New UK-based keyword research tool for the worldâ€™s second largest search engine

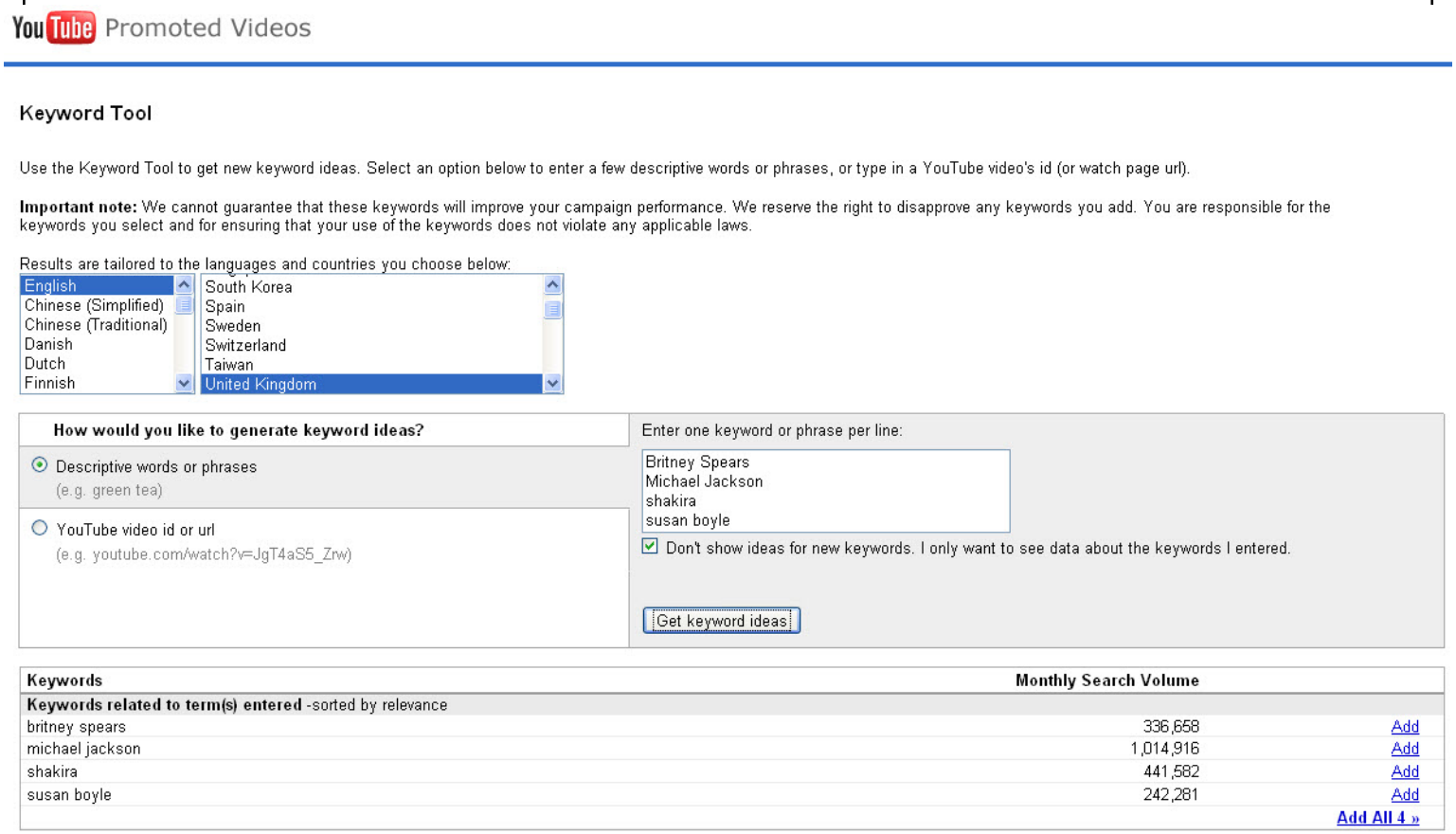
Mon, Nov 9, 2009 | Posted by Tom Jones

To compliment the recent UK advent of YouTube?s *Promoted Videos*, Google have now made available a keyword suggestion tool for the world?s ?second largest? search engine.

YouTube *Promoted Videos* have been released in the States for about a year now but it?s only been since October 2009 that Google have allowed UK-based Search Marketers to drive traffic to videos on YouTube directly from the Adwords interface. Today, Google released the UK version of the YouTube keyword suggestion tool.

This tool will be undoubtedly be of value to search marketers in helping provide understanding of the behaviour of users on YouTube. This tool will make it possible to identify and quantify (usual caveats apply about Google?s stated search volumes - namely, take with a large pinch of salt) the opportunity in different areas - and develop a strategy to capitalise on available traffic volumes. For instance, the new keyword tool will help you answer the question who has the most popular music video - Britney, Jacko, Shakira or ?that woman off X Factor? (Susan Boyle). As the results below illustrate, even in death, the *King of Pop*?s popularity seems to outstrip that of his rivals by between 2 and 4 to 1!

Click the images to view clearly inÂ new windows?



But, before we all get too excited by this, a word of caution for search marketers?

Context.

