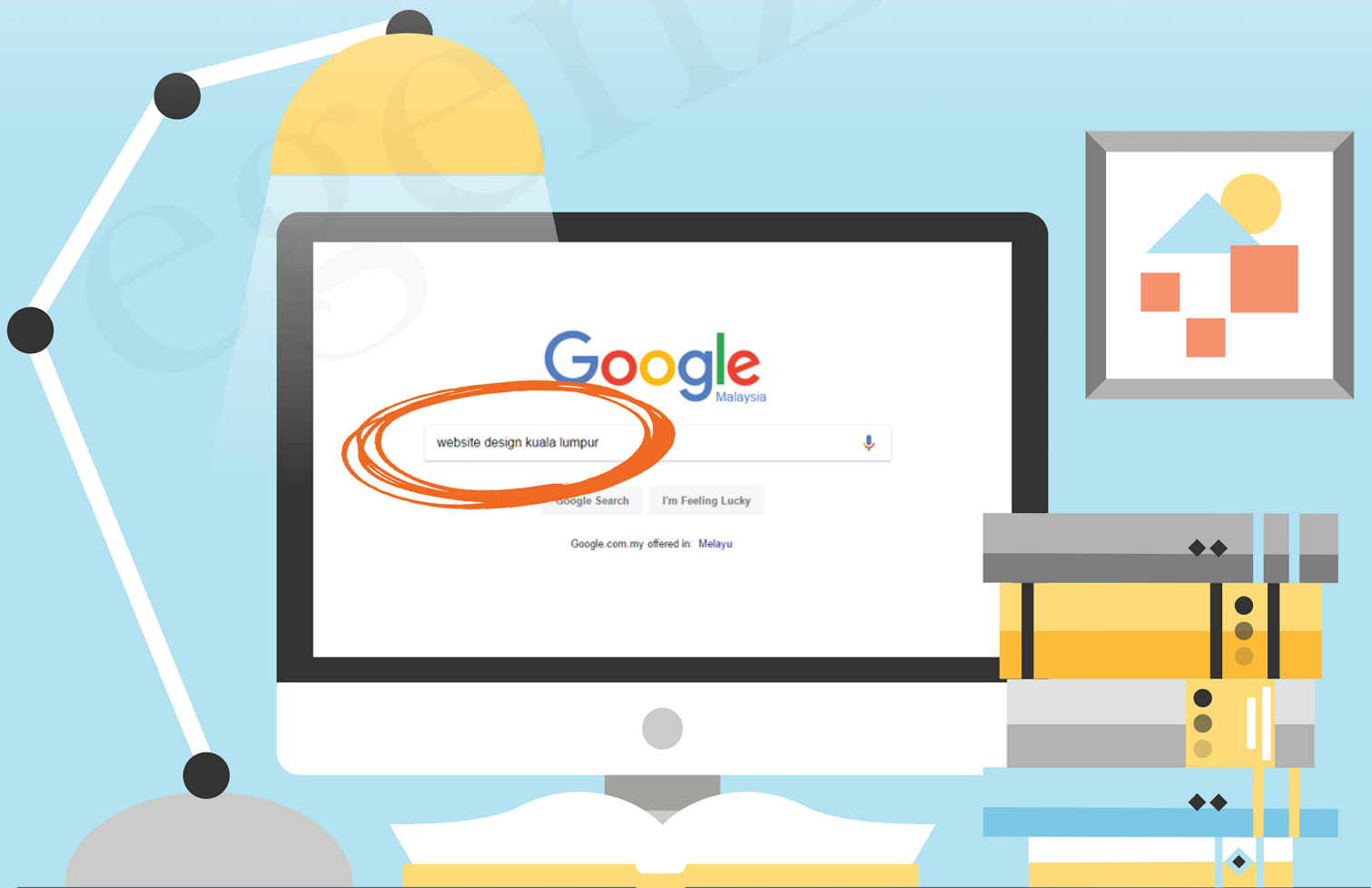


# The Egenz Guide

# WHAT IS KEYWORD?





# WHAT IS KEYWORD

## Client always ask, what is keyword?

What do you mean keyword?

How does keyword affect my website ranking?

Basically, keyword is the word or phrase user will type inside Google Search Box.

User may type short general keywords or long phrase, which we call Long Tail Keywords.



# HOW DOES KEYWORD WORKS

## Step 1 - User Search

When user looking for something, they will type words or phrase what they are looking.

## Step 2 - They Click

If they found the title and the description is what they are looking, they will click on the website.

***So now, is your website listed in Top#10 in Google search with the right keyword?***



## USERS' BEHAVIOUR

There are 4 different types of users' behaviour when they are searching online.

This will define whether they are doing research or they are in the stage of planning to buy.

This will help you to find potential customer and increase conversion rate.







# TYPE 1

## RESEARCH TYPE

User doing their research, looking around but they are not ready in buying.

- User is doing their research.
- They will type short generic keyword.
- Normally it consist only 1 – 2 words.

web design used car custom cake



## TYPE 2

### CONSIDERATION TYPE

In this stage, user are thinking which item to buy, hence they may be comparing.

- Users are considering in buying.
- They are comparing among different products in this stage.
- Normally it will consist of 2 – 3 words.

web design agency | use car website



## TYPE 3

### PURCHASE TYPE

In this stage, user are looking for ways to buy the product, they may include word like 'Online Buy', 'Online Purchase'.

- Users are looking to purchase or buy.
- They will type long tail keyword.
- Normally it will consist of 3 or many words.

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## TYPE 3

### LOYALTY TYPE

Users who love to search and look for brand's product.

- Users are looking for product with brand's name.
- This can be short keyword.

**iphone 7** | **honda city model**

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## WHY LONG TAIL KEYWORD

If we focus on users who are in Purchase stage, we will definitely get a higher conversion compare to generic keyword.

If you advertise with high competitive keyword, you may need to pay more.

If you want to make high competitive keyword to get listed, it will takes longer time compare to long tail keyword.



CONTACT US

You are important to us and we value your feedback. If you have any enquiries about our services, please let us know so that we can assist you.



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