

Mangools platform for Keywords Analysis to Improve Search Engine Visibility

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Abstract:

This study emphasizes the importance of keyword research in improving search engine visibility and enhancing digital marketing strategies.

Using tools like Mangools helps analyze keywords based on search volume, competition level, and user intent.

This enables companies to optimize their content and efficiently target the right audience. These tools also help track performance against competitors and make data-driven decisions. Ultimately, effective keyword research is a key factor in achieving sustainable digital success and increasing conversion opportunities.

Keywords: Keyword; Search Engine; Mangools platform.

Jel Classification Codes: M31, C88, L86

1. INTRODUCTION

In today's fast-evolving digital marketing landscape, keywords have become a key element in Search Engine Optimization (SEO) and increasing online content visibility. They serve as a bridge between what users are searching for and the content websites provide, improving user experience and increasing access to relevant information.

Choosing the right keywords relies on precise strategies, including understanding search intent, analyzing competition, and evaluating search volume to maximize search engine benefits. This is where keyword research tools play a crucial role in enhancing digital marketing strategies. Among these tools, Mangools stands out as an effective solution that allows

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marketers to analyze keywords and track their rankings in search engines with ease.

This article will explore the concept of keywords and their importance in digital marketing, the stages of selecting them, and best practices for effective use.

Additionally, we will discuss the role of search engines in content ranking and provide a detailed analysis of the Mangools tool, explaining how to use it for keyword research and competitor analysis to improve website performance.

Based on the above, the following problem statement can be formulated: ***How can the Mangools platform used to improve search engine visibility?***

2. Theoretical Framework

2.1 Keywords definition

Keyword Research: lies in selecting relevant keywords that align with the target audience's search queries, keyword selection involves understanding search intent, competition, and search volume to optimize website content effectively. (Ologunbe & Obafemi Taiwo, 2023, p. 07)

Keywords represent the subject of the content and help classify it within search engine results. In the context of search engine optimization (SEO), keywords play a central role in directing users to the information they are seeking by entering these keywords into search engines. (BR2SEO)

2.2 The Importance of Keywords in Digital Marketing

Identifying users searching for the product good or service can define the main keywords.

These keywords should be (العايب و مصطفى، 2024، صفحة 35)

-Unique and relevant: They must be directly related to the service and relevant to the target audience.

-Use of owned keywords: Such as the company name, brand, product names, key technologies, and main partners.

-Avoiding generic words: Do not include overly broad terms that lack specificity.

Using natural phrases: Employ phrases that customers use to search for the product or describe it, as well as sentences and words that may not be commonly thought of.

Verifying main keywords: By searching in Google to check the updated main keyword list.

2.3 Stages of Selecting the Right Keywords

Keywords are the terms and phrases that users might type into search engines when looking for content related to a website.

To optimize the site’s visibility: (Wiley)

-Identify Relevant Keywords: Consider the main topics and concepts of the website.

What words would users search for? Who is target audience? What industry are they in? What language do they commonly use?

-Use Keyword Research Tools: Platforms like Google Keyword Planner, Google Trends, and SEO tools can help to discover high-traffic keywords relevant to the niche.

