

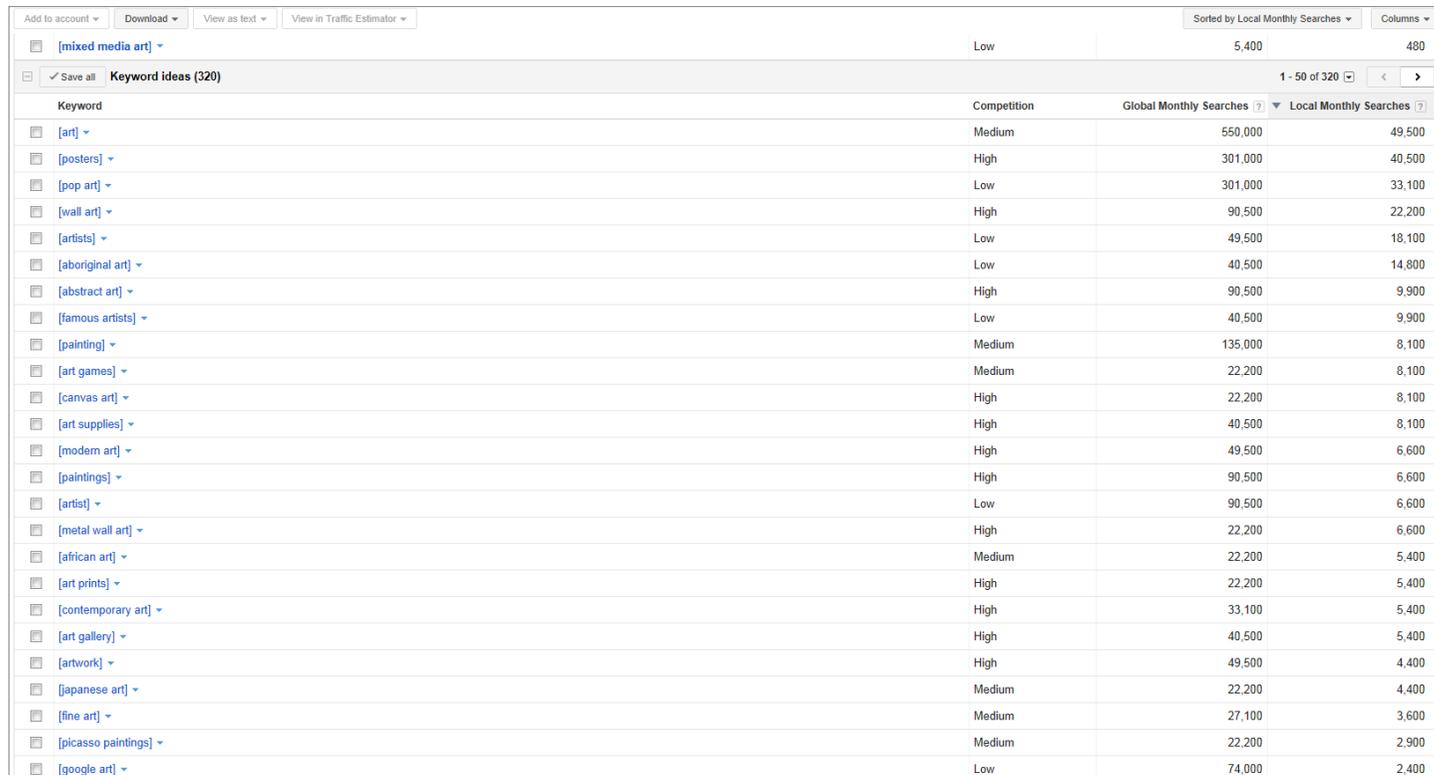
www.jnktheartist.com

Keyword Research

16 August 2012

How to interpret keyword results.

The key indicator is 'Local Monthly Searches' followed by the 'Competition'. The screenshot below shows 49,500 local monthly searches with 'Medium' competition, meaning that there is medium competition for the word 'art'. Any of these words listed, added intelligently to your content, will aid Google in its search for your site to be returned when a user types in relevant search terms in the Google search box.



