

Unlocking the Power of Keywords: A Comprehensive Guide to Keyword Research

Peyman Khalili- May-2023



Little Bit About Me



Peyman Khalili

SEO Manager

- Basalam.com
- Divar.ir
- Karname .com
- Jabama.com
- Balad.ir

SEO Consultant

- More than 15 Businesses like: 
- Drsaina.com
- Cafebazaar.ir
- Parasteh.com
- Bimetime.com
- Nilgam.com



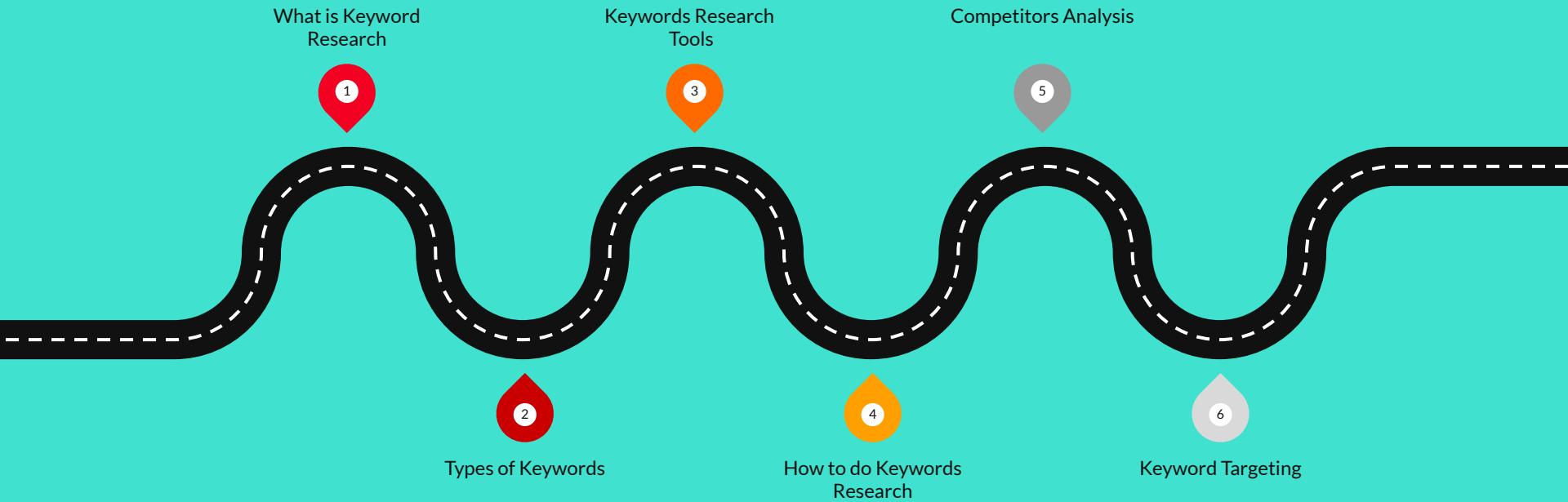
met.peyman@gmail.com



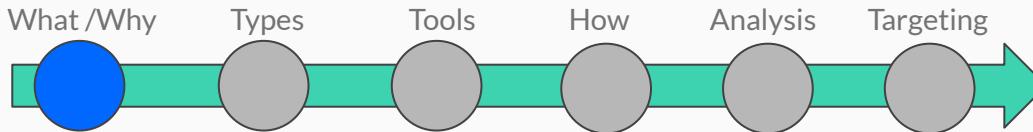
<https://www.linkedin.com/in/peyman-khalili-438938123/>



@peyman_met

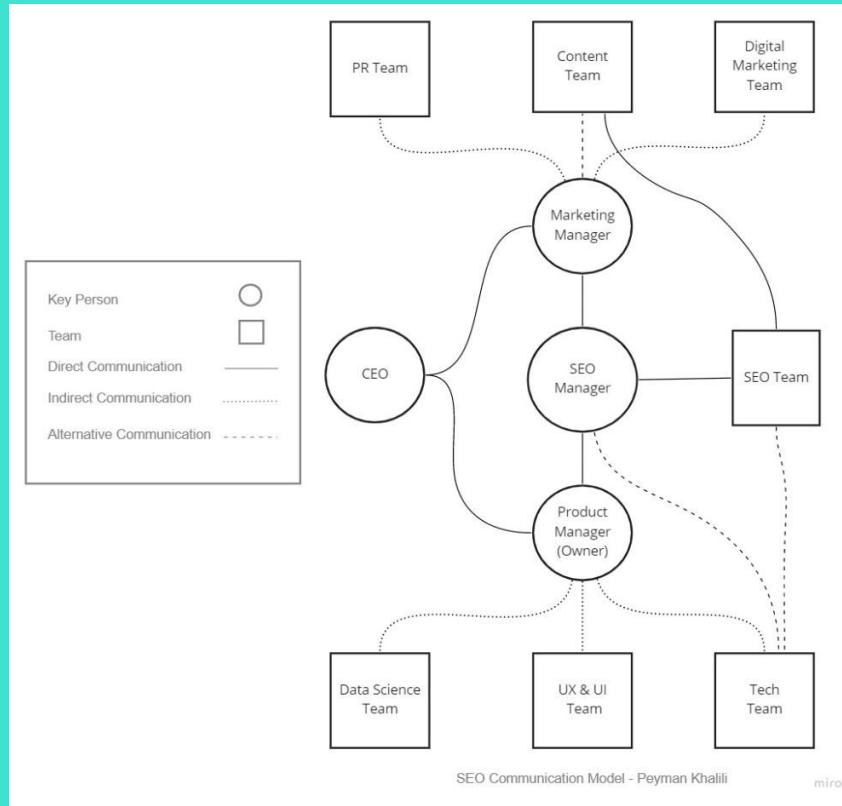
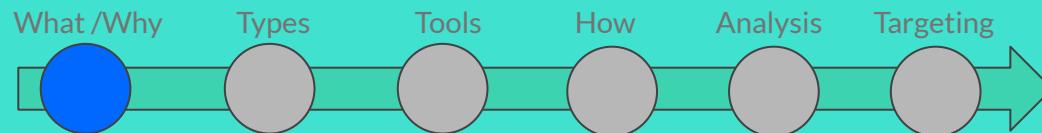


What is Keyword Research and Why?



