

How to Increase Organic Website Traffic: **Keyword Research** Guide

Improve your marketing strategy and target audience conversion rate when you incorporate relevant keywords and phrases into your digital content.

Corp Comms - Digital Team
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KEYWORD RESEARCH

Why is it important?

Because it **helps the right target audience find A*STAR's content** on the Internet, thus improving our overall search engine ranking.

Poorly chosen keywords, on the other hand, will affect our search ranking and leave articles in obscurity.

What is Search Engine Optimisation (SEO) Keyword Research?

It is an SEO practice of finding, analysing and using the **phrases people use to filter for information** on search engines. It is about getting to know the language of our target audiences and using this knowledge to **optimise our content**.

Read more about [Keyword Research](#) here.



KEYWORD RESEARCH STEPS

1

FIND

- ▶ Create a list of important and relevant keywords.
- ▶ Use Google Keyword Planner (GKP) to identify related search terms and gather insights.



2

ANALYSE

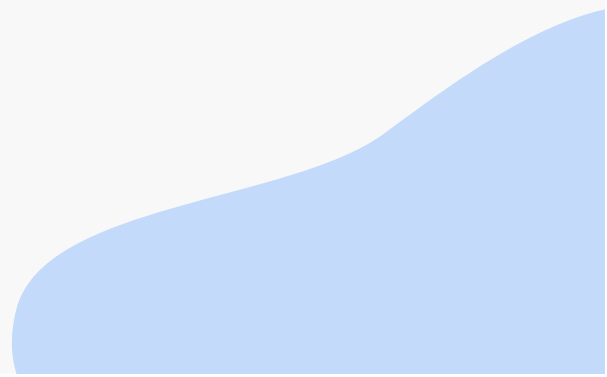
- ▶ Use Google Trend to check on the popularity and relevancy of shortlisted keywords.
- ▶ Identify your focus keywords and longtail keywords.



3

USE

- ▶ Use the identified focus keywords and/or longtail keywords in your article's title and body text.



STEP 1 - FIND



Make a list of **keywords relevant to the content** you intend to publish on your website.



Expand these keywords by **finding related search terms** by entering these relevant keywords on Google. Related searches are the eight search results generated based on Google's algorithms at the bottom of the result page.



Finally, use the **Google Keyword Research** tool to help you gather more insights.



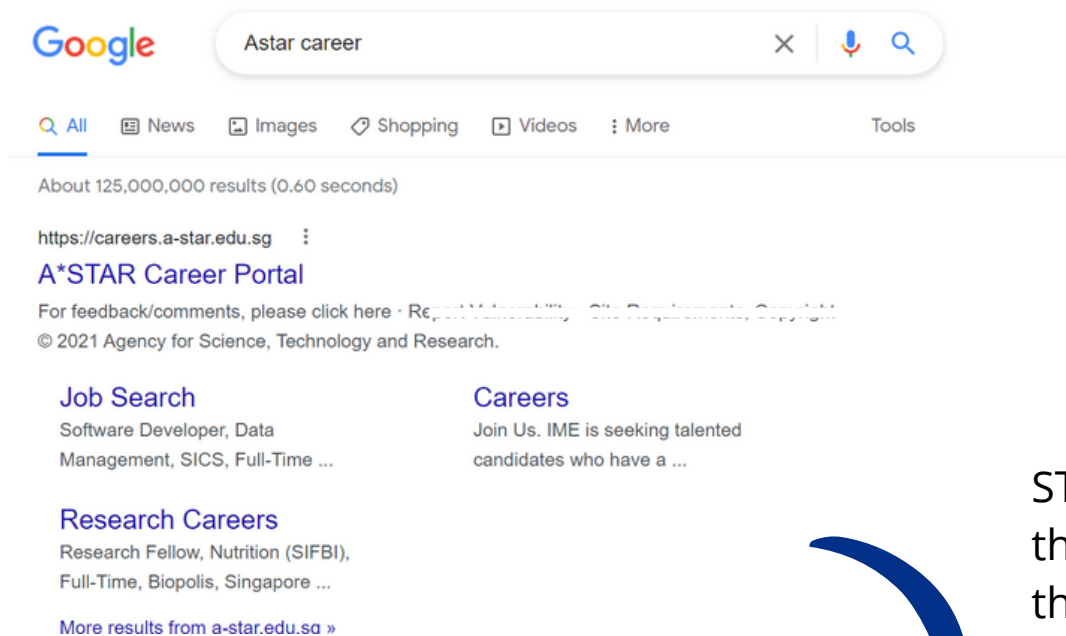
Quick Tip: Use Google autocomplete suggestions to help you identify related search terms.