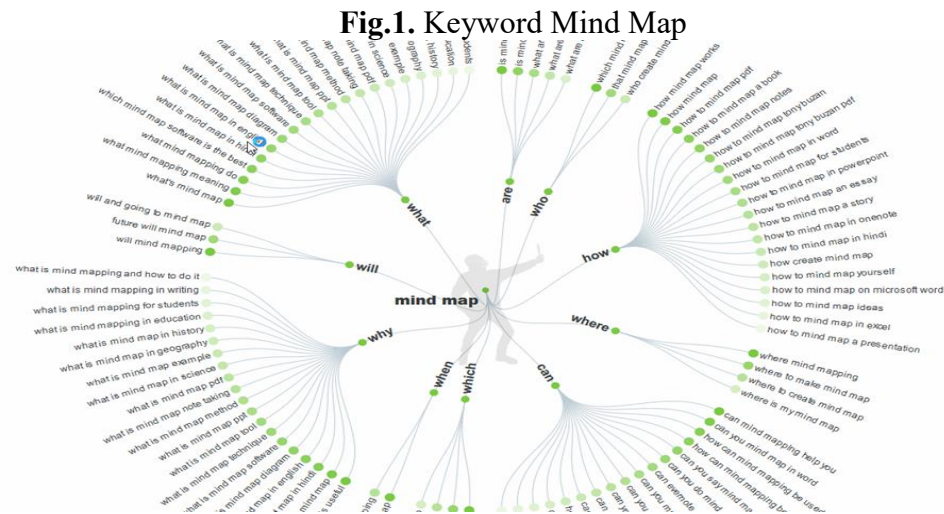
-Strategic Placement: Incorporate keywords naturally in key areas such as meta titles, descriptions, headings, and content to improve search engine rankings while maintaining readability.

-Avoid Keyword Stuffing: Excessive keyword use can negatively impact user experience and lower the website’s ranking on search engines.

- Focus on creating high-quality, valuable content.

2.4 Keyword Mind Map

A Keyword Mind Map is a visual technique used to organize keywords related to a specific topic in a structured and logical manner. (Backlinko)



Source: Mind Mapping Software Blog. (2025). Content topic research: Answer the public. Accessed February 18, 2025 at <https://mindmappingsoftwareblog.com/content-topic-research-answer-the-public/>

This mind map is based on classifying questions related to keywords in digital marketing and search engine optimization (SEO).

The questions according to the following categories, along with an explanation of how to use them in keyword analysis and SEO strategies:

-"What" Category: This category asks about the definition of the keyword and its types in digital marketing.

- Examples:

What is a keyword?

What are the different types of keywords?

What makes a keyword effective in SEO?

-"Why" Category: This category asks about the importance of keywords and their role in improving website rankings.

- Examples:

Why are keywords important for SEO?

Why do some keywords rank higher than others do?

Why should I focus on long-tail keywords?

-"How" Category: This category is about how to search for analyze, and use keywords.

- Examples:

How do I find the best keywords for my website?

How to analyze keyword competition?

How can I use keywords naturally in my content?

-"Where" Category: This category targets the places where keywords can be used within digital content.

- Examples:

Where should I place keywords on my website?

Where do I find keyword ideas?

Where do keywords have the most impact in SEO?

-"When" Category: This category focuses on the timing of using or updating keywords.

- Examples:

When should I update my keywords?

When do keywords start affecting my rankings?

When should I use seasonal keywords?

-"Which" Category: This category helps in choosing the best keywords based on specific criteria.

- Examples:

Which keywords drive the most traffic?

Which keyword research tool is the best?
Which keywords are better for local SEO?

-"Who" Category

Examples:

Who should focus on keyword optimization?
Whom are my competitors targeting for keywords?

-"Will" Category

• Examples:

Will keywords remain important for SEO?
Will AI change keyword research?

2.5 Types of Keywords in SEO

A strong SEO strategy includes a mix of short and long-tail keywords to increase visibility: (Tasueq)

Main Keywords (Short-Tail Keywords)

- These are short and general phrases, usually one to three words long.
- They have a high search volume, making them more competitive and harder to rank for.
- They often cover broad topics without focusing on a specific user intent.
- Examples: *digital marketing, SEO, content marketing.*

Long-Tail Keywords

- These are longer phrases, usually three words or more.
- They include main keywords along with specific details like a brand name, product, or location.
- They have lower competition, but they attract a more targeted audience.
- Examples: *best free SEO tools, how to create successful marketing content, effective digital marketing strategies for startups.*

2.6 Search Engines Definition's

Search Engines are a massive databases consisting of titles, sites, and a brief description of various internet pages. Through them, search engines allow searching for a specific topic in a particular field of different fields in the network, constantly aiming to find a directory for these pages. Since they operate automatically and continuously index and catalog millions of pages, every person using these engines will notice that they contain a vast amount of unrelieved information, unlike directories. (بوزيفي، 2016، صفحة 58)

Search Engines are automated tools that emerged to organize web information in various forms and ensure accessibility.