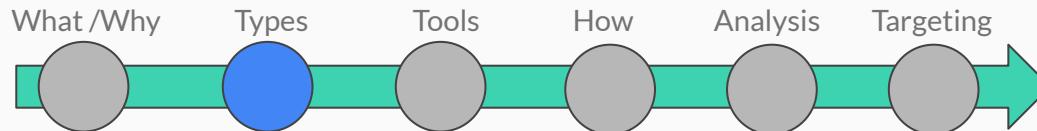
Keyword research is:

- **Beyond SEO**
- Part of a **Market Research**
- Start point of shaping **SEO Product Roadmap**
- First step of **SEO Strategy**
- Empowering tool for **Competitive Analysis**
- A place where it connects you to **Marketing and Product team**

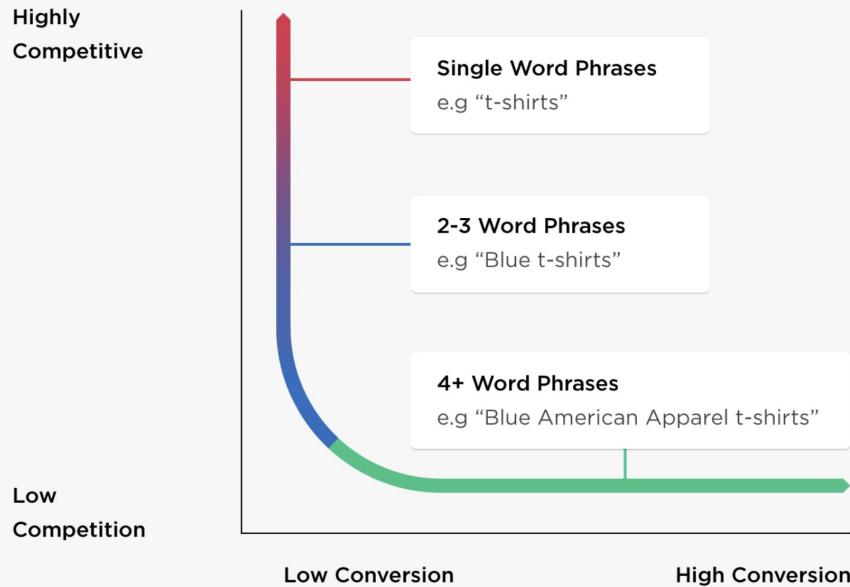


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Types of Keywords



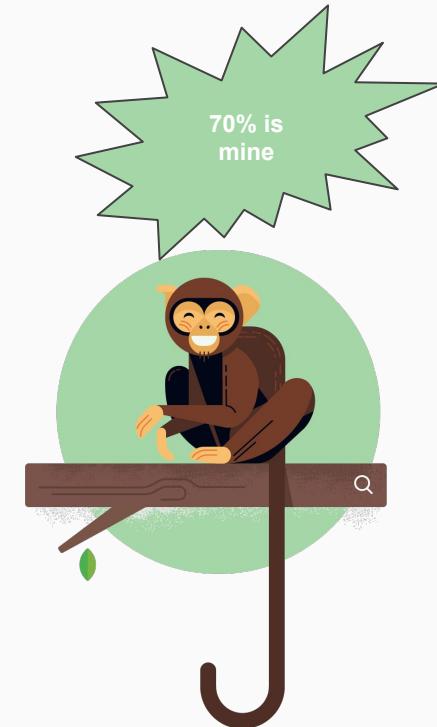
Number of Keywords: Competition vs. Conversion

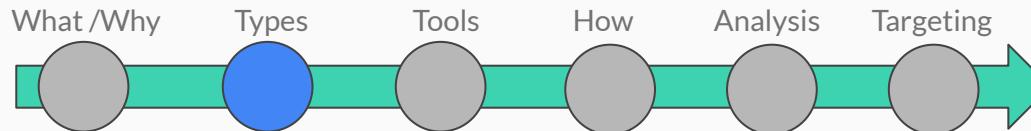


Head Keywords

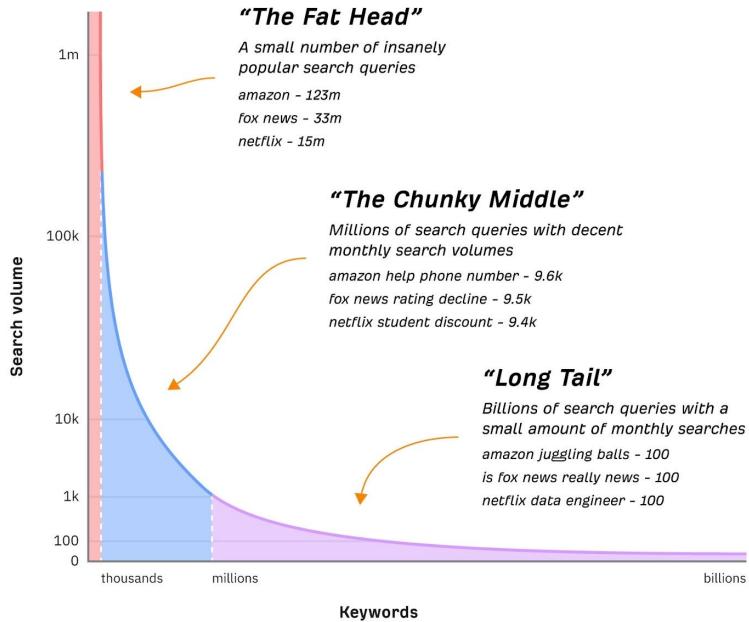
Body Keywords

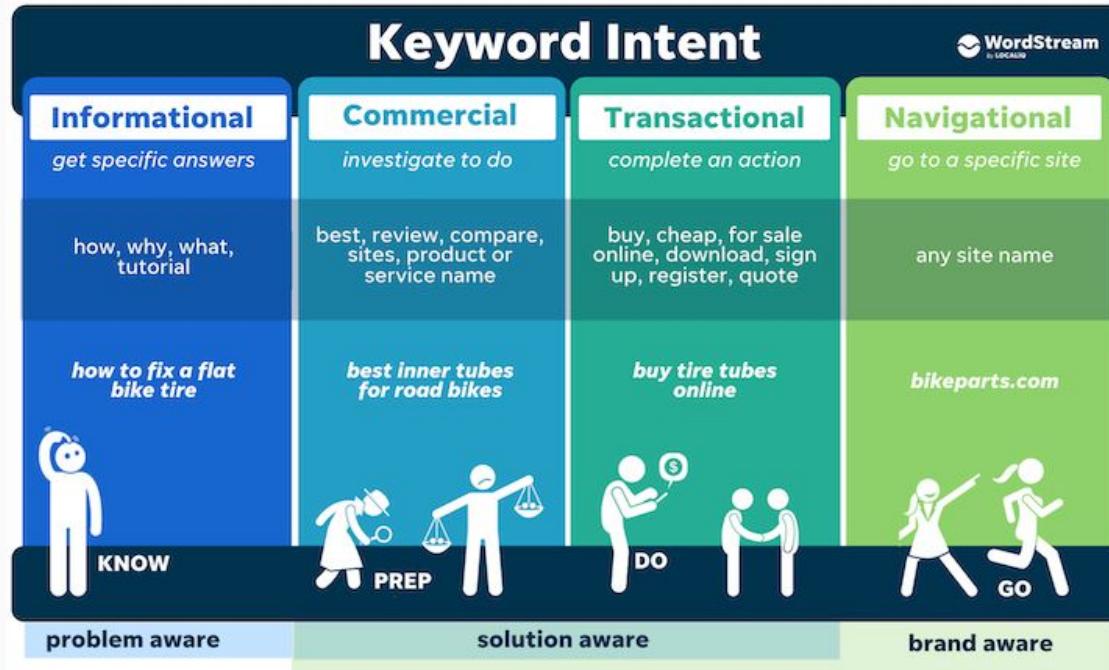
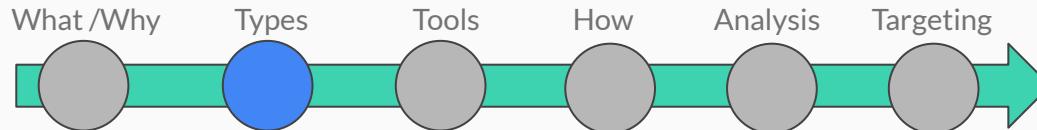
Long Tail Keywords

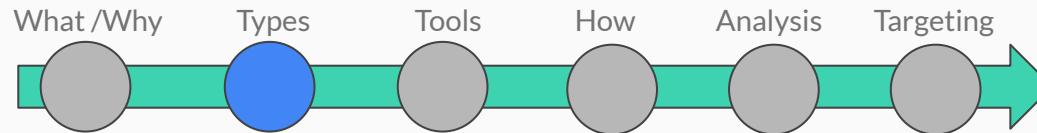




The Search Demand Curve







Keyword Difficulty

Keyword SEO Difficulty developed by Mangools.
Calculated from the **Link Profile Strength (LPS)**
of URLs ranking **in the 1st SERP**.

