

What To Do When Your Keywords Are Low Search Volume

By: Ilana Wechsler

Quick Tip Episode Introduction

On today's episode, we're going to talk about what to do if your business is in a very tight niche or niche for our American listeners. And often the challenge for these people, when they're in a very tight industry is that it's quite hard to get in front of your target customer. And often the best way to get in front of your target customer, if you're in a really specific industry is to do Google search.

So somebody goes to Google and types in a specific query that deems them to be your exact target customer in your weird and wonderful industry. And you're there sliding your business card under the nose of someone at the very instant that they've typed this in. And we have lots of people who do this and it works really well. They get really high click-through rates and get good conversion rates and everything looks good. And then invariably what happens is they come to me, they say, hey, Ilana, this is working really well. We want to do more we want to get in front of more of these people. But the problem with this strategy, as good as it is, you end up buying all the possible search traffic that there is, because the reality is there is a finite amount of people searching for your weird and wonderful product or service that you offer. You can't actually make more people search for it if they're not there.

Discovering Fresh Search Terms

So, many of these people are running sort of, I guess tight search campaigns be at somebody's going to have typed in this exact thing into Google. And, and as I said, You maxed out on that traffic on that search volume, you buy all that profitable traffic. And the next challenge is what next? So one strategy that we find works that I want to reveal in this episode is an extension of that. So what's the next step? And I was having this conversation literally, with a coaching student the other day who's to happen, this exact thing has happened to him. So what we did is I suggested that he implement a broad match type keyword to run in his Google Ads account. So normally for 99% of the businesses that I help and also run in my agency. I would never, ever dream of running a broad keyword, you know, broad match type keyword, but for a really, really specific niche of a weird and wonderful industry, it might be worth trying a broad match type keyword because we did this for this particular client. And it worked like a charm.

So this particular client, he, without revealing his business, obviously, he sells a product that helps people pass a specific type of exam. So it's not just any kind of student, it's some student who has to pass a specific exam. And we implemented a broad match type keyword. And what happened is he got a huge uptick in impressions, clicks, and leads. And when we had a look through the search term report, which tells us what somebody actually typed into Google that triggered them to see the ad and click on the ad, we saw all these search terms that people typed in that we would never have thought of.

So my particular client was thinking down just one specific track of what somebody might type into Google. But when he had implemented the broad match type keyword, then it opened the door to a huge amount of keyword or search term variation, that gave him the idea of how, of course, like somebody would type in that. And of course, somebody would type in this other kind of instance. So it's loosely related. It's definitely the type of customer that he wants, but he never thought of it and would have never thought of it had he not implemented the broad match type keyword. So if you're in a weird and wonderful industry and you're struggling to get in front of enough people, it might be worth trying this strategy.

Considerations to Keep in Mind When Running This Strategy

But I do urge you to put it in its own ad group. So separate it so it's separate from all your other keywords, give it a really small budget because you don't want Google to kind of go crazy with it and spend a huge amount of budget. It's just to test. And please ensure you have lots of negative keywords associated with that broad match type just to ensure that Google also doesn't go crazy on that front. And you might be surprised like we were for this particular client. So there you have it, that's our quick tip episode. I hope you enjoyed this episode. You can download the show notes at talkingwebmarketing.com that does redirect you to the blog and podcast section of our website. And you can download the show notes there, and we've got a whole bunch of other free information that you can check out there. Thanks for listening and stay tuned for future quick tip episodes.