The screenshot displays a keyword research tool interface. At the top, there are navigation options: 'Add to account', 'Download', 'View as text', and 'View in Traffic Estimator'. The main content area shows a list of keywords with columns for 'Keyword', 'Competition', 'Global Monthly Searches', and 'Local Monthly Searches'. The list is sorted by 'Local Monthly Searches' in descending order. The first keyword is '[mixed media art]' with a competition level of 'Low', 5,400 global searches, and 480 local searches. Below this is a section for 'Keyword ideas (320)' with a pagination control showing '1 - 50 of 320'. The following table lists 32 keywords with their respective competition levels and search volumes.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[mixed media art]	Low	5,400	480
[art]	Medium	550,000	49,500
[posters]	High	301,000	40,500
[pop art]	Low	301,000	33,100
[wall art]	High	90,500	22,200
[artists]	Low	49,500	18,100
[aboriginal art]	Low	40,500	14,800
[abstract art]	High	90,500	9,900
[famous artists]	Low	40,500	9,900
[painting]	Medium	135,000	8,100
[art games]	Medium	22,200	8,100
[canvas art]	High	22,200	8,100
[art supplies]	High	40,500	8,100
[modern art]	High	49,500	6,600
[paintings]	High	90,500	6,600
[artist]	Low	90,500	6,600
[metal wall art]	High	22,200	6,600
[african art]	Medium	22,200	5,400
[art prints]	High	22,200	5,400
[contemporary art]	High	33,100	5,400
[art gallery]	High	40,500	5,400
[artwork]	High	49,500	4,400
[japanese art]	Medium	22,200	4,400
[fine art]	Medium	27,100	3,600
[picasso paintings]	Medium	22,200	2,900
[google art]	Low	74,000	2,400

Here's the screenshot for the Google Search for 'art'

The screenshot shows a Google search interface for the term 'art'. At the top, navigation links for Maps, Play, YouTube, News, Gmail, Drive, and Calendar are visible. The search bar contains the text 'art' and a magnifying glass icon. Below the search bar, it indicates 'About 5,470,000,000 results (0.26 seconds)'. The main content area is divided into two sections: 'Ads related to art' and 'People related to art'. The 'Ads' section features several sponsored links, including 'Art Prints at Art.co.uk', 'Thousands of Art Prints - Fantastic value on high quality art', 'High Quality Posters', 'Art.com - Posters, Art Prints, Framed Art, and Wall Art Collections', 'Art - Wikipedia, the free encyclopedia', 'deviantART: where ART meets application!', and 'Google Art Project'. Each ad includes a McAfee Secure logo. The 'People related to art' section lists three artists: Pablo Picasso, Andy Warhol, and Gustav Klimt, each with a small portrait and a brief biographical description. At the bottom of the browser window, a search URL is visible in the address bar: 'earch?hl=en&q=Andy+Warhol&stick=H4sIAAAAAAAAAAONgVmLXz9U3yE42AwAv1HxnCwAA...'. The Windows taskbar is visible at the very bottom of the image.

Further down the page is tate.org as well as a You Tube clip called 'Art'.

[Google Art Project](#) ✓

www.googleartproject.com/

Explore collections from around the world with thousands of artworks photographed in extremely high resolution. Also enables to create and share own ...

[AllPosters.com - The World's Largest Poster and Print Store!](#) ✓ 

www.allposters.com/

Over 500000 Posters & Art Prints, Movie Posters, Vintage Posters, Motivational Posters & more. Value Framing, Fast Delivery, 100% Satisfaction Guarantee.

[Active Release Techniques: A.R.T.](#) ✓

www.activerelease.com/

Active Release Techniques: Carpal Tunnel Treatment, Sports Injuries, Soft Tissue Treatment, Headache Relief, Occupational Health, Industrial Injury Prevention ...

[Art - YouTube](#) ✓



www.youtube.com/watch?v...

21 Jun 2008 - 3 min - Uploaded by andyradorfman

Music video for Tanya Davis' song **Art** by Andrea Dorfman.