0 - 14 easy

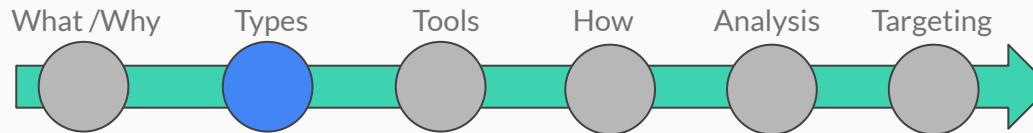
15 - 29 still easy

30 - 49 possible

50 - 69 hard

70 - 84 very hard

85 - 100 don't do it



Search by Keyword

Search by Domain

Anywhere

Persian

Filter

Related keywords Autocomplete Questions

	Trend	Search	CPC	PPC	KD
موبایل	11,800	N/A	N/A	33	
گوشی تبلت‌های	12,700	\$0.25	97	21	
گوشی سامسونگ	14,400	N/A	N/A	23	
قیمت گوشی سامسونگ	12,600	N/A	N/A	22	
گوشی	14,500	N/A	N/A	26	
قیمت گوشی	11,000	N/A	N/A	29	
قیمت گوشی تبلت‌های	7,900	\$0.03	24	20	
۱۴ اینچ	23,000	\$0.72	93	10	
گوشی a13	11,400	\$0.43	99	18	
قیمت گوشی a12	6,000	\$1.12	44	15	

گوشی سامسونگ

Anywhere Persian

23 / 100 STILL EASY Keyword Difficulty

14,400 Search Volume

SERP overview 21 days ago

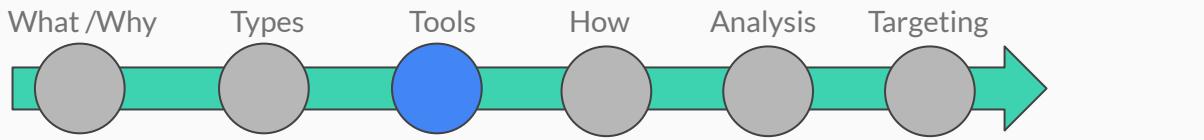
URL	DA	PA	CF	TF	Links	FB	LPS	EV
technolife.ir/product/list/69_70....	28	26	9	3	0	N/A	20	4.3k
zoomit.ir/product/list/mobile/sa...	47	50	35	12	6k	N/A	48	1.8k
digikala.com/search/category-m...	55	49	25	2	4k	N/A	40	961
mobile.ir/brands/2-samsung.aspx	18	46	31	10	121	N/A	38	607
torob.com/browse/94/گوشی‌موبایل...	34	39	0	0	1	N/A	19	408
emails.ir/~Category~39...	21	43	4	0	1	N/A	20	299

Keywords Research Tools



Keyword Planner

Best tools if you have a premium account in business



Google Ads | Keyword plan

Search Reports Tools and settings

مازندران

All locations Persian Google May 2022 – Apr 2023

Broaden your search: + لیس زنده + پلکو + لیس مجلیسی + لیس عربی + کش + دلار

Char Total

400K

200K

0 May 2022 Jun Jul Aug Sep Oct Nov Dec Jan 2023 Feb Mar

Exclude adult ideas Add filter 3,260 keyword ideas available

Keyword view Columns Keyword view

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
مازندران	12,100	+22%	+49%	Low	–	–	–	–
مازندران	12,100	-18%	-18%	Low	–	–	–	–
مازندران	3,600	0%	+83%	Low	–	–	–	–
مازندران	2,900	-19%	+53%	Low	–	–	–	–
مازندران	1,900	+46%	0%	Low	–	–	–	–

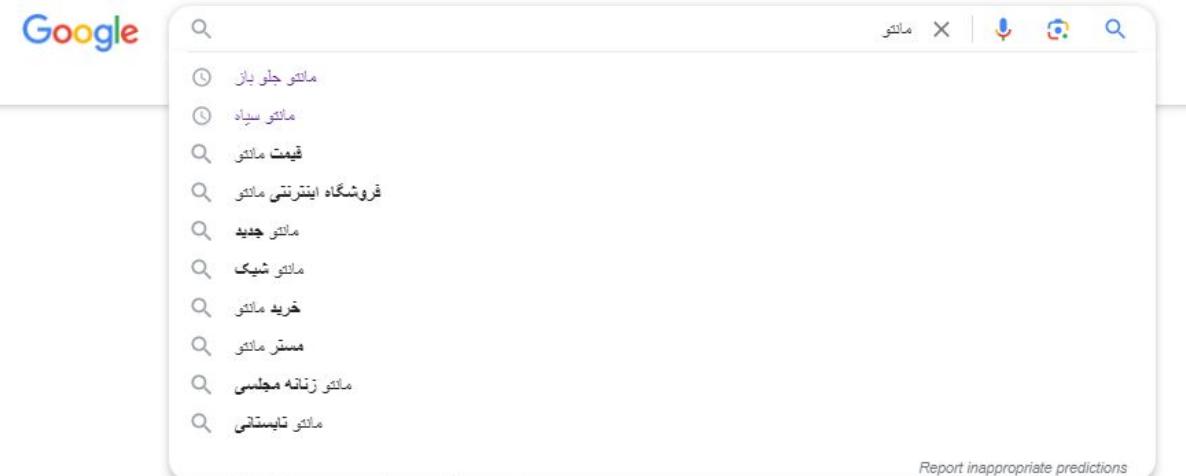
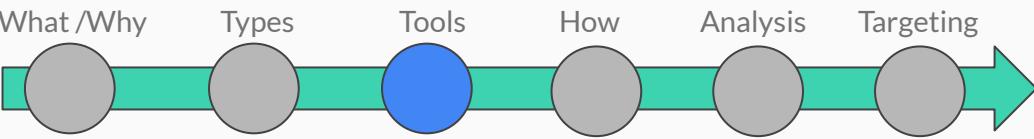
Keywords you provided

