Investigation of Relationship Between Google Cost-Per-Click and Search-Volume on Keyword of Chicago Tours

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Abstract

Pay-per-click is one of common and important ways in online advertising through Google; but some keywords are usually expensive, and this issue is visible through Google cost-per-click in Google keyword planner tool. It has done many research work in Google advertising formats, but place of studies in field of relationship between Google cost-per-click and keyword search-volume, especially in tourism area is blank. This paper tries to answer of this main question that is there a significant relationship between cost-per-click and keyword search-volume and the number of keyword's word? In other words, does cost-per-click increase or decrease, based on keyword search-volume and the number of keyword's word (multi-word keyword or hyper focused keyword phrases)? Chicago auspicates a mighty increase in tourism 2022 as its announcement an 86 percent growth in visitors in 2021 compared to 2020 and choosing the right keyword in Google search engine by travel agencies can lead to more sales. In this research, I sampled 100 search result through combination of "chicago+tours" as a search keyword on google.com (Google USA) and Google keyword planner daily data (December 26, 2022) based on the last 7-10 days, and via regression analysis with least squares and loess model, I tried to investigate the relationship between search-volume and cost-per-click and it will help scholars in future research in this area. This study was carried out within the scope of selected keywords in tourism area in form of cross-sectional. I find that there is no significant relationship between short-tail keywords and cost-per-click. The result of this research shows that some medium or long-tail keywords are more expensive than short-tail keywords with more search results. Another result that was observed is the lack of significant relationship between keyword search-volume and its cost-per-click, so that in some cases, high-search keywords are cheaper than keywords with a low-search.

Keywords: Google Ads, Google AdWords, Pay-Per-Click, Cost-Per-Click

1. INTRODUCTION

Since the advent of the Internet, advertