

Take Advantage of the Revised Google Keyword Tool to Boost Website Marketing

There are many keyword analysis tools available in the market. But if there is one tool that is universally used by website owners for website marketing, it is the Google Keyword Tool. It provides a comprehensive set for data for internet marketers who want to rank high in the search engine. It is originally designed for AdWords users but users who want to improve their ranking are taking advantage of this free tool as well.

If you loved the Google Keyword Tool before, you will be glad to know that the company is launching an updated version of it. The updated keyword tool (available in beta) will be combined with the current form to provide a variety of benefits. Dan Friedman from Google's Inside AdWords crew said that the two tools will be available in their current forms until the end of August.

After that, you can expect to use a comprehensive tool that provides the following information:

- * Flexible Search Options - users will have the ability to search on by different keyword combinations, website, and category. A single set of results will be produced.

- * Efficient Keyword Refinement - filter results by keyword match type or word.

- * No Duplicate Keywords - in accessing this tool within a certain ad group, the keywords that have been identified with that ad group will have a message beside it that prompts "already in ad group".

- * Advanced Options - view the statistics for mobile searches. In addition, data can be filtered based on ad share, local searches, etc.

- * Negative Keywords - this is one of the better features that have been introduced. Negative keywords have always been important for any SEO or PPC initiative. It allows irrelevant words that are typically associated with your product, service, or offer to be disregarded. Just use the drop down menu to select the negative keywords of your choosing.

If you have a Google Adwords account, you can already access this tool by clicking on the "Keyword Tool" found under the Opportunities section.

This development will possibly make an impact in your SEO and PPC initiatives in the future by helping you target the right set of keyword groups.

With persistence and the right strategy, it can improve your site traffic and conversion rate in the near future. Take note though that it is important to up your game! After all, your competitors will have access to the same tool. The solution is to find the right set of keywords that can be directly linked with your company.

About the Author

Pilar Torres - Access our Free Jargon Free [Web Marketing Strategy](#) videos aimed at beginners. Check out our Professional [Website Hosting Services](#). We also offer Reseller Hosting and other services such as Dedicated Servers, VPS Hosting, Domain Names, Web Design, Online Website Builder, Web Design Templates, Email Marketing, Data Backup and 0800 Numbers.

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