Keywords ideas



Google Serp

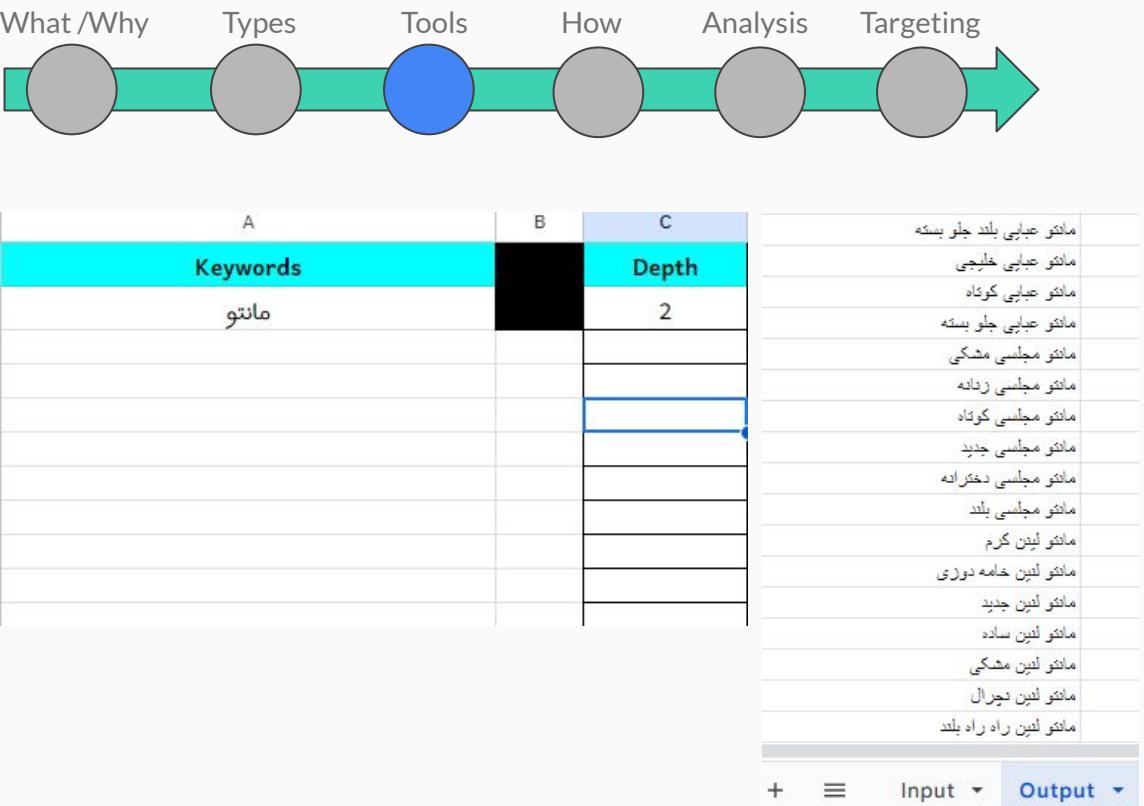
Very good for finding long tail
keywords and variations





Google Serp

Google related queries



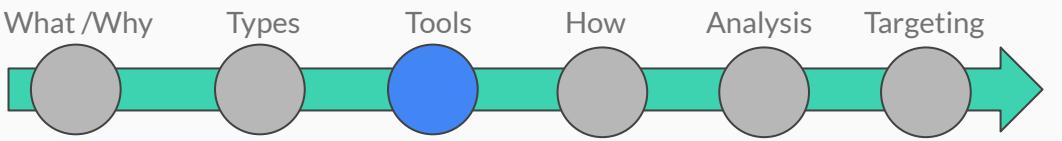
Script by Alireza Esmikhani. Learn more



Kwfinder.com

Good for estimate search volume in Persian Keywords. Also contain good database of persian keywords

What /Why Types Tools How Analysis Targeting



Search by Keyword Search by Domain

مأثمر Anywhere Persian

Filter Related keywords Autocomplete Questions

	Keywords	Trend	Search	CPC	PPC	KD
<input type="checkbox"/>	مأثمر	11,400	N/A	1	14	
<input type="checkbox"/>	مدل مأثمر جدید	12,400	N/A	0	14	
<input type="checkbox"/>	مدل مأثمر	11,900	N/A	0	15	
<input type="checkbox"/>	مأثمر جدید	3,500	N/A	0	16	
<input type="checkbox"/>	مأثمر مجلسی	3,000	N/A	0	12	
<input type="checkbox"/>	مدل مأثمر ابرویادی	2,100	N/A	0	15	
<input type="checkbox"/>	مأثمر کنی	4,000	N/A	0	11	
<input type="checkbox"/>	مأثمر یاکرین	1,900	N/A	0	13	
<input type="checkbox"/>	مدل مأثمر شیک و یاکلشن	3,300	N/A	0	8	
<input type="checkbox"/>	مدل مأثمر ۱۴۰۱	910	N/A	0	9	
<input type="checkbox"/>	مدل مأثمر کائسکلای	1,600	N/A	0	12	
<input type="checkbox"/>	مأثمر بختراهه	1,900	N/A	0	18	

0 / 3,298 Refresh Add to list Export



Keywordtool.io

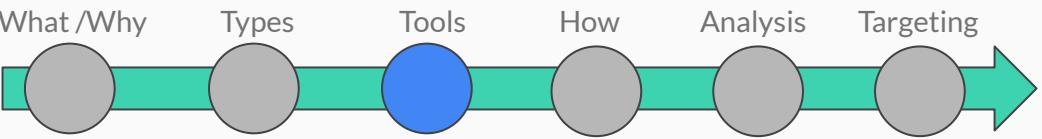
Like kwfinder have a good database. It is so good for finding keyword variations

The screenshot shows the Keywordtool.io interface. At the top, there is a navigation bar with six items: 'What /Why', 'Types', 'Tools', 'How', 'Analysis', and 'Targeting', with a large green arrow pointing to the right. Below this, there are several statistics: 'Total Keywords 659', 'Total Search Volume 100,000', 'Average Trend 50%', 'Average CPC (USD) \$0.08', and 'Average Competition 1 (Low)'. A 'Settings' button is also visible. A central callout box for 'Keyword Tool Pro' encourages users to subscribe for more keywords. The main content area displays a list of keyword suggestions with columns for 'Keywords', 'Search Volume', 'Trend', 'Average CPC (USD)', and 'Competition'. The suggestions include: ملتو (14,800, +22%, \$0.08, 1 (Low)); مدل ملتو جدید (12,100, -18%, \$0.00, 0 (Low)); مدل ملتو (12,100, +83%, \$0.00, 0 (Low)); مدل ملتو شیک و یاکلاس (12,100, +83%, \$0.00, 0 (Low)); مدل ملتو ایرانی (12,100, +83%, \$0.00, 0 (Low)); مدل ملتو نایسنای (12,100, +83%, \$0.00, 0 (Low)); مدل ملتو ۱۴۰۳ (12,100, +83%, \$0.00, 0 (Low)); مدل ملتو شیک و یاکلاس ساده (12,100, +83%, \$0.00, 0 (Low)); and رنگ ملتو سال ۱۴۰۳ (12,100, +83%, \$0.00, 0 (Low)). Another promotional callout for 'Keyword Tool Pro' is shown at the bottom right, stating that it provides search volume data for Persian keywords and encouraging users to try it now.