[More videos for art](#) »

[Home | Tate](#) ✓

www.tate.org.uk/

Tate is a family of four **art** galleries housing the UK's collection of British **art** from 1500 and of international modern **art**.

[ART Pro Audio](#) ✓

www.artproaudio.com/

Manufacturer of professional signal processing equipment for the music industry.

[A.R.T. - American Repertory Theater](#) ✓

www.americanrepertorytheater.org/

A.R.T. 2012/13 SEASON ... OBERON is the second stage of the **A.R.T.**, a destination for theater ... AcousticaElectronica: presented by toUch Performance **Art** ...

Therefore JNK The Artist could create a useful You Tube video, post it to You Tube and we can include it in the site www.jnktheartist.com. This would increase the profile of the website and is likely to increase Google's Search Results provided we use popular keywords in the You Tube post.

Reading down the keyword ideas list, in order of number of monthly searches, it would be a good idea to incorporate all of these keywords within text content for the website. Here is a wider search for mixed media art and I prefer the words on this listing to the one above.

Add to account ▾ Download ▾ View as text ▾ View in Traffic Estimator ▾ Sorted by Local Monthly Searches ▾ Columns ▾

[mixed media art] ▾ Low 5,400 480

Save all **Keyword ideas (639)** 1 - 50 of 639 ▾ < >

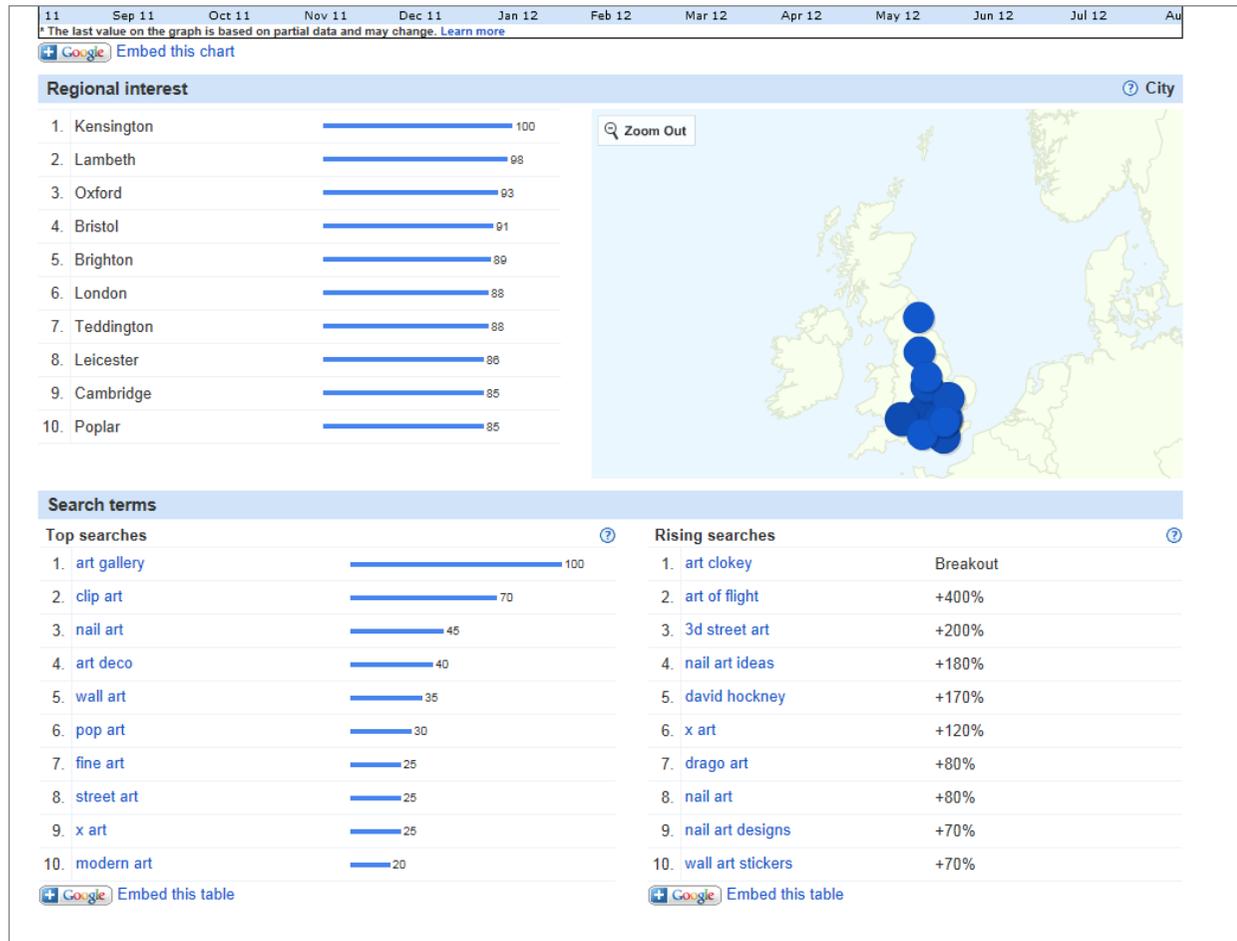
Keyword	Competition	Global Monthly Searches [?] ▾	Local Monthly Searches [?] ▾
<input type="checkbox"/> art ▾	Low	124,000,000	11,100,000
