

#moznyc

Google Instant

For keyword research, content generation, and competitive analysis



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What is Google Instant:

In short

- It's predictive search...that saves you time...(unless you're looking for porn) –*Gizmodo*

In long

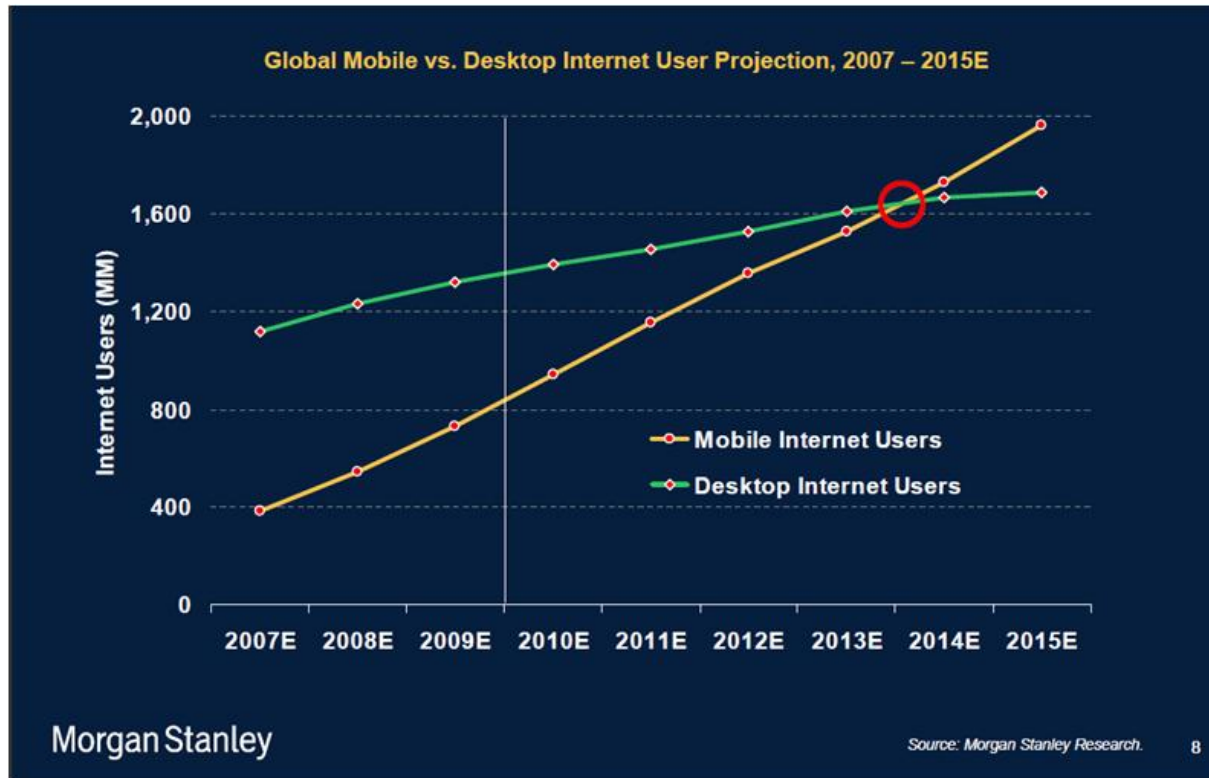
- <http://searchengineland.com/how-google-instant-autocomplete-suggestions-work-62592> by Danny Sullivan

A screenshot of a Google search bar. The input text is "google instant is annoying". To the right of the input is a small "x" icon and a "Search" button. Below the input field, a list of predictive suggestions is shown:

- google instant is **annoying**
- google instant is **not working**
- google instant is **on**
- google instant is **unavailable**
- google instant is **stupid**

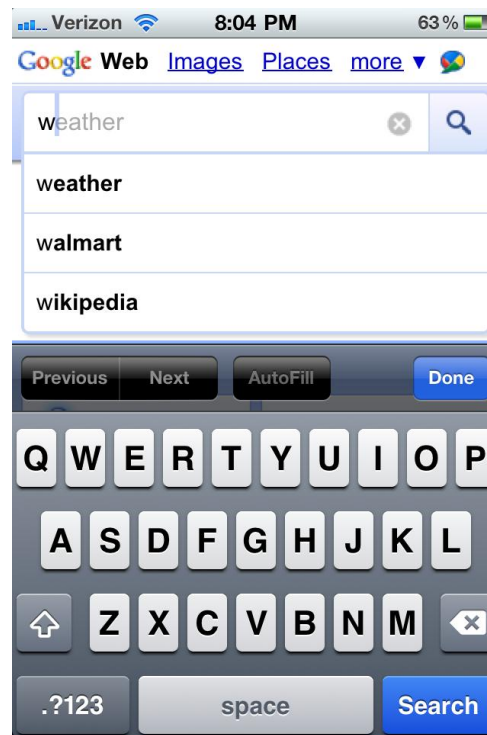
Why is Google Instant Important?

