



ADVANCED KEYWORD RESEARCH

"Keywords are a curcial element of your business's marketing content and advertising. Without knowing the terms or words people use to search for your company's products and services, you are operating blindly". BobbyGrant - Former Apple Marketing Executive Executive

What's a Keyword Research Matrix?

Keyword matrices were traditionally used for paid search but now have significant implications for organic search. Essentially, using the right keywords and other influencing factors will help to qualify and quantify your opportunities in search.

We create one of the most comprehensive keyword matrices in the industry and guide you on leveraging this for your business. Remember: Correct use of the keyword matrix can improve search rankings.

The keyword matrix will also assist you in matching user intent in search queries with the content on your website, directories, blogs, and social media postings. This will send positive social signals to Google and other search engines, indicating your relevance in your niche.

Once your keyword matrix results are finished, you will see how much time, effort, and resources have been put into your matrix.

We've taken the time to train the people doing the research, and we have invested on the tools needed including the hundreds of hours teaching them to use the resources so you don't have to.

Keyword Research packages let you harness the power of the best keyword research methods, tools, and tactics – and you get a comprehensive spreadsheet of your keywords.

We offer 3 options for Advanced Keyword Research: Talk to your Advisor before you choose.

- 1 - In-Depth Keyword Matrix
- 2 - Deep Keyword Matrix
- 3 - Basic Keyword Matrix

Details on the back....

Advanced Keyword Research Matrix Options

In-Depth Keyword Matrix

Advanced Research with a Complete List of relevant terms

5+ additional keyword targeting tools & methods

Clustering of keywords into categories (commercial, supporting, non-commercial)

Keywords listed in Report by Silo

Suitable For: Niche research, website building, client research, advanced content marketing

Deep Keyword Matrix

Digging Deep Plan. Complete list of relevant terms.

5+ additional keyword targeting tools & methods

Suitable for: Advanced Link-Building, Content Ideas

Basic Keyword Matrix

Get Started Plan

Complete list of relevant terms

Suitable for: Link-building phrases

Talk to your BroadMoar Advisor to find out which is the most suitable option for your business.