

# How To Keyword Research For PPC In Go To Market Testing





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**Answer  
These  
Questions  
First:**

### **1. Industry Context**

- a. What industry?
- b. How big (in yearly revenue) is the industry?
- c. Who are the major competitors in industry?

### **2. Opportunity**

- a. What is the definition of a good opportunity?

### **3. Brand**

- a. What is the go to market brand you are advertising for?
- b. What sets them apart?
  - i. Website
  - ii. Experience
  - iii. Product
  - vi. Business Model
  - v. Etc

**4. Conclusion:** Gather all relevant data and inputs you can to inform KW research analysis

**1. You can use a variety of different sources/tools - the idea is to examine different data sources to see how close each source is to the other:**

- a. Ahrefs
- b. Spyfu
- c. Google Keyword Planner
- d. Moz
- e. Etc

**2. Input competitor domains into tools to see what keywords they are bidding on**

- a. Back into how much you would have to bid to show up in inventory that will sell your product or service

**3. The goal is to determine:**

- a. How big is the keyword space?
  - i. How many impressions/searches are available for relevant Keywords?
    - Understand the answer to this questions with/without brand terms
  - ii. How expensive are the keywords?
    - Avg. CPCs
    - Avg. CPC trends
  - iii. How competitive are the keywords??
    - Are the major players buying these keywords?
      1. The major consideration here is HOW MUCH IMPRESSION SHARE DO I NEED TO GAIN IN ORDER TO TEST MY KEYWORDS
      2. 10% impression share will cost more depending on the competitive landscape