<input type="checkbox"/> arts ▾	Low	55,600,000	4,090,000
<input type="checkbox"/> artist ▾	Low	37,200,000	3,350,000
<input type="checkbox"/> painting ▾	Medium	24,900,000	2,240,000
<input type="checkbox"/> artists ▾	Low	16,600,000	1,830,000
<input type="checkbox"/> posters ▾	Medium	11,100,000	1,220,000
<input type="checkbox"/> paintings ▾	Medium	9,140,000	1,000,000
<input type="checkbox"/> artwork ▾	Low	5,000,000	823,000
<input type="checkbox"/> sculptures ▾	Medium	2,740,000	368,000
<input type="checkbox"/> art gallery ▾	Low	3,350,000	368,000
<input type="checkbox"/> artwork and paintings ▾	Medium	2,240,000	301,000
<input type="checkbox"/> paintings artwork ▾	Medium	2,240,000	301,000
<input type="checkbox"/> paintings and artwork ▾	Medium	2,240,000	301,000
<input type="checkbox"/> artwork paintings ▾	Medium	2,240,000	301,000
<input type="checkbox"/> art galleries ▾	Low	1,830,000	246,000
<input type="checkbox"/> painting artwork ▾	Medium	1,500,000	201,000
<input type="checkbox"/> wall art ▾	High	1,000,000	165,000
<input type="checkbox"/> fine art ▾	Low	1,830,000	165,000
<input type="checkbox"/> art paintings ▾	Medium	1,220,000	135,000
<input type="checkbox"/> paintings and art ▾	Medium	1,220,000	135,000
<input type="checkbox"/> fine arts ▾	Low	1,830,000	135,000
<input type="checkbox"/> art pictures ▾	Medium	1,500,000	135,000
<input type="checkbox"/> pop art ▾	Low	1,000,000	135,000
<input type="checkbox"/> art images ▾	Medium	1,500,000	110,000
<input type="checkbox"/> art institute ▾	Low	1,500,000	110,000