FINDING RELATED SEARCH TERMS

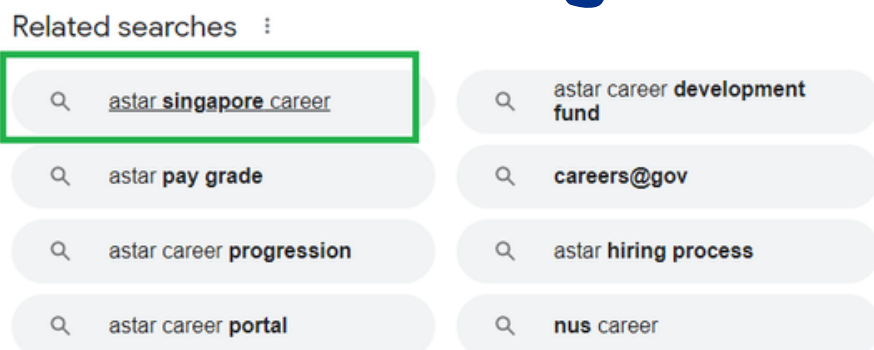
We want to improve the search rankings for A*STAR's career portal and need to find the related search terms.

STEP 1: Search for "A*STAR career"



Google search results for "Astar career". The search bar shows "Astar career" with a clear button and voice search icon. Below the search bar are tabs for All, News, Images, Shopping, Videos, and More. The results show "About 125,000,000 results (0.60 seconds)". The first result is "https://careers.a-star.edu.sg : A*STAR Career Portal". Below this are links for "Job Search" (Software Developer, Data Management, SICS, Full-Time ...), "Research Careers" (Research Fellow, Nutrition (SIFBI), Full-Time, Biopolis, Singapore ...), and "Careers" (Join Us. IME is seeking talented candidates who have a ...). At the bottom, there is a link "More results from a-star.edu.sg »".

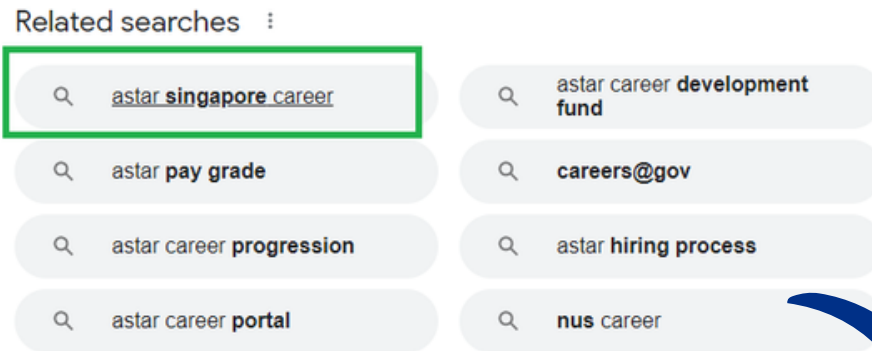
STEP 2: Scroll to the bottom of the page.



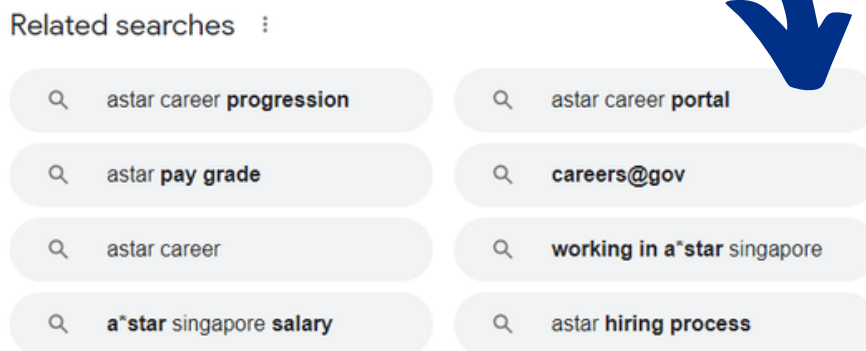
Related searches :

- astar singapore career
- astar pay grade
- astar career progression
- astar career portal
- astar career development fund
- careers@gov
- astar hiring process
- nus career

STEP 3: If you want to find more related searches, click on any of the suggestions. In this case, we chose the first suggestion "A*STAR Singapore career".