- As mobile becomes dominant, predictive search reduces # of keystrokes to return desired search results



Why is Google Instant Important?

- Type in “W”, Google predicts you are likely looking for weather (or Walmart)



Why is Google Instant Important?

- Positive terms can reinforce brand message and increase visibility




Why is Google Instant Important?

- Negative terms in predictions can wreak havoc on an industry, brand, or person

odwalla bars × Search

odwalla bars
odwalla coupons
odwalla recall
odwalla juice fast
odwalla nutrition



bayt.com × Search

bayt.com
bayt.com review
bayt.com kuwait
bayt.com scam
bayt.com qatar



Why is Google Instant Important?

- Highly temporal nature is reflective of what users are searching for NOW, aka “**freshness layer**”. Access to this fresh wealth of data can be very valuable for search marketers.

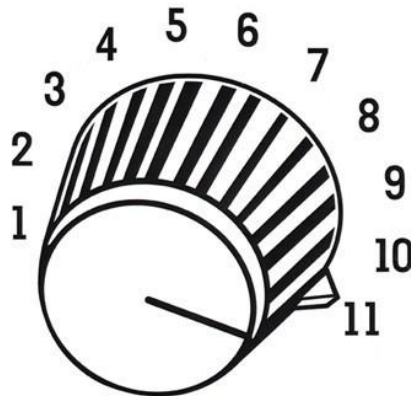


How Google Instant / Autocomplete Works:

- "Queries in autocomplete are algorithmically determined based on a number of objective factors (including **search term popularity**) without manual intervention. The search queries that you see as part of autocomplete are a reflection of the search activity of all web users."

<http://www.google.com/support/websearch/bin/answer.py?answer=106230>

- **Search term popularity = Query volume driven, frequency**



How Google Instant / Autocomplete Works:

- Other factors include user location, search history, & personalization settings



Suggest = Keyword Research Goldmine!

- <http://www.promediacorp.com/suggester>

Suggester™
KEYWORD RESEARCH TOOL

Promediacorp Suggester™ - the free Google Suggest keyword research tool

TOP TERMS

seomoz
seomoz blog
seomoz toolbar
seomoz api
seomoz tools
seomoz pro
seomoz ranking factors
seomoz twitter
seomoz review
seomoz link building

KEYWORDS MAY REFLECT A
SLIGHT BIAS BASED ON THE
LOCATION OF OUR SERVERS.

EXTENDED GOOGLE SUGGEST LIST

255 Extended Keywords

seomoz api
seomoz affiliate
seomoz advanced seo training series
seomoz advanced training series
seomoz alternative
seomoz api excel
seomoz api php
seomoz anchor text
seomoz api wiki
seomoz associate
seomoz blog
seomoz bar
seomoz beginners guide to seo
seomoz backlink checker
seomoz badge
seomoz backlink
seomoz beginner's guide
seomoz beginner

HINTS

-click one the Top Terms
over on the left to research
that term

-try slight variations of your
search query if the results
are too broad

-add words like "of", "the",
"and", "is", etc. to your query
for more results



Add “vs” for Competitive Analysis

- <http://www.promediacorp.com/suggester>

Suggester[™]
KEYWORD RESEARCH TOOL

xoom vs

Suggest

Promediacorp Suggester™ - the free Google Suggest keyword research tool

TOP TERMS

xoom vs ipad 2
xoom vs ipad
xoom vs playbook
xoom vs galaxy tab
xoom vs galaxy tab 10.1
xoom vs
xoom vs galaxy
xoom vs ipad 2 specs
xoom vs galaxy 10.1
xoom vs tab

KEYWORDS MAY REFLECT A
SLIGHT BIAS BASED ON THE
LOCATION OF OUR SERVERS.

EXTENDED GOOGLE SUGGEST LIST

140 Extended Keywords

xoom vs adam
xoom vs acer
xoom vs asus transformer
xoom vs atrix
xoom vs a500
xoom vs asus
xoom vs archos 101
xoom vs acer iconia
xoom vs apple
xoom vs apple ipad
xoom vs blackberry playbook
motorola xoom vs blackberry
moto xoom vs blackberry playbook
compare ipad vs xoom
xoom vs dell streak
xoom vs dell duo
motorola xoom vs dell streak 7
motorola xoom vs dell duo
motorola xoom vs dell inspiron duo

HINTS

-click one the Top Terms
over on the left to research
that term

-try slight variations of your
search query if the results
are too broad

-add words like "of", "the",
"and", "is", etc. to your query
for more results

Suggest for Brainstorming Content Ideas

- <http://www.promediacorp.com/suggester>

Suggester[™]
KEYWORD RESEARCH TOOL

how to fix blinds

Suggest

Promediacorp Suggester™ - the free Google Suggest keyword research tool

TOP TERMS

how to fix blinds
how to fix blinds that are stuck
how to fix blinds string
how to fix blinds that won't rotate
how to fix blinds that won't open
how to fix blinds in door
how to fix blinds that won't stay up
how to fix blinds that won't close
how to fix blinds to upvc windows
how to fix blinds video