12:56

Continued from screenshot above

Add to account ▾ Download ▾ View as text ▾ View in Traffic Estimator ▾				Sorted by Local Monthly Searches ▾		Columns ▾	
Save all Keyword ideas (639)				1 - 50 of 639 ▾		< >	
<input type="checkbox"/>	art institute ▾	Low	1,500,000	110,000			
<input type="checkbox"/>	art supplies ▾	Medium	673,000	110,000			
<input type="checkbox"/>	pictures and paintings ▾	Medium	1,220,000	110,000			
<input type="checkbox"/>	art classes ▾	Medium	823,000	90,500			
<input type="checkbox"/>	paintings by artists ▾	Low	673,000	90,500			
<input type="checkbox"/>	artists and paintings ▾	Low	673,000	90,500			
<input type="checkbox"/>	paintings of artists ▾	Low	673,000	90,500			
<input type="checkbox"/>	paintings and artists ▾	Low	673,000	90,500			
<input type="checkbox"/>	paintings artists ▾	Low	673,000	90,500			
<input type="checkbox"/>	artists paintings ▾	Low	673,000	90,500			
<input type="checkbox"/>	paintings from artists ▾	Low	673,000	90,500			
<input type="checkbox"/>	art ideas ▾	Low	673,000	90,500			
<input type="checkbox"/>	art modern ▾	Low	1,220,000	90,500			
<input type="checkbox"/>	modern art ▾	Low	1,220,000	90,500			
<input type="checkbox"/>	art work ▾	Low	673,000	90,500			
<input type="checkbox"/>	famous artists ▾	Low	450,000	74,000			
<input type="checkbox"/>	artist painting ▾	Medium	550,000	74,000			
<input type="checkbox"/>	art shop ▾	Medium	550,000	74,000			
<input type="checkbox"/>	kids art ▾	Medium	673,000	74,000			
<input type="checkbox"/>	paintings by artist ▾	Medium	550,000	74,000			
<input type="checkbox"/>	what is contemporary art ▾	Medium	550,000	74,000			
<input type="checkbox"/>	contemporary art ▾	Medium	550,000	74,000			
<input type="checkbox"/>	art painting ▾	Medium	550,000	74,000			
<input type="checkbox"/>	painting art ▾	Medium	550,000	74,000			
<input type="checkbox"/>	art store ▾	Medium	368,000	60,500			
<input type="checkbox"/>	canvas art ▾	High	246,000	60,500			

Here is a screenshot of some Geographical information for the search term 'art' – please note rising searches on right hand side of graphic.



The search term 'Fine Art' provides surprising very low results.

Word or phrase: fine art

Website: www.google.co.uk/page.html

Category: Apparel

Only show ideas closely related to my search terms

[Advanced Options and Filters](#) Locations: United Kingdom Languages: English Devices: Desktops and laptops

[Search](#)

[About this data](#)

Keyword ideas [Ad group ideas \(Beta\)](#)

Add to account Download View as text View in Traffic Estimator Sorted by Local Monthly Searches Columns

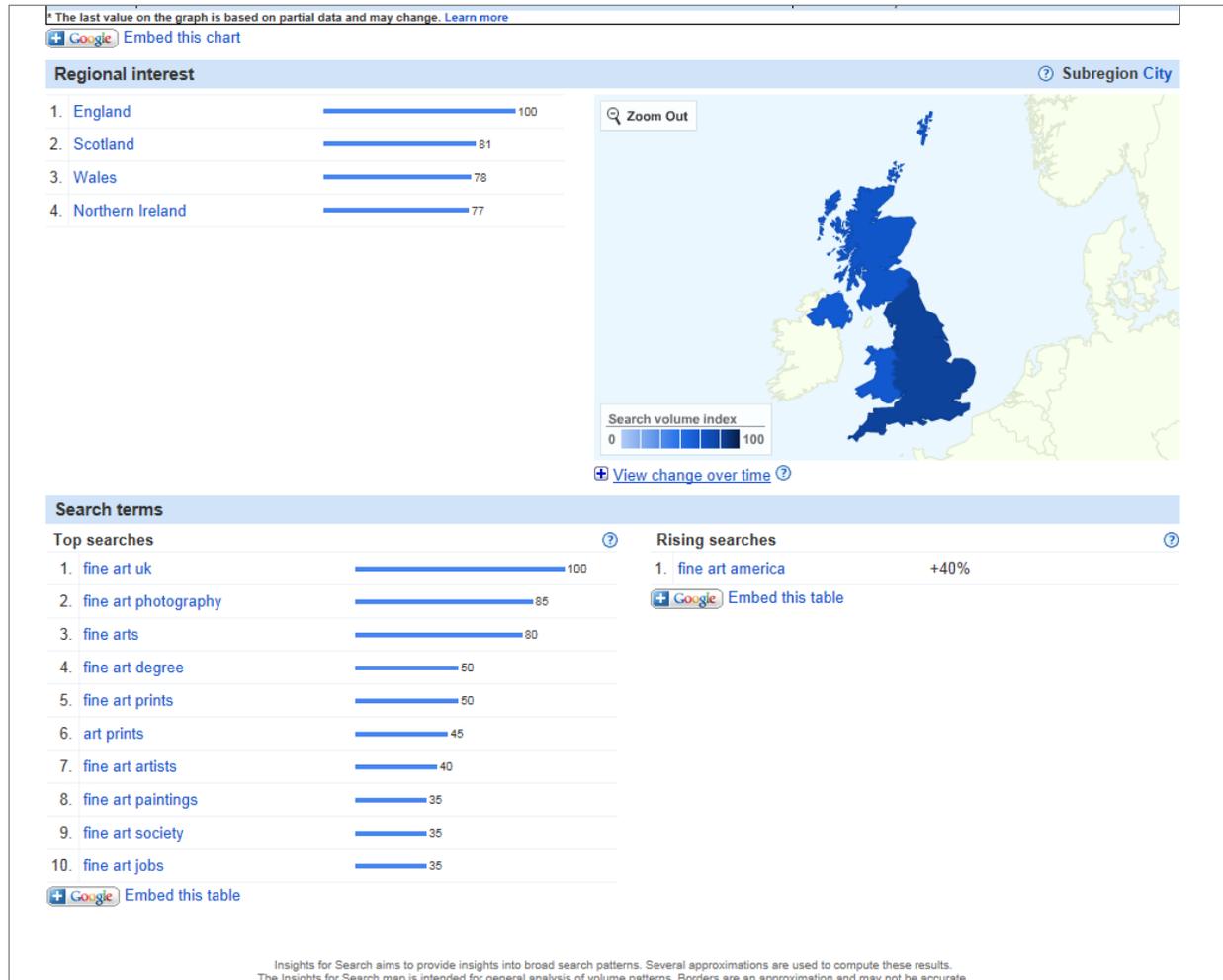
Save all **Search Terms (1)** 1 - 1 of 1

