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Keyword Research

By [Sunburnt Technology](#), 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 list 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, typos 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 volume**.
- 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 terms of backlinks) it 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

About Sunburnt Technology



Sunburnt Technology has been helping businesses reach customers around the world since 2003. Our integral Internet Business Platform includes [SEO Tools](#), Web Analytics, [Content Management](#), [Website Designer](#), [Email Marketing](#), [Online Store](#), [Domain Name Management](#) and more.

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