EXTENDED GOOGLE SUGGEST LIST

37 Extended Keywords

how to fix blinds broken
how to fix blinds broken string
how to fix blinds bali
how to fix blinds broken cord
how to fix blinds cords
how to fix blinds cordless
how to fix blinds for doors
how to fix blinds in door
how to fix blinds in the windows
how to fix blinds in rvs
how to fix blinds in patio
how to fix blinds on to a
how to fix blinds on window
how to fix blinds on upvc windows
how to fix blinds on door
how to fix blinds parts
how to fix blinds roll
how to fix blinds string
how to fix blinds slats
how to fix blinds shades

HINTS

-click on the Top Terms over on the left to research that term

-try slight variations of your search query if the results are too broad

-add words like "of", "the", "and", "is", etc. to your query for more results

How to Win Friends and Influence Suggest:

Good tools, Good content:

The image shows two search engine suggestion boxes. The first box is for the search term 'seobook keyword tool' and lists suggestions: 'seobook keyword tool', 'seobook toolbar', 'seobook tools', 'seobook blog', and 'seobook back link analyzer'. An orange arrow points to 'seobook back link analyzer'. The second box is for the search term 'techipedia tamar weinberg' and lists suggestions: 'techipedia tamar weinberg', 'techipedia dod', 'techipedia com', 'techipedia blog', and 'techipedia create facebook page'. An orange arrow points to 'techipedia create facebook page'.

How to Win Friends and Influence Suggest:

Coupons and promos:

The image shows two search engine suggestion boxes. The first box is for the search term 'godaddy'. It has a search bar with 'godaddy|' and a 'Search' button. Below the search bar, the suggestions are: 'godaddy', 'godaddy email', 'godaddy coupon', 'godaddy webmail', and 'godaddy promo'. Orange arrows point to 'godaddy coupon' and 'godaddy promo'. The second box is for the search term 'botw coupon'. It has a search bar with 'botw |coupon' and a 'Search' button. Below the search bar, the suggestions are: 'botw coupon', 'botw local', 'botw blogs', 'botw discount', and 'botw promo code'. Orange arrows point to 'botw coupon', 'botw discount', and 'botw promo code'.

Search Term	Suggestion	Highlighted
godaddy	godaddy	No
	godaddy email	No
	godaddy coupon	Yes
	godaddy webmail	No
	godaddy promo	Yes
botw coupon	botw coupon	Yes
	botw local	No
	botw blogs	No
	botw discount	Yes
	botw promo code	Yes

How to Win Friends and Influence Suggest:

Viral promotions:

safe auto × Search

safe auto
safe auto **commercial** ←
safe auto **claims**
safe auto **glass**
safe auto **tsa commercial** ←

white castle × Search

white castle
white castle **locations**
white castle **menu**
white castle **valentine's day** ←
white castle **valentines**

How to Win Friends and Influence Suggest:

Social profiles

stylecaster media	✕	Search
stylecaster media	←	
stylecaster twitter	←	
stylecaster jobs		
stylecaster tumblr	←	
stylecaster crystal renn		

sarah palin	✕	Search
sarah palin		
sarah palin twitter	←	
sarah palin quotes		
sarah palin facebook	←	
sarah palin egypt		

How to Win Friends and Influence Suggest:

News and Events

techcrunch| × Search

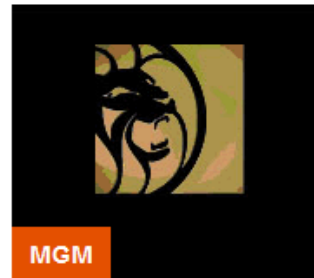
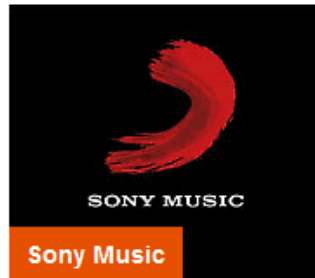
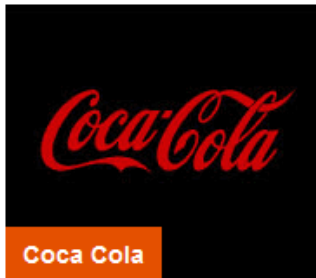
techcrunch
techcrunch **disrupt** ←
techcrunch **disrupt 2011**
techcrunch tv
techcrunch aol

aflac × Search

aflac
aflac **duck**
aflac **voice**
aflac **duck fired** ←
aflac forms

Shameless Plug & Thank You

Work |



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