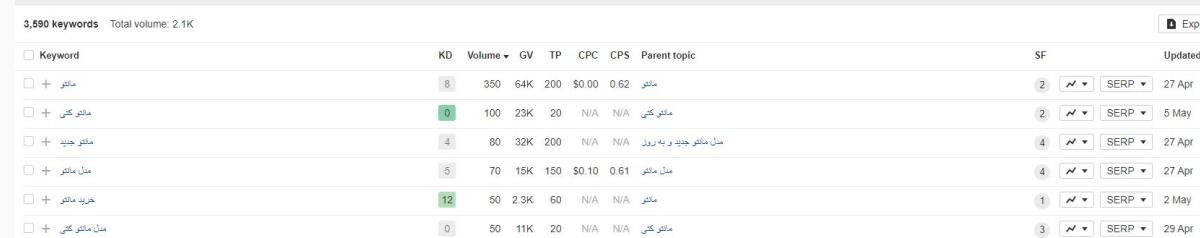
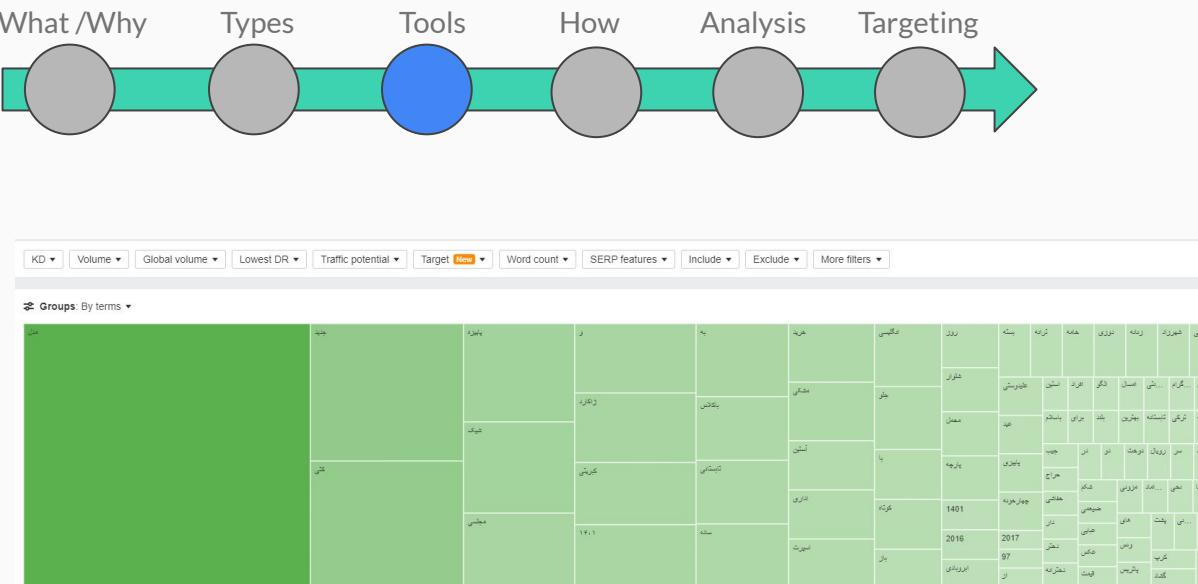
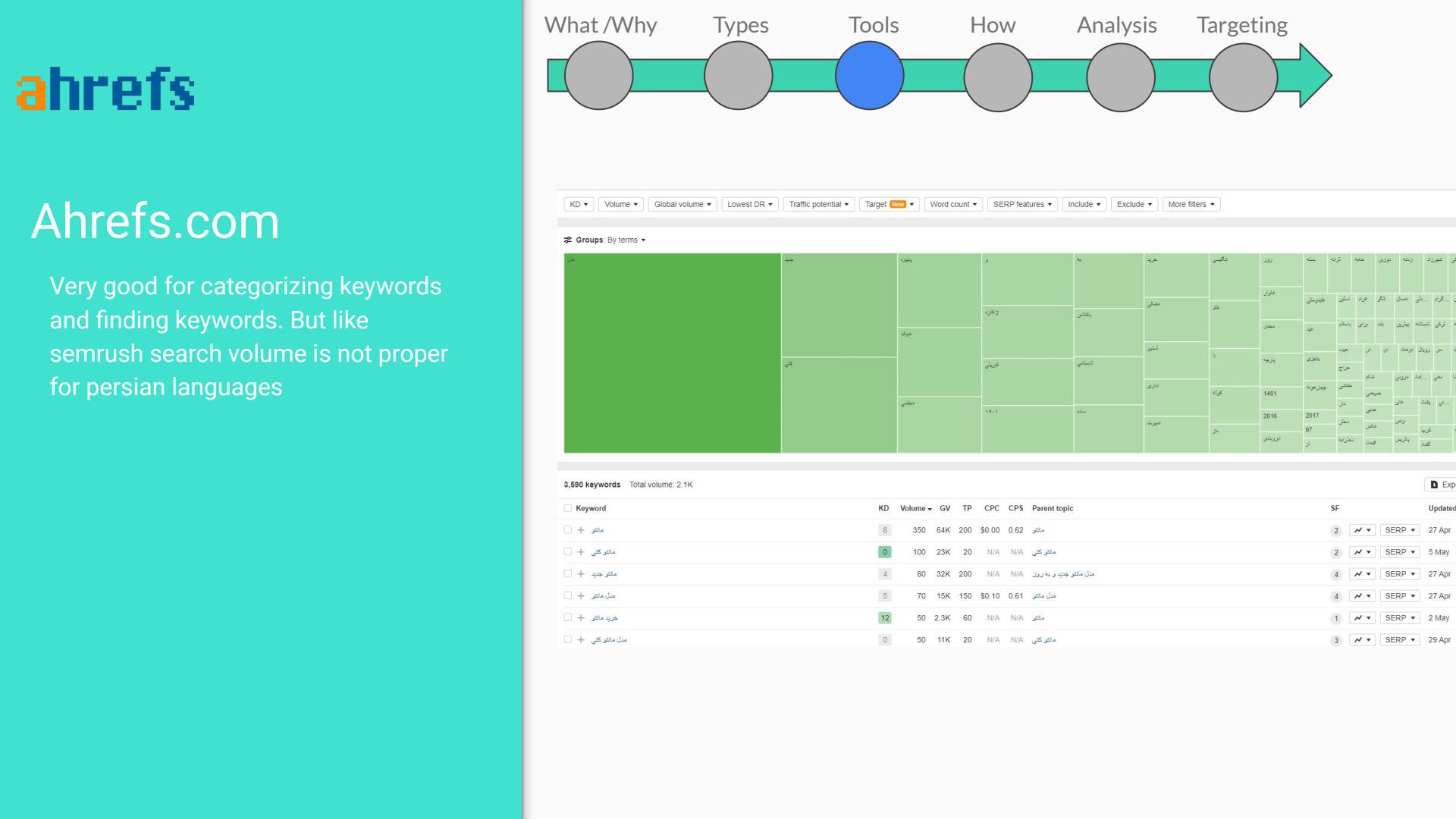
Keywords	Search Volume	Trend	Average CPC (USD)	Competition
ملتو	14,800	↑ +22%	\$0.08	1 (Low)
مدل ملتو جدید	12,100	↓ -18%	\$0.00	0 (Low)
مدل ملتو	12,100	↑ +83%	\$0.00	0 (Low)
مدل ملتو شیک و یاکلاس	12,100	↑ +83%	\$0.00	0 (Low)
مدل ملتو ایرانی	12,100	↑ +83%	\$0.00	0 (Low)
مدل ملتو نایسنای	12,100	↑ +83%	\$0.00	0 (Low)
مدل ملتو ۱۴۰۳	12,100	↑ +83%	\$0.00	0 (Low)
مدل ملتو شیک و یاکلاس ساده	12,100	↑ +83%	\$0.00	0 (Low)
رنگ ملتو سال ۱۴۰۳	12,100	↑ +83%	\$0.00	0 (Low)