Do not forget the importance of context. While this looks and feels like the Adwords keyword tool - the YouTube keyword tool is providing insights into very different user behaviour to the insights provided by Google?s regular keyword suggestion tool. Yes, this new tools is a window on users who are making searches, but on YouTube users are searching in a different mode, exhibiting different search behaviours and have different expectations to those they have when searching for a product or service on the regular Google interface. The implication here is clear - to harness the power of YouTube, you need a different strategy, and not to mention, *medium*, than that used for your other Adwords campaigns.

This point is illustrated well, if we compare the example results provided by the YouTube keyword suggestion tool to that of the regular Adwords? keyword tool. For the query, I?ve used Google?s own suggestion, ?Green Tea?.

YouTube results:

YouTube Promoted Videos

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in a YouTube video's id (or watch page url).

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to the languages and countries you choose below:

English
Chinese (Simplified)
Chinese (Traditional)
Danish
Dutch
Finnish

South Korea
Spain
Sweden
Switzerland
Taiwan
United Kingdom

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

YouTube video id or url
(e.g. youtube.com/watch?v=JgT4aS5_Zrw)

Enter one keyword or phrase per line:

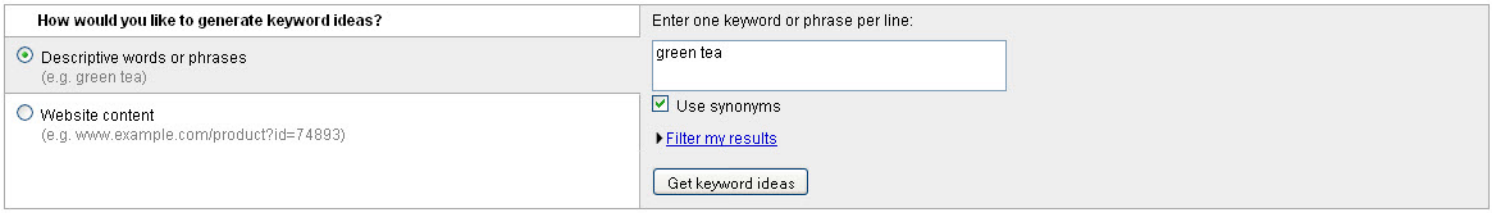
green tea

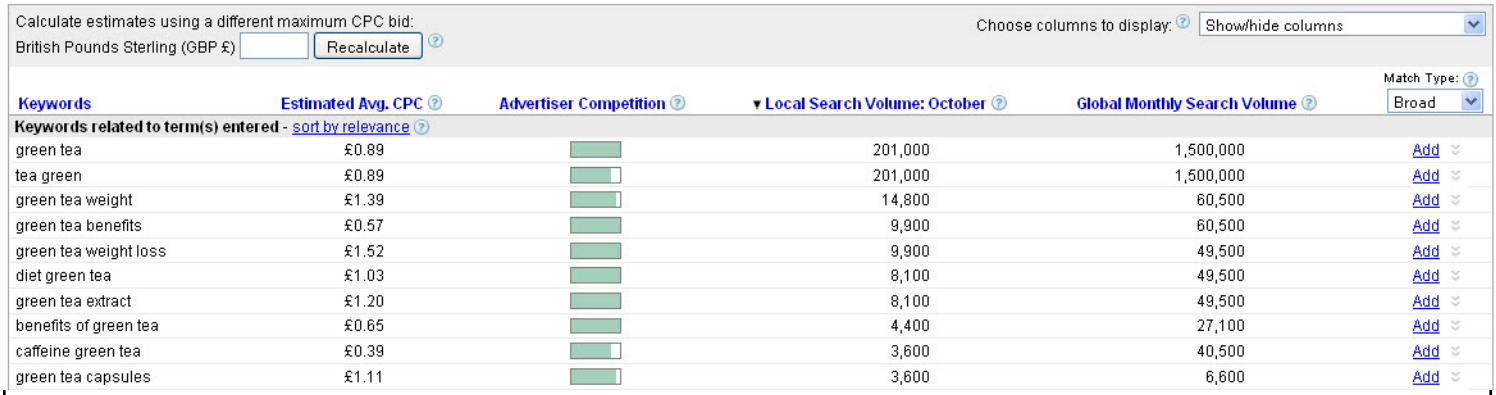
Don't show ideas for new keywords. I only want to see data about the keywords I entered.

Get keyword ideas

Keywords	Monthly Search Volume	
Keywords related to term(s) entered -sorted by relevance		
green day	154,224	Add
green street	11,929	Add
green light	5,773	Add
al green	10,244	Add
green street 2	11,018	Add
green day holiday	14,265	Add
tom green	6,682	Add
greenday	30,281	Add
green wing	4,752	Add

Adwords results:





The results are, as you might expect, totally different.

YouTube?s keyword suggestions are dominated by artists such as ?Green Day? and ?Al Green?, while the Adwords? tool shows the popularity of generic ?green tea? phrases and keywords related to green tea?s dietary and nutritional virtues.Â There is a clear distinction between the directly informational searches found when querying Google?s primary interface and the entertainment skew of those searches found on YouTube.Â In fact, on the YouTube keyword tool there is actually zero search volume on the suggested ?green tea? search phrase.

These variations highlight the differences in behaviours exhibited by users on YouTube and Google and underline the need for bespoke approaches to make the most of each property?s distribution opportunity.Â Failure to take into account and adapt to these differences is is likely to lead to, well, failure?

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