾	View as text ▾	Sorted by Relevance ▾	Columns ▾
All search results 102	(2)	1 - 2 of 2 ▾	< >
My keyword ideas 6	Competition	Global Monthly Searches ?	Local Monthly Searches ?
Bulk download 0			
<input checked="" type="checkbox"/> cheap second hand bikes ▾	High	1,600	1,600
<input checked="" type="checkbox"/> bikes singapore ▾	Low	49,500	49,500
<input type="checkbox"/> Save all	Keyword Ideas (100)	1 - 50 of 100 ▾	< >
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> cheap second hand motorbikes ▾	High	720	720
<input checked="" type="checkbox"/> cheap second hand mountain bikes ▾	High	73	73
<input type="checkbox"/> second hand racing bikes ▾	High	1,000	1,000
<input checked="" type="checkbox"/> cheap second hand bicycles ▾	High	590	590
<input type="checkbox"/> second hand bikes bristol ▾	Medium	720	720
<input checked="" type="checkbox"/> second hand bikes ▾	Medium	135,000	135,000
<input checked="" type="checkbox"/> bike shop in singapore ▾	Low	8,100	8,100

5. Close Google's Keyword Tool and attach the downloaded CSV file to the content you are editing.
6. Finish your content using the top keywords in the title and body where relevant and click save.
7. You can see the keyword research you imported when editing the content by following the link in the side

[Find Keywords \(13 added\)](#)

No file chosen

Now that you have attached your valuable keyword data to your content you can choose to show the top search terms at the bottom of the page. These terms will be linked to the page which improves the keyword's relevance to search engines. Select the "Show Top Keywords" option:

☒ Show Top Keywords

And you will see the top 10 keywords added to the end of your page:

Top Search Terms: [bike stores](#) [bike shops](#) [second hand bike](#) [second hand bikes](#) [bike singapore](#) [bikes singapore](#) [second hand bicycles](#) [second hand bikes for sale](#) [bike shop in singapore](#) [used bike singapore](#) [cheap second hand bikes](#)

Please keep in mind that although targeting good keywords is an essential part of your SEO efforts, adding keywords on your page will only give you so much mileage in terms of rankings. For keywords with any competition, Google will rank content primarily based on:

- relevance (how well the search query matches the page content)
- page authority (quality and quantity of links to the page)

- [domain authority](#) (quantity and quality of links to the domain)
- page quality (as determined by Google's algorithms)
- click-through-rate on search result pages
- author rank (who wrote the article - this factor is new)
- freshness (for certain queries)
- a few hundred other smaller signals

Keep writing quality relevant content and promote it at every opportunity.

About Roger Keays



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