Semrush.com

Best for overall insight and finding intentions and categorizing keywords



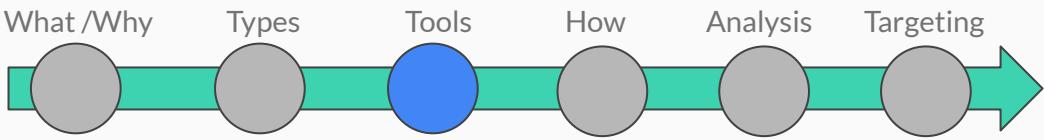
All Questions Broad Match Phrase Match Exact Match Related Languages Beta ▼											
Volume	KD %	Intent	CPC (USD)	Include keywords	Exclude keywords	Advanced filters					
All keywords: 15,800 Total volume: 96,840 Average KD: 6%											
All keywords	15,800	Keyword	Intent	Vol.	Trend	KD %	CPC (USD)	Com.	SERP Features	Results	Updated
محل	6,411	محل مأثمر جيد	Local	2,400	Up	19	0.00	0.00	☆ 🌟 🌐 🌐 🌐	100	Last week
جذب	1,649	محل مأثمر >	Local	1,900	Up	20	0.00	0.00	☆ 🌟 🌐 🌐 🌐	91	Last week
با	1,463	مأثمر >	Local	1,300	Up	28	0.00	0.00	☆ 🌟 🌐 🌐 🌐	77.7M	Last week
مجهز	1,390	محل مأثمر جيد و به روز	Local	1,000	Up	11	0.00	0.00	☆ 🌟 🌐 🌐 🌐	100	2 weeks
مختار	1,369	مأثمر کی	Local	720	Up	3	0.00	0.00	?	2M	2 weeks
شد	1,248	مأثمر مجهز >	Local	720	Up	16	0.00	0.00	☆ 🌟 🌐 🌐 🌐	45.5M	Last week
شک	1,111	مأثمر کی >	Local	720	Up	7	0.00	0.00	☆ 🌟 🌐 🌐 🌐	3.4M	Last week
چلو	811	محل ایمن مأثمر	Local	720	Up	10	0.00	0.00	☆ 🌟 🌐 🌐 🌐	11.5M	2 weeks
مشکن	722	محل مأثمر جيد	Local	720	Up	6	0.00	0.00	☆ 🌟 🌐 🌐 🌐	56	Last week
نامہ	686	مأثمر جيد >	Local	590	Up	28	0.00	0.00	☆ 🌟 🌐 🌐 🌐	70M	Last week





Ahrefs.com

Also good for easily finding keywords of competitors



☰ Organic keywords ⓘ How to use

Monthly volume ▾ United States ▾ Position ▾ Volume ▾ KD ▾ CPC ▾ Traffic ▾ SERP features ▾ Word count ▾ Keyword ▾ URL ▾

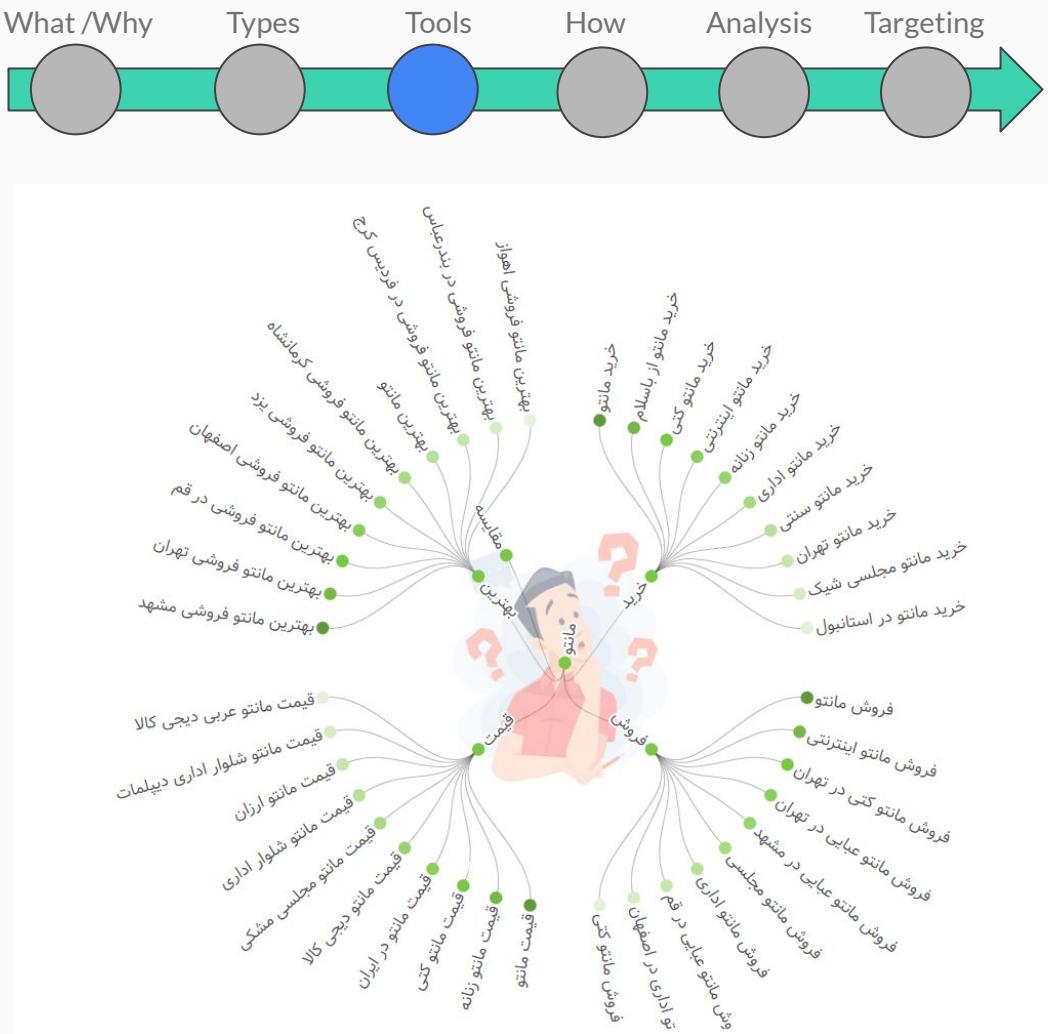
18,735 Keywords 20 May 2023 ▾ Compare with: 20 Apr 2023 ▾ Main positions only Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
پاسالم	1	2.1K	0	N/A	751	-16	0	1		https://basalam.com/ ▾ 4 more
خرید پسته	3	1.2K	12	N/A	207		0	2		https://basalam.com/search/subcategory/pistachio
پاسالم	1	500	2	N/A	178	-5	0	1		https://basalam.com/ ▾ 4 more
لسانی بروجرد	1	1.5K	0	N/A	109	+81	0	12 → 5	▲7	https://basalam.com/parcheh_banooma/product/763952 ▾
خرید برنج ایرانی	4	200	6	N/A	77	+1	0	1		https://basalam.com/search/subcategory/rice ▾ 1 more
basalam	2	150	0	N/A	63		0	1		https://basalam.com/ ▾ 5 more
کاشن	3	900	2	0.69	44		0	7		https://basalam.com/search/list ▾ 4 more
کاشن چرم	4	300	2	N/A	43		0	2		https://basalam.com/search/list ▾ 4 more
پاشگاه صهیبا م	3	2.0K	0	N/A	39	+19	0	14 → 11	▲3	https://basalam.com/samed_ketab/product/83498 ▾
کاشن چرم مردانه	2	250	1	N/A	33		0	1		https://basalam.com/search/list ▾ 1 more
خرید ابراج صدری	4	200	0	N/A	30	+7	0	3 → 1	▲2	https://basalam.com/zoodpazi/product/68735 ▾ 1 more