The function of search engines stands out as they act as tools that crawl the vast cyberspace to capture information sources across different fields and forms. They rely on three main programs:

-Crawlers: responsible for discovering and searching while providing the ability to add and update data.

-Indexes: allow access to various sources based on indexed keywords.

-Search mechanisms: facilitate retrieval of relevant information. (زايدي و بطوش، 2018، صفحة 997)

2.7 Advantages of Search Engines

A search engine is a website built based on automated programs (Robots) rather than human intervention: (مساني و منصور، 2022، صفحة 303)

-Its contents are not organized using subject headings but rely on page ranking and positioning.

-It contains the full text, making every word within the text a link for retrieving the content.

-The search engine retrieves a massive number of pages, and in the case of a narrow search, some engines allow searching within the results.

-Unlike subject directories, search engines serve as comprehensive indexes of the internet, even though they aim to index every word appearing on each page.

2.8 The Role of Keyword Selection in Improving Visibility in Search Engines:

-Connecting Search Intent and Content: Keywords link what people are looking for with the content offer.

-Increasing Visibility: Keywords help content appear in search engine results pages (SERPs), making it more likely that people will find it.

-Driving Relevant Traffic: Keywords attract relevant traffic to website, meaning that the visitors are aligned with what they are searching for.

-Achieving Conversions: Keywords help reach people who are likely to engage with the content or buy product, leading to more conversions. (Senuto)

3. “Mangools platform” as an effective Keyword Research Tools

The internet offers a variety of tools that deal with keywords, which can be categorized into four main types: (محمد بيسيوني، 1437 هـ، صفحة 868)

Tools for suggesting keywords.

Tools for identifying competitor websites for keywords.

Tools for extracting keywords.

Tools for analyzing keyword density.

3.1 Mangools presentation

Mangools is an SEO toolkit designed to help website owners, digital marketers, and SEO professionals improve their websites' search engine rankings and overall online visibility.

Mangools is known for its user-friendly interface and affordability, making it popular among small to medium-sized businesses and individuals looking to improve their SEO efforts without investing in expensive enterprise-level tools. (SelfMadeMillennials)

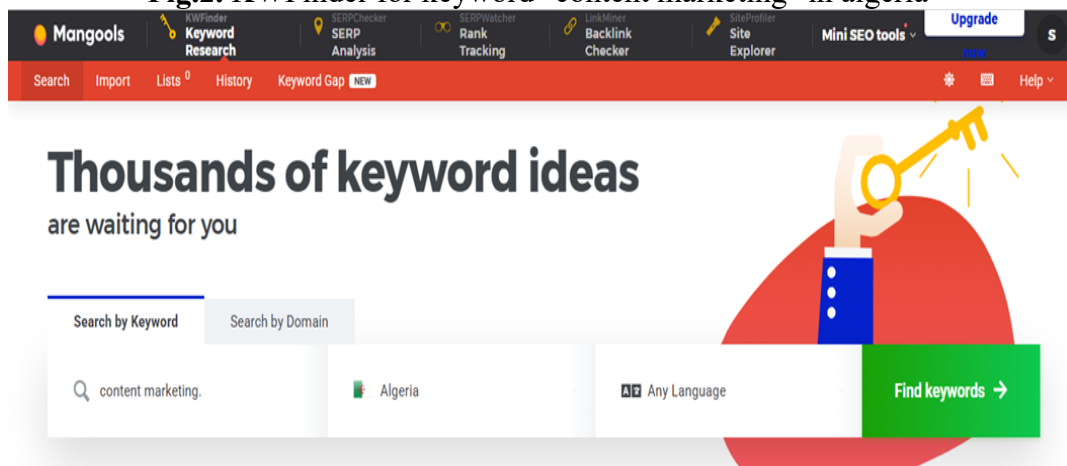
3.2 How to use Mangools

3.2.1 KWFinder

KWFinder is a keyword research tool that helps users find high-search volume keywords with low competition.

