

## ONLINE TOOLS FOR ACADEMIC RESEARCH

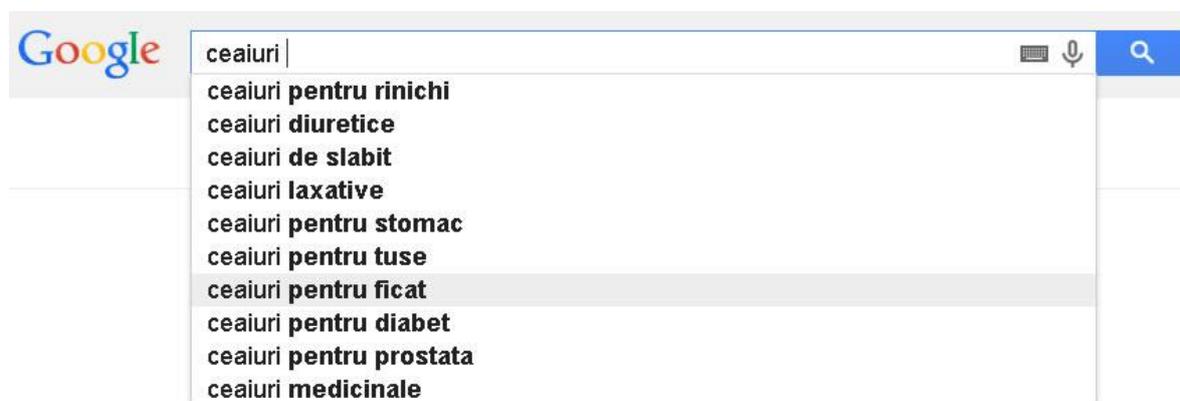
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*Abstract: We want to present several quantitative and qualitative research methods that can be applied to linguistics and translation studies. The methods will employ free online tools that can be used for eliciting linguistic patterns for various text types.*

*Keywords: tools for academic research, linguistic research tools, keyword research.*

Keyword research is an ongoing process that is essential to website localization. It can be applied prior to translating or copywriting or it can be a post-mortem process, but then text requires further adjustments. Keyword research requires no special skills as access to data is effortless and most often unrestricted. The difficulty consists in knowing how to use the data collected. There are tens of tools to be used, some directly from the source, which is from search engines, while others are from professional search engine marketing companies.

The first and most accessible tool for keyword research is **Google's suggestion tool** found on the search engine. Suggestions can be seen and collected as soon as typing in the search field. The picture below, also illustrates how users may be influenced by the search engine itself:



Google lists keywords by search volume and it lists the top 10 keywords. This information is useful for broad keywords but by adding one word at a time to your search query you can obtain long-tail keywords.

A similar tool, which is actually using Google's suggestion tool, is called **Ubersuggest** (<http://ubersuggest.org/>) and uses alphabetically **for loops** recording and displaying all the Google suggestions. For instance, for *ceaiuri* (teas) it displays the same results as Google's suggestion tool plus the first 10 suggestions for *ceaiuri a...*, *ceaiuri b...*, *ceaiuri c...* and so on to *ceaiuri z...*, totaling over 300 keywords. Ubersuggest provides much more valuable results if I add one more word. *ceaiuri energizante* yields 33 results with long-tail keyword suggestions. Then you select the most appropriate ones for the target content.

**Google Trends** is another tool that is rather useful for larger markets. You can compare up to 5 search trends diachronically and synchronically and, as its name suggests, it can be used to predict future trends in search. While it performs efficiently for large markets, for Romania it only scratches the surface.

Another Google tool is the **Google Keyword Planner**. It requires creating an account with them but it can be used freely to gather information for organic search ranking. It is preponderantly meant for pay-per-click ads (PPC), and some companies may even use it for paid search in order to gather insights into using certain keywords. The tool provides suggestions, monthly search volumes and location related data for cities and neighborhoods (irrelevant for Romania and other smaller e-markets).

**Bing Keyword Research** from Microsoft is another useful tool that can be used for suggestions and for reporting keywords by which a website was accessed. This is a verification technique to know if content ranks high for the intended keywords or for other non-related or broad keywords. Unfortunately, Google eliminated this feature from Google Analytics by securing searches of logged in users and, thus, a significant amount of information is displayed as “not provided”. There are some workarounds but require programming skills.

Other tools which cover several search engines are <http://soovle.com/>, <http://www.wordstream.com/>, <http://tools.seobook.com/keyword-tools/seobook/>. They work for Romanian as well.

There are various other useful tools for keyword research but the enhanced ones have become paid tools. Prior to committing to a subscription with any of the pay tools I recommend to sign up for trial periods first to verify if the tools support the languages you require for localization. The smaller the market the higher the likelihood that the target market is not covered.

Using Google for further keyword research tools might produce other useful results. However, I recommend beginning with the Google and Bing tools and use the other tools for refining initial findings.

Also, when doing keyword research is often useful to study the competition in the local market: keywords for which they rank high, content structure, keyword density, etc. Such a tool is <http://www.internetmarketingninjas.com/seo-tools/seo-compare/>. For other such tools look for *SEO compare* on Google. While the same keywords as those of the competition can be used, the content produced must be completely original. Otherwise the client’s website risks being penalized or suing for duplicate content. Duplicate content can be easily traced by using tools such as Copyscape [77].

Once the appropriate keywords are found they must be revised with the client. After client acceptance they must be incorporated into a glossary or a translation memory, so that both consistency and translation speed is improved.

As mentioned already several times, keyword research is a major step in producing the localized version of a source website. If sufficient time is invested in keyword research, in content production, and in on-site optimization the localized website generates qualified traffic.

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