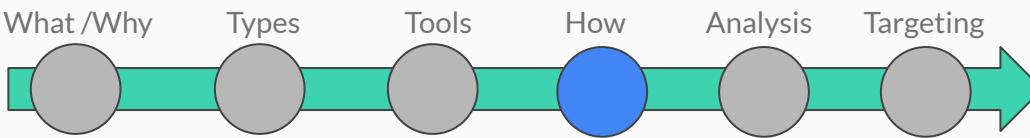


keywordchi.com

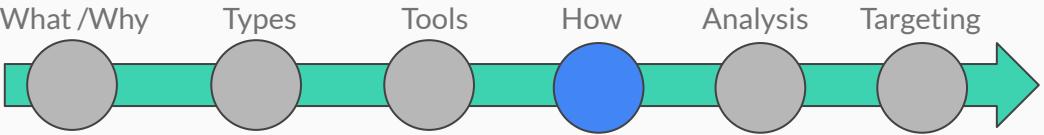
Persian tool for finding and mapping keywords



How to do Keywords Research



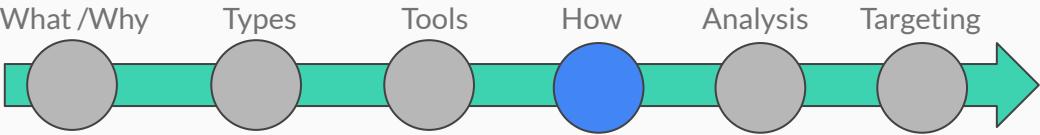
1. Find **seed keywords**
2. Gather **all keyword** that possible from all tools in a sheet and delete **duplicate** keywords
3. Find **search volume** from **Kwfinder**
4. **Clustering** them



1- Seed Keywords

What is seed keywords?

Seed keywords are words or phrases that you can use as the **starting point** in a keyword research process to unlock more keywords. Think of them as the building blocks of keyword research.



1- Seed Keywords

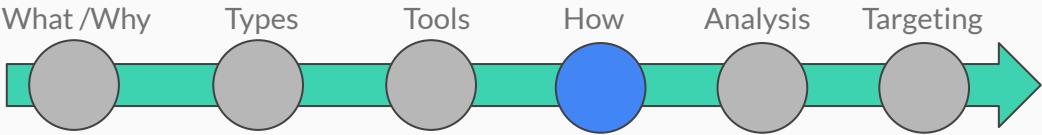
How find Them?

1. Brainstorm
2. Site Explorer with Ahrefs
3. Extract category of competitors, Best selling ,...
4. Use Google Image boxes
5. Use [Google Trends](#)
6. Use high volume keywords in Kwfinder
7. Wikipedia for some keywords [like this](#)
8. Use Chat Gpt

give me some seed keywords about مانتو in persian

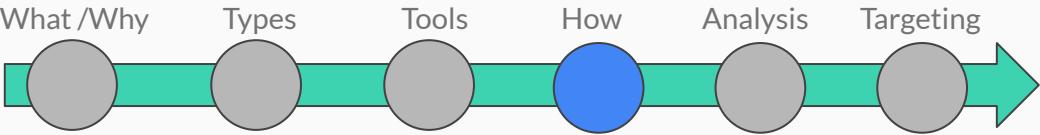
Sure! Here are some seed keywords related to "mantoo" in Persian:

1. مانتو زنانه. (Women's mantos)
2. مانتو مجلسی. (Formal mantos)
3. مانتو شیک. (Stylish mantos)
4. مانتو پاییزی. (Autumn mantos)
5. مانتو تابستانی. (Summer mantos)
6. مانتو بافتنی. (Knitted mantos)
7. مانتو مدل جدید. (New model mantos)
8. مانتو سنتی. (Traditional mantos)
9. مانتو پشمی. (Woolen mantos)
10. مانتو شلواری. (Manto with pants)



2-Keywords Gathering

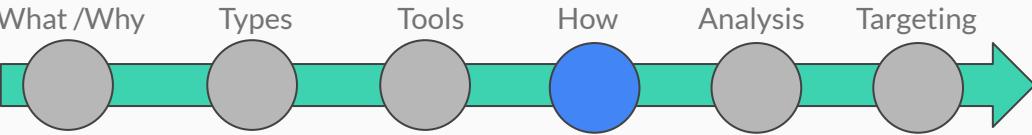
Keyword	Count of Keywords
عینک	1
عینک آفتابی	2
عینک طبی	2
لنز چشم	2
لنز چشمی	2
عینک	1
عینک آفتابی مردانه	3
عینک رین	2
عینک آفتابی زنانه	3
بلد عینک	2
عینک دودی	2
فیلم عینک	2
لنز طوسی مسلي	3
عینک شب	2
لنز طوسی	2
قیمت لنز طبی	3
عینک طبی مردانه	3
قیمت لنز طبی	3
عینک گرد	2
لنز طبی	2
لنز مسلي	2
خرید عینک آفتابی	3
عینک محافظ چشم	3
عینک دخترانه	2
خرید عینک طبی	3
عینک دودی مردانه	3



3- Search volume

Keyword	volume	volum*8	Count of Keywords	Volume Category
عینک	2400	19200	1	Greater than 50
عینک آفتابی	1600	12800	2	Greater than 50
عینک طبی	1300	10400	2	Greater than 50
لنز چشم	1300	10400	2	Greater than 50
لنز چشمی	1300	10400	2	Greater than 50
عینک	880	7040	1	Greater than 50
عینک آفتابی مردانه	720	5760	3	Greater than 50
عینک ریبن	590	4720	2	Greater than 50
عینک آفتابی زانه	590	4720	3	Greater than 50
بند عینک	590	4720	2	Greater than 50
عینک دودی	480	3840	2	Greater than 50
فربم عینک	480	3840	2	Greater than 50
لنز طوسی عسلی	480	3840	3	Greater than 50
عینک شب	480	3840	2	Greater than 50
لنز طوسی	390	3120	2	Greater than 50
قیمت لنز طبی	320	2560	3	Greater than 50
عینک طبی مردانه	320	2560	3	Greater than 50
قیمت لنز طبی	320	2560	3	Greater than 50
عینک گرد	320	2560	2	Greater than 50
لنز طبی	320	2560	2	Greater than 50
لنز عسلی	260	2080	2	Greater than 50

4- Clustering



1- Use manually

2- Use Tools

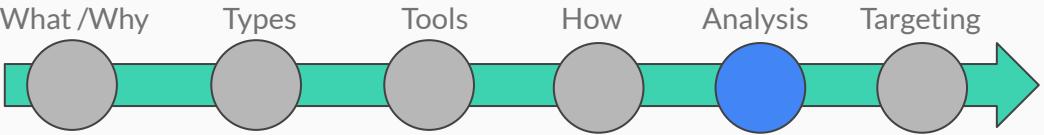
- API from Serp and use algorithms

Learn more from [Mohamad Ali](#) or from [this article in search engine journal](#)