To clarify how to work with KWFinder, we chose the word "Content Marketing" in Algeria

Fig.2. KWFinder for keyword "content marketing" in algeria

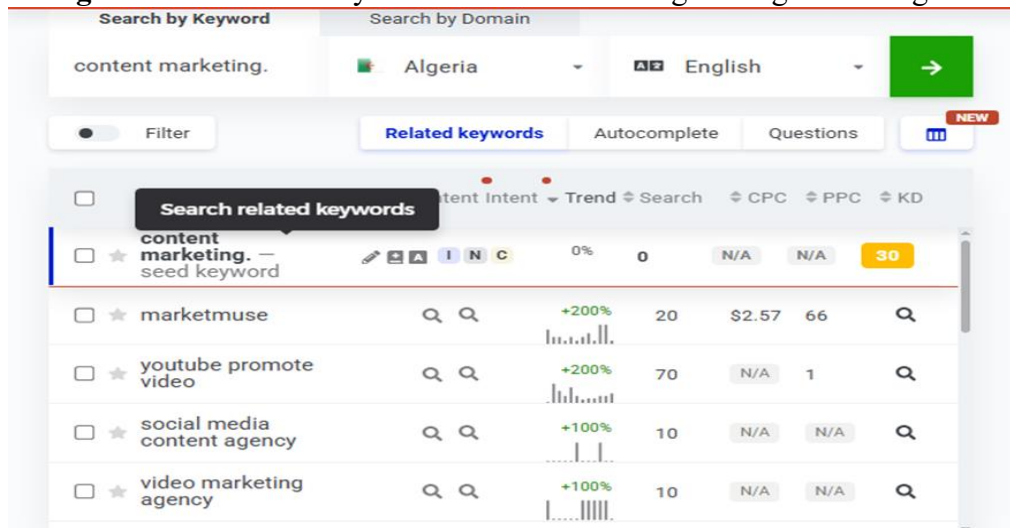


Source: Mangools. (2025). KWFinder dashboard for content marketing. (2025).

Retrieved March 30, 2025, from <https://tinyurl.com/5n7s9j5j>

Analysis of Search Results:

- A keyword was selected "content marketing".
- The search is set to Algeria, meaning the results show data specifically for this country.
- The search language is English, meaning the keywords target users searching in English in Algeria.

Fig.3. KWFinder for keyword "content marketing" in Algeria in English

Source: Mangools. (2025). KWFinder dashboard for content marketing. (2025). Retrieved March 30, 2025, from <https://tinyurl.com/2rv8pbha>

The results were as follows

These keywords provide additional options related to the main keyword. They include:

1- marketmuse

- Search volume: 20
- Cost per click (CPC): \$2.57
- Keyword difficulty (KD): 66 (very difficult)
- Growth rate: +200% (indicating a high increase in search interest)

2- YouTube promote video

- Search volume: 70
- Keyword difficulty (KD): 1 (very easy)
- Growth rate: +200%

3- social media content agency

- Search volume: 10
- Keyword difficulty: N/A (not available)
- Growth rate: +100%

4- video marketing agency

- Search volume: 10
- Keyword difficulty: N/A (not available)
- Growth rate: +100%

It shows that people are searching for video promotion and social media content marketing.

Some keywords, like "**marketmuse**," have high CPC and strong competition, while others like "**YouTube promote video**" have low competition, making them easier to target.