Step 4: Scroll to the bottom of the page for more suggestions.



Use keyword research tools to your advantage.

Keyword research and SEO tools help you **discover** more keyword ideas based on **exact match keywords**.

Here are some of the tools:

- Google Keyword Planner ***FREE***
- Ahrefs
- Semrush
- Moz

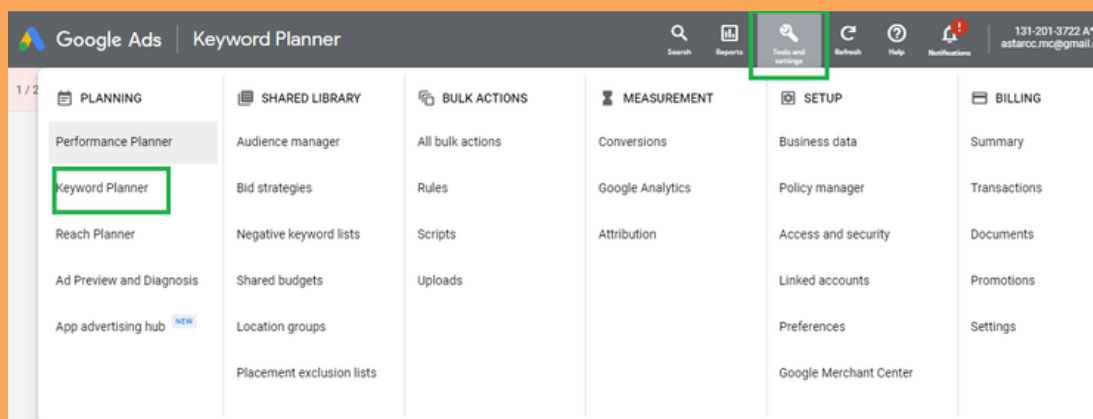


USING GOOGLE KEYWORD PLANNER

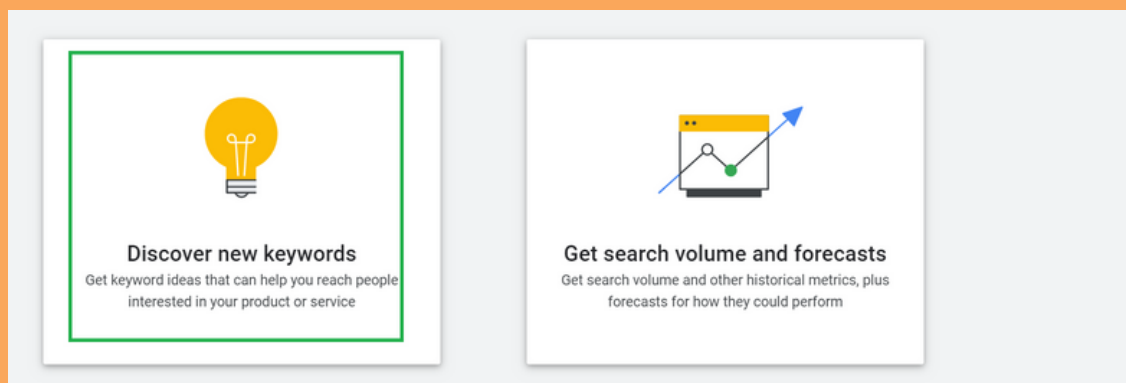
Google Keyword Planners (GKP) helps to **discover and expand a list of relevant keywords**.

NOTE: GKP is free to use. However, users who have existing paid ads may obtain more detailed information than non-advertisers.

STEP 1: Go to GKP > select the 'Tools and setting' > select 'Keyword planner'.



STEP 2: GKP will show you two options: "Discover new keywords" and "Get search volume and forecasts."



STEP 3: Select 'Discover new keywords', which will help you find new keyword ideas based on the keywords submitted.

STEP 4: Click "Get Results"

The tool will request the website's URL, which is optional.

