

**Course  
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**Keywords and Its Types**

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**What Are Keywords?**

**Keywords** are words or phrases that describe the main topics or ideas of content. They are the terms that people type into **search engines** (like Google) to find information, products, or services.

In **digital marketing** or **SEO (Search Engine Optimization)**, keywords help search engines understand what a webpage is about so it can show the page to users searching for those terms.

**Example:**

- If you run a bakery website, relevant keywords might be:
  - *“best chocolate cake recipe”*
  - *“birthday cakes near me”*
  - *“custom wedding cakes”*

**Different Types of Keywords**

Keywords can be categorized in several ways, but the main types are:

**1. Based on Length:**

Type	Description	Example
<b>Short-tail Keywords</b>	1-2 words; very broad and high competition	<i>“cakes”, “shoes”</i>
<b>Medium-tail Keywords</b>	2-3 words; more specific and moderate competition	<i>“birthday cakes”, “running shoes”</i>
<b>Long-tail Keywords</b>	3+ words; very specific and low competition	<i>“custom chocolate birthday cakes”, “best running shoes for flat feet”</i>

**2. Based on Search Intent:**

Type	Description	Example
<b>Informational Keywords</b>	Used when users want information or answers	<i>“how to bake a cake”, “what is SEO”</i>
<b>Navigational Keywords</b>	Used when searching for a specific website or brand	<i>“Facebook login”, “Nike official site”</i>
<b>Transactional Keywords</b>	Show intent to buy or take action	<i>“buy iPhone 15 online”, “order pizza near me”</i>
<b>Commercial Investigation Keywords</b>	Used when users are comparing products before purchase	<i>“best laptop for students”, “iPhone vs Samsung”</i>

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**3. Based on Target Audience or Focus:**

Type	Description	Example
Branded Keywords	Include a specific brand name	“Apple iPhone”, “Adidas sneakers”
Non-branded Keywords	General terms without brand names	“smartphones”, “sports shoes”
Local Keywords	Target a specific location	“bakery in New York”, “plumber near me”
Seasonal Keywords	Popular during specific times or events	“Christmas gifts”, “Black Friday deals”

**Example Campaign**

**Business:** SweetTreats Bakery

**Goal:** Increase *online cake orders* and *store visits*

**Location:** Mumbai

**Target Audience:**

People aged 20-45 searching for cakes for birthdays, weddings, or celebrations in Mumbai.

**Campaign Objective**

1. Improve Google ranking for “cake delivery” and “custom cakes” searches.
2. Drive more *online orders* via Google Ads and organic search.

**Step 1: Identify the Core Topics**

Start with your main offerings:

- Cakes
- Custom cakes
- Cake delivery
- Birthday cakes
- Wedding cakes

These are your **seed keywords** – broad, high-level terms that describe your products or services.

**Step 2: Expand to Keyword Variations**

Now expand each **seed keyword** using:

- Google Autocomplete (see what users type next)
- “People also ask” section in Google
- Keyword tools (Google Keyword Planner, Ubersuggest, SEMrush, etc.)

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Example Expanded Keyword List:

Seed Keyword	Expanded Long-Tail Keywords
Cakes	buy cakes online, cakes near me, best cakes in Mumbai
Birthday cakes	birthday cake online delivery, custom birthday cake Mumbai, kids birthday cake design
Wedding cakes	designer wedding cakes, wedding cake price in Mumbai
Cake delivery	same day cake delivery Mumbai, midnight cake delivery near me
Custom cakes	personalized cake online, photo cake order Mumbai
General Info	how to order a custom cake, best cake flavors for birthdays

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Assignment

**Ques 1: What are keywords in SEO?**

- A. Images used for marketing
- B. Words or phrases people search for in search engines
- C. Software used to track website ranking
- D. Paid ads shown on Google

**Ques 2: Which of the following is an example of a *long-tail* keyword?**

- A. "Cakes"
- B. "Birthday cakes"
- C. "Best chocolate birthday cakes in Mumbai"
- D. "Shoes"

**Ques 3: Which keyword type shows a user's intention to buy something?**

- A. Informational keyword
- B. Navigational keyword
- C. Transactional keyword
- D. Local keyword

**Ques 4: "Nike official site" is an example of which keyword type?**

- A. Informational
- B. Navigational
- C. Commercial investigation
- D. Seasonal

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Ques 5: In the SweetTreats Bakery campaign, what are “cakes”, “custom cakes”, and “cake delivery” examples of?

- A. Long-tail keywords
- B. Branded keywords
- C. Seed keywords
- D. Seasonal keywords

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