Fig.4. Content Level of the keyword "content marketing"



Source: Mangools. (2025). KWFinder dashboard for content marketing. Retrieved March 30, 2025, from

https://app.mangools.com/kwfinder/dashboard?language_id=1000&location_id=2012&q=content%20marketing.&source_id=0&sub_source_id=0

The results were as follows

- Search Term: "content marketing".
- Geographic Location: Algeria.
- Language: English.
- Search Intent: Informational (INC).
- Content Level : Improval possible (30/100).
- Keyword Difficulty : Possible (Medium).
- Content Level: The content level (30/100) indicates significant room for improvement.
- Keyword Difficulty: indicates that the keyword difficulty is "possible," meaning the competition is not very high.

3.2.2 SERPWatcher

SERPWatcher is a tool that tracks keyword rankings over time.

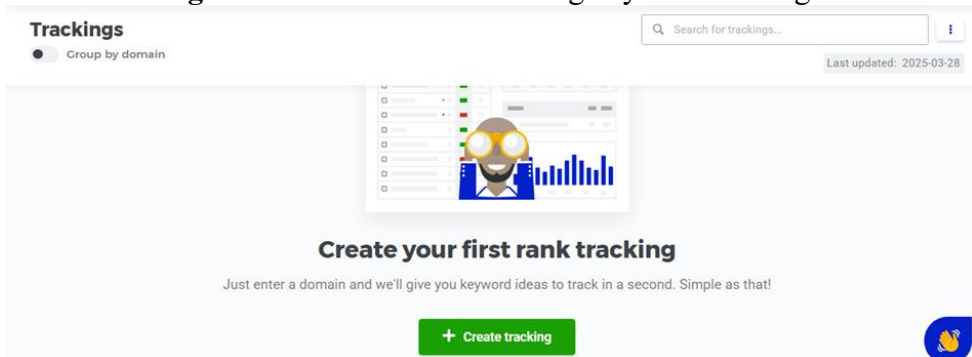
Since we do not have a website, we will use this tool for analytical and study purposes: “competitor analysis” to learn about search engine optimization (SEO)

To clarify how to work with SERPWatcher, we chose, The website that has been selected <https://neilpatel.com/> ;

<https://neilpatel.com/helps> with keyword research, data analysis, ad optimization, and content marketing.

it is provides offers consulting and digital marketing services, including search engine optimization and content marketing.

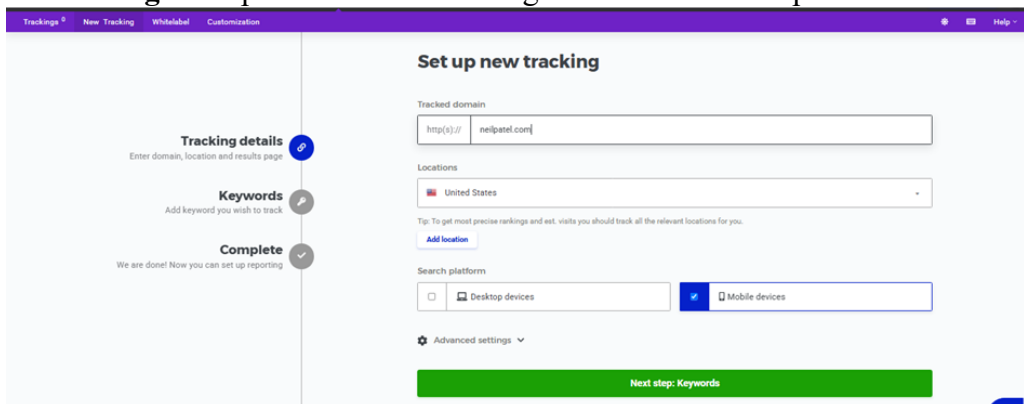
Fig.5. SERPWatcher for tracking keyword rankings



Source : Mangools. (2025). SERPWatcher trackings. Retrieved March 30, 2025, from <https://app.mangools.com/serpwatcher/trackings>

This figure 05 illustrates the interface of Create Tracking in SERPWatcher.

