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List Of Keywords For Contextual Advertising.

Preparation of the campaign of contextual advertising consists of standard steps: to investigate the keywords, to determine the price per click, to write advertising texts, create the landing page. You also have to be engaged in usability and tracking (it's a way to track sales, actions or clicks on your link). In this article we will talk about strategies for compiling the original list of keywords.

Words, words, words!

Any restaurateur will confirm that the location of the restaurant - is one of the most important factors of successful business. The more passers near the restaurant, the more potential customers. Similarly, the success of marketing campaigns in the field of contextual advertising is largely determined by a good set of keywords. After all, they determine the quality of traffic and the number of visitors to your site.

Just say "no" to the keywords from the client.

Often at the first meeting with a client you get a ready list of keywords for which you must raise the rankings. As a rule, it is begun explanations that some keyword is necessary because only it can draw attention to the business. Clients are assured that have already seen how this keyword worked for competitors, and do not want to spend the marketing budget for anything else. Despite the persistence of the customer, you must refuse him politely. Why? The fact is that, taking a ready list of keywords, you limit yourself in advance in the search of phrases that can work to promote the client's business.

Look for keywords in the business model.

At the beginning you have to speak detail with the client about his products and services. Once you have complete information about the customer's business, start making a list of keywords. When you're done, compare it with the client. In most cases, your list will be much wider. Companies usually advertise only products, forgetting about the services.

Standard questions before beginning the campaign for contextual advertising:

What are the main products that you sell?

What basic services do you offer?

What distinguishes your production from competitors' products?

Which industries do you work now?

Which sectors would you like to work in the future?

What marketing materials do you use to promote products and services?

How do customers usually find out about your business?

What words will take advantage of the consumer?

Morphology of keywords.

Use the same keyword in the singular and plural. Also include in the list cognate words.

When the place is important.

If the location is important for the company of your client, then it is worth to use a geographical name in key phrases. For example, "the Sydney surfboards ", " Australian surf boards, "etc. Such phrases are most often fallen into the category of " middle ground ": they can be quite cheap in the market of content, but it will not give up in terms of conversion.

Software to help.

Once your list will grow up to 50 words, you can enjoy all the comforts of software generators of keywords.

Conclusion.

You should treat carefully and responsibly to the compiling of the initial list of keywords for contextual advertising. This is an important step towards the success of the campaign on contextual advertising, so do not rush. Talk to colleagues and friends, what words come to their minds when they see products and services of your customer.

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In any case, we should use the Internet technologies to find what we require for the best price on the market. For example if there is required info on [free classified ad listings](#), it would be good to search Google and other search engines, check out various social networks and look through topics which are relevant to yours, participate in the online discussions on the niche forums.

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