- Use ChatGpt

دسته‌بندی	کلمات
عینک آفتابی پلازایزه	عینک آفتابی اسپرت، عینک آفتابی گرد، عینک آفتابی رنگی، عینک آفتابی گریه ای، عینک آفتابی پلازایزه، عینک آفتابی دخترانه گرد، عینک آفتابی اسپرت، عینک آفتابی بدون فریم، عینک آفتابی شبیه رنگی
عینک طبی	عینک طبی بدون فریم، عینک طبی رنگی، عینک طبی شبیه رنگی، عینک طبی گرد، عینک طبی بدون فرم، عینک طبی مردانه، عینک طبی مردانه بدون فرم، عینک طبی گرد زنانه، عینک طبی گرد مردانه، عینک طبی پلازایزه، عینک طبی کاچوچویی، عینک طبی بدون فریم گرد، عینک طبی خلبانی، عینک طبی ورزشی، عینک طبی کاچوچویی زنانه، عینک طبی کاچوچویی مردانه، قیمت عینک طبی شبیه رنگی، قیمت عینک طبی بدون فرم، خرید عینک طبی ورزشی فوتیال، خرید عینک طبی ورزشی
عینک خلبانی	عینک خلبانی طبی
عینک ورزشی	عینک ورزشی طبی، عینک طبی ورزشی
قیمت عینک طبی	قیمت عینک طبی بدون فرم زنانه، قیمت عینک طبی بدون فرم مردانه
عینک دودی	عینک دودی گرد، عینک دودی رنگی، عینک دودی خلبانی
عینک شنا	عینک شنا طبی، عینک شنا طبی

Competitors Analysis



Share of Voice

What is SOV?

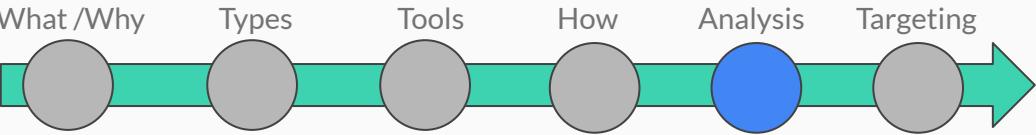
What is Search Visibility?

In terms of SEO, **Share of Voice** or **Share of traffic** can tell you what fraction of a market's total organic search traffic or impressions is going to your website.

On the other hand, The **Search Visibility** index is a metric representing the percentage (values between 0 and 100) of potential conversion traffic a given keyword (or set of keywords) has based on its ranking. This metric use in several SEO dashboards like [Nightwatch.io](https://nightwatch.io)

Share of Voice

How to calculate?



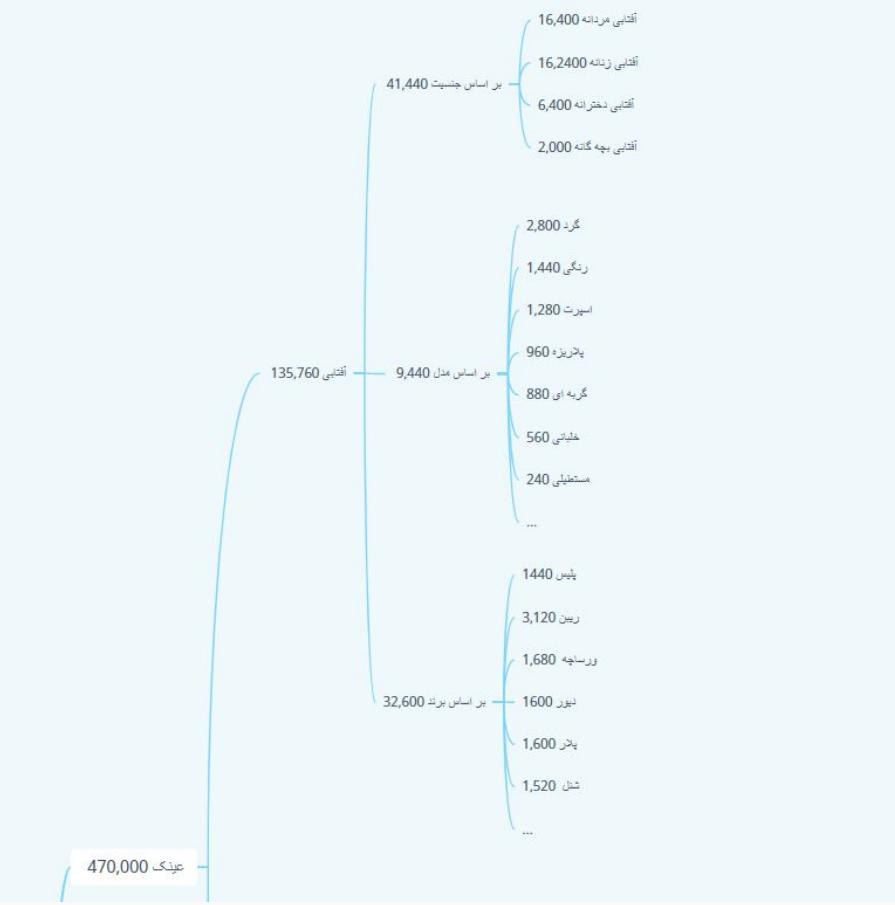
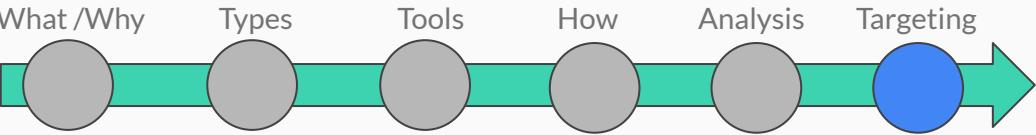
- Extract **Competitors Rank** for each keywords with dashboards like Nightwatch Or use Serp API like serpstack.com, serper.dev, ...
- **Calculate Average CTR** for each position from GSC or average CTR like this:

Rank	CTR	Rank	CTR
1	34.76	11	1.93
2	15.08	12	1.74
3	9.25	13	1.58
4	6.54	14	1.44
5	5	15	1.33
6	4.01	16	1.22
7	3.33	17	1.14
8	2.84	18	1.07
9	2.64	19	1.00
10	2.17	20	0.94

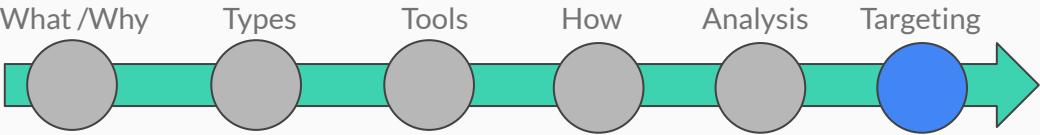
- Calculate **SOV**
- Present data in **Looker Studio**

Keyword Targeting

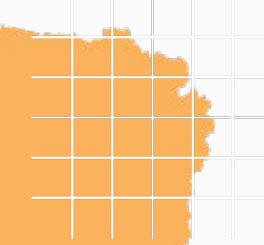
Keyword Targeting



Keyword Targeting



- Check **Inventory** with your Product and Marketing
- Start designing **site structure**. Does it need migration?
- Design **Faceted Menu**
- Which clusters target to **PLP** (Product Listing Page)? Which one target to **PDP** (Product Detail Page)? Do you need Tags?
- Assign clusters to URLs and empower your **Topical Authority**



Thank You For Your Attention

Peyman Khalili