Fig.6. Steps to Create a Tracking for the website neilpatel.com



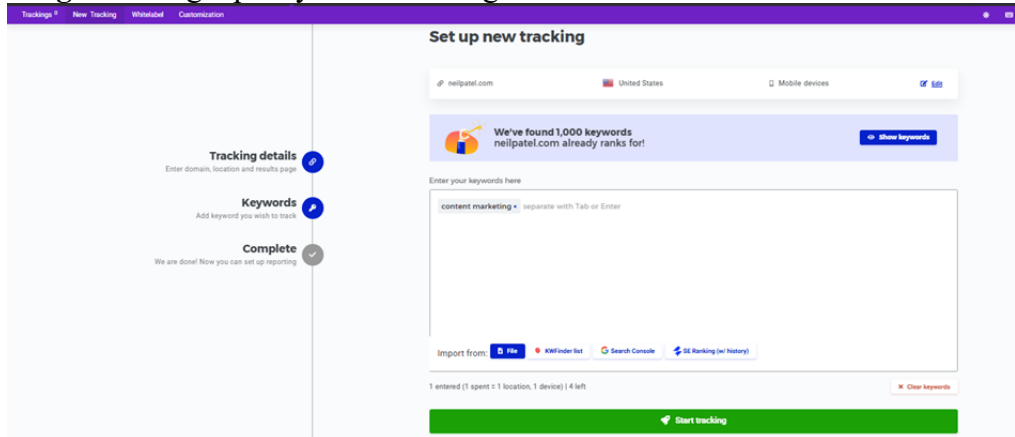
Source : Mangools. (2025). SERPWatcher new keywords. Retrieved March 30, 2025, from <https://app.mangools.com/serpwatcher/new>

As shown in the figure above a keyword tracking setup page in an SEO tool. Here are the steps involved in the process:

- Tracked Domain: The user enters the website domain they want to track (in this case, "neilpatel.com").
- Locations :
 - The user selects the country where they want to track keyword rankings (United States is selected).
 - There's an option to add more locations if needed.

- Search Platform: The user can choose which devices to track rankings on: Desktop devices or Mobile devices.
- Advanced Settings: There is an expandable section for additional configuration.
- Next Step: Clicking the green button ("Next step: Keywords") allows the user to proceed to the next phase, where they can add keywords they wish to track.

Fig.7. Setting Up Keyword Tracking for NeilPatel.com in an SERPWatcher



Source : Mangools. (2025). SERPWatcher keyword tracking. Retrieved March 30, 2025, from <https://app.mangools.com/serpwatcher/new?step=keywords>

This setup ensures that the user can track how "content marketing" ranks on mobile searches in the U.S. for the domain neilpatel.com.

Here are the steps involved:

- Domain and Location Confirmation:

- The tracked domain is confirmed as "neilpatel.com".
- The selected location is United States.
- The selected platform is Mobile devices.

-Keyword Entry:

- The user enters the keyword they want to track ("content marketing").
- Keywords can be entered manually by typing them and pressing Tab or Enter.

-Keyword Suggestions:

- The tool suggests that 1,000 keywords are already ranked for this domain.
- A button labeled "Show keywords" allows the user to view these keywords.

-Keyword Import Options: Users can import keywords from:

-A file.

-KWFinder list.

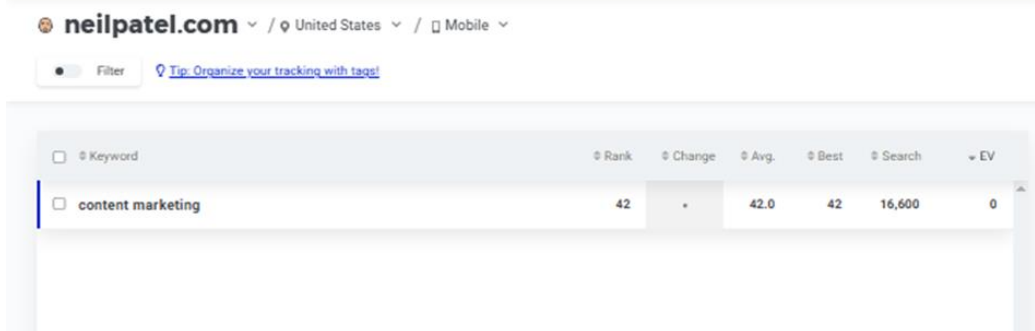
-Google Search Console.

