**"HOW TO RESEARCH ON KEYWORDS AND MAKE DIFFERENT AD GROUPS FOR STAFF-INDIA"**

**Keyword Research for Staff India:**

**In the pay-per-click (PPC) marketing, the main thing is the Keyword.**

**When you type something on Google and any other search engine's search box what you are looking for the results the search engine returns, they are relevant to your searched words.**

**So if Staff India wants their ads to show up on the search page they have to bid on the right keyword.**

**There are works that Staff India definitely need to do to do the keyword research:**

**PPC keyword research -** Using keyword research tools and analytics data to find a list of keywords that are highly relevant to services that **Staff India** is offering. The goal is to show up in the search results when people search for products or services that are relevant to **Staff India**.

**Keyword Grouping** - The most effective PPC accounts organize keywords into small groups of tightly related keywords to **Staff India**.

**Negative Keywords** - To avoid unwanted clicks **Staff India** can filter-out certain keywords that are related to the services they offer.

**Keyword Bid Optimization** - E very business has a limited budget. To avoid unnecessary spending, **Staff India** need to focus on spending on their best performing keywords.

**One more thing that Staff India need to do is to follow keyword match types.** When you bid on keywords, you have the option of telling Google how restrictive it should be when matching your ads against relevant search queries. There are some keyword match types, from least restrictive to most restrictive:

**Broad match: When researching for keywords is to instruct the search engine with the greatest number of possible queries.**

**For example: If someone bid on the keyword 'outsourcing' his ads might show when people search on longer phrases that include 'outsourcing' such as 'Outsourcing to India'. Your ads might also show closely related searches such as 'Web development'.**

**There is another types which more restrictive than 'Broad Match' for that it was known as 'Modified Board Match'. with that one can prevent the synonym matches. If you bid on ''outsourcing''** only queries that actually include the word “Outsourcing” will trigger your ad

**Phrases Match**: This types allows one to tell the search engine to display your ad only when the search query includes a full phrase, such as ''Outsourcing to India''.

**Exact Match**: The most restrictive match type, exact match tells search engine to only match your ads to queries that are exactly the same, word for word, as your keyword.

**Note that:** The less restrictive keywords have the advantage of allowing the maximum number of impressions and clicks – however, those clicks are less targeted and may be less likely to convert. The more restrictive the match type, the fewer clicks you’ll receive, but that traffic will be more relevant and more qualified.

**Make different ad groups for Staff India:**

An ad group is a container for keywords in search marketing campaigns. It is like one main tools one have to organize his PPC account into a meaningful hierarchy.

Most search engines look to one's Ad Group organization to determine:

* Which keywords their ads will show in response to.
* What their ad will say when it runs.
* Where the visitor will be taken when they click on their ad

Deciding:

* Who to advertise to.
* What to say to get their attention.
* And how they'll make their final pitch when they set up an Ad Group.

**How to make ad groups for Staff India that ''Really Work'':**

"Really work" means Ad Groups that cost less and convert more. Basically, in creating an Ad Group, they need to ensure the following things:

* **Integration**- Create a system where Staff India consistently creating keyword groups, ad text, and landing pages that are tightly integrated with one another.
* **Consistency**- This integration should lead to messaging consistency. Staff India ad text and landing pages should speak directly to the searches users are typing in to reach their site.

There are two central reasons these things are so important to **Staff India**:

* **Lower Costs** - Because of a system known as **Quality Score**, creating well-aligned Ad Groups means that Staff India will be paying less money for the same clicks.
* **More Conversions** - If someone search for keyword 'Outsourcing' and Staff India advertisement that talks about their 'Outsourcing' services and then they send a visitor to a landing page about those same services. This visitor is more likely to convert. On contrast, if the text and landing page have nothing to do with one another or aren't well integrated with their keywords then the visitor will be less likely to convert.

**Keyword tool to help:**

**Bing keyword planner** is a free keyword tool is for choosing the keywords confidently. One can set bids just how one like them. Experiment with different bids and budget levels until one happy with the estimated traffic volume and keyword performance. Keyword targeting settings will help them to stimulate a narrow and wide campaign area- cities, metro areas, DMAs, states or provinces and nations. Research campaigns aimed at the US, Canada, United Kingdom, to find keywords in English

**Some others tools I would recommend:**

**Soovle: It gives you suggested keyword ideas from Google, Amazon, Bing, YouTube and so on. That way one can find untapped keywords that his/her competition does not know about. One of the most recommended features is that one can save keyword ideas suggestion with soovle's ''drag and drop'' features.**

**Ahref's Keyword Explorer: It gives one super in-depth information on each keyword.** One can get the data they had expect (like search volume). But one can also get a breakdown of the first page competition and how many searchers actually click on a result.

**Jaxxy:** This is straightforward yet powerful tool. First of all, it gives one different keyword ideas. Plus, you get helpful data on every keyword that it generates such as competition, search volume and potential traffic.

There may be other renowned tools however I had recommend those 3 tools from my personal experience.