Discover new keywords

START WITH KEYWORDS START WITH A WEBSITE

Enter products or services closely related to your business

🔍 **astar career** + Add another keyword

🌐 English (default) 📍 Singapore

Enter a domain to use as a filter

🌐 https://

GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meats" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

A list of suggested keyword will appear based on your search terms.

1 Exclude adult ideas x ADD FILTER 5 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Acc
Keywords you provided								
<input type="checkbox"/> astar career	1K - 10K	+900%	0%	Low	—	SGD0.18	SGD1.13	
Keyword ideas								
<input type="checkbox"/> astar jobs	100 - 1K	0%	0%	Low	—	SGD0.20	SGD1.56	
<input type="checkbox"/> astar job oppor...	10 - 100	0%	0%	Low	—	—	—	
<input type="checkbox"/> astar job openi...	10 - 100	To get more detailed statistics, run a campaign.			—	—	—	

You may further refine your search by choosing a location, language and timeframe.



Quick Tip: Avoid keyword stuffing, which is the over-optimisation of keywords by repeating them, as they will result in penalties by Google.

STEP 2 - ANALYSE

Identify a keyword or keywords with the most value.

- **High relevancy:** Match your keyword intent that best represents your content/topic.
- **High popularity:** Check for the monthly search volume (MSV) and long-term interest trend on [Google Trend](#).

What are focus keywords?

The search terms you want your post or page to be ranked for in the search engines.



Add on

CONSIDER LONGTAIL KEYWORDS

Longtail keywords (LTK) are search terms that are **more specific and longer than a usual search query**.

Key Characteristics of LTK

- **Higher engagement and conversion rate.**
- Contribute most of the organic traffic.
- By targeting these longtail phrases on the page, you attract users who want to take action. E.g. A user searching for "A*STAR female talent in biomanufacturing" is more likely to click on the article than another user searching for "A*STAR Talent".

How to do LTK?

In previous steps, we have selected our keywords and analyse their values. Use these keywords to plugin more terms with tools, such as - Answer the public.

Read more on longtail keywords here.



Quick Tip: Users may structure their searches as questions to find their answers. E.g. "Vaccines" vs "How do vaccines work?"

STEP 3 - USE

Use your focus keywords in your articles/webpage in the following way:

- Title
- Body text (ideally in the first paragraph)



Title

Body Text



Quick Tip: It is recommended to use shortlisted keywords in every 100-200 words while keeping in mind to avoid "keyword stuffing".



CHECKLIST FOR KEYWORD RESEARCH

STEP 1 - FIND

☐

Create a list of important and relevant keywords.

☐

Use keyword research tools, such as Google Keyword Planner (GKP), to identify related search terms.

STEP 2 - ANALYSE

☐

Check monthly search volume (MSV) and observe its popularity using Google Trend.

☐

Identify your focus keywords and related longtail keywords.

STEP 3 - USE

☐

Use the selected focus keywords and/or longtail keywords in your page/article's title and body text.

☐

No keyword stuffing.




KEYWORD RESEARCH FOR SCIENTIFIC JOURNALS

Content Credit: DCE-Research Office

Most journals require authors to select **4 to 8 keywords** to accompany a manuscript to garner more online article searches.

- ✓ **Focus on the main research topic and perform keyword research through a search engine** such as **Google Scholar** and Google Keyword Planers (refer to [page 7](#)). For instance, if the research topic is about diabetes, the possible keywords could be blood glucose, insulin and glucometer. If the research topic is about hypertension, the potential keywords to include could be blood pressure, circulation, stroke, pulse rate, and heart.
- ✓ Avoid short keywords, and use longtail keywords that are not too long that your papers could be excluded from filters (refer to [page 10](#)) for more details).
- ✓ Avoid repetitive keywords in the title.
- ✓ Refer to and follow the respective journal guidelines.

Every journal has specifications for selecting keywords. For instance, most journals and clinical papers recommend a list of terms from the U.S. National Library of Medicine's Medical Subject Headings (MeSH) collection. Using the MeSH terms will aid literature searches and add weight to publications. However, other fields may have different requirements. Some databases have AI tools to identify additional keywords not listed by the author.

 **Quick Tip:** Include keywords that cover variants of terms/phrases, drug names, procedures, key experimental techniques, acronyms, and abbreviations.

For further clarifications, please contact Ng Heok Hee, Deputy Director, Research Office.



Please reach out to the
Corporate Communications team
if you have any questions.