-SERP Ranking history.

-Tracking Limits: The tool indicates 1 keyword has been entered, using 1 location and 1 device.

-Final Step: The user clicks the green "Start tracking" button to begin monitoring the selected keyword's ranking.

Fig.8. Keyword "content marketing" ranking for the website neilpatel.com



Keyword	Rank	Change	Avg.	Best	Search	EV
content marketing	42	-	42.0	42	16,600	0

Source : Mangools. (2025). SERPWatcher tracking report. Retrieved March 30, 2025, from <https://app.mangools.com/serpwatcher/tracking?from=2025-03-30&id=67e8922ce134f0f3081d4272&to=2025-03-30>

According to the figure above, information about the performance of NeilPatel.com in search results: keyword: Content Marketing on mobile devices in the United States, including the following:

-the ranking of the website for this key term, which is one of the most important keywords in the content marketing field.

-Current Ranking: 42

This number indicates that NeilPatel.com ranks 42nd when searching for "Content Marketing" on search engines via mobile devices.

-Ranking Change: Not Available

No change is shown compared to the previous period, which may indicate either ranking stability or a lack of data on previous changes.

-Average Ranking: 42.0

This reflects the average position over previous periods, suggesting that the website has remained at this ranking in search results.

-Best Achieved Ranking: 42

This indicates that the website has not been able to achieve a ranking higher than 42 for this keyword.

-Monthly Search Volume: 16,600

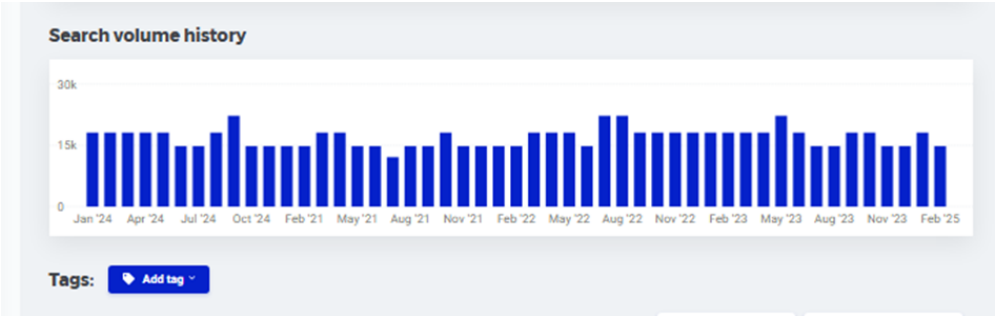
This represents the monthly search volume for this keyword, meaning it has a high search frequency and could present a good opportunity for attracting traffic if ranking is improved.

Despite NeilPatel.com being a well-known website in digital marketing, its ranking of 42 for the "Content Marketing" keyword is relatively low compared to competitors.

This can be attributed to several factors from it:

-Highly authoritative websites, such as HubSpot and Moz, are likely to occupy the top positions in search results for this keyword.

Fig.9. Analysis of the search volume for the keyword "Content Marketing" on NeilPatel.com



Source : Mangools. (2025). SERPWatcher tracking report. Retrieved March 30, 2025, from <https://app.mangools.com/serpwatcher/tracking?from=2025-03-30&id=67e8922ce134f0f3081d4272&to=2025-03-30>

Through the figure above he monthly search volume for the keyword "Content Marketing" from January 2024 to February 2025, with historical data extending over several years. Upon analyzing the data, we observe the following:

-Search Volume:

There are recurring periods of increase and decrease, reflecting the instability of interest in this term over time.

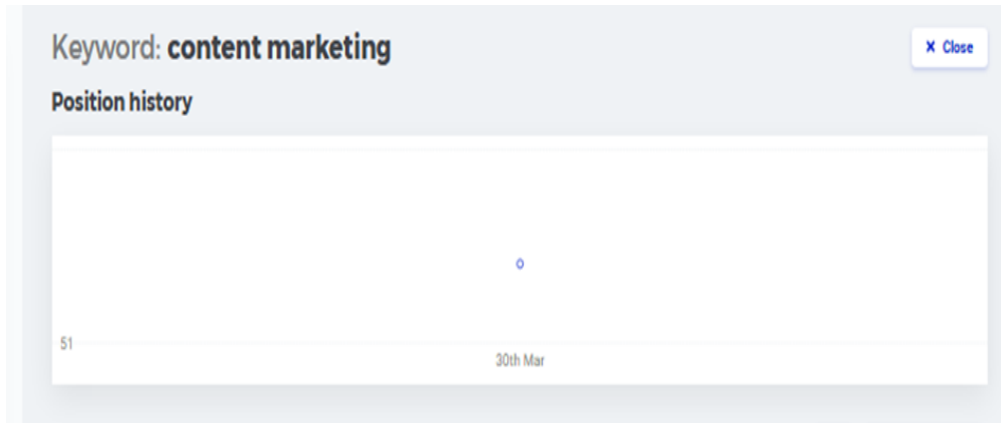
Noticeable search peaks occur in specific months, such as July 2024, August 2022, and April 2023, indicating seasonal factors or the impact of marketing campaigns.

Periods of declining search volume may reflect a decrease in user interest or the effect of search engine updates on the ranking of websites targeting this keyword.

Some declines could be attributed to a general drop in interest in content marketing or a shift in user focus toward more specific related terms.

There may be a transition toward other relevant terms, such as "Digital Marketing" or "Inbound Marketing", which could contribute to fluctuations in searches for "Content Marketing".

Fig.10. Ranking of the keyword "Content Marketing" in search results for NeilPatel.com



Source : Mangools. (2025). SERPWatcher tracking report. Retrieved March 30, 2025, from <https://app.mangools.com/serpwatcher/tracking?from=2025-03-30&id=67e8922ce134f0f3081d4272&to=2025-03-30>

The figure above shows the ranking of the keyword "Content Marketing" for NeilPatel.com, the site's competitiveness, and its position in search results.

-Website Ranking in Search Results:

It appears that the site's ranking for the keyword "Content Marketing" is 51, as of March 30.

This ranking indicates that the website appears on the fifth page of Google search results, which reduces the likelihood of receiving high organic traffic since most users click on the top results on the first page.

There is no graph showing ranking movements over time, which may suggest that tracking has only recently started or that the website was not previously ranked within the top 100 results.

A ranking of 51 suggests that the website is still far from the top positions, possibly indicating strong competition for the keyword "Content Marketing".

This could be due to a lack of content optimization or an insufficient number of high-quality backlinks compared to competing websites.

Since "Content Marketing" is a highly competitive keyword, the site's ranking may be influenced by major competitors such as HubSpot and Content Marketing Institute.

4. CONCLUSION

Keyword research is a fundamental element in digital marketing strategies and Search Engine Optimization (SEO). It helps in directing content towards the target audience and increasing visibility in search results.

This study explored the concept, importance, and types of keywords, along with effective tools for keyword analysis, such as Mangools.

By analyzing tools like KWFinder and SERPWatcher, it became evident that selecting the right keywords is not solely based on search volume, but also on factors like competition level, search intent, and content optimization.

Utilizing these tools enables companies to track their performance against competitors, enhancing their ability to improve digital marketing strategies.

Implementing a comprehensive keyword research methodology using specialized tools like Mangools helps in optimizing content, attracting targeted visitors, and increasing conversion opportunities in a competitive digital landscape.

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