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[fine art]	Medium	27,100	3,600

Save all **Keyword ideas (800)** 1 - 50 of 800

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[fine art price guide]	-	12	-
[fine arts books]	-	58	-
[fine art sites]	-	36	-
[fine art display]	-	16	-
[cs fine art]	-	91	-
[fine arts education]	-	91	-
[fine arts classes]	-	110	-
[fine arts association]	-	320	-
[fine art gallery online]	-	73	-
[fine contemporary art]	-	28	-
[fine art representatives]	-	16	-
[european fine art]	-	46	-
[native american fine art]	-	22	-
[master fine art]	-	46	-

However, here's some geographic data of the source of the search for 'fine art



Depth of Research

This is an extremely small SEO mini-research project to start the SEO (Search Engine Optimisation) for the site, bearing in mind the owner is currently writing textual content.

Recommendations

1. Create good quality text content containing relevant keywords where possible.
2. Insert <alt> tags and <title> tags to all images using relevant description of the image whilst utilising relevant keywords.
3. Create at least one You Tube video, titled something like 'Art – Painting by Artist JNK The Artist' – make the video short, no more than 60 seconds, using a 'How To.... theme', ie How to create an abstract painting, or how to mix colours, something interesting, quick. This could become a series of 60 second videos, and JNK The Artist could create her own You Tube channel eventually.
4. Create (if not already) a JNK The Artist Facebook Page and a JNK The Artist Twitter Account. Include links to/from both those sites to/from www.jnktheartist.com. Update the Twitter Account and Facebook Account at least once a week.
5. Maintain a latest news/blog page on the site, to create relevant, recent and up-to-date content for users.
6. Obtain as many external links as possible, network with friends and family to see if a link to your website can be placed on any other relevant website.
7. Post comments on other sites, linking to www.jnktheartist.com
8. Register free weblink with Yell.com.
9. Register with other online art directories.
10. Utilise any advertising with your website as a link.
11. Try and get a link from Westminster University to your site, or from any other teaching organisation that you have worked with.
12. Create meta descriptions using relevant words on the website www.jnktheartist.com (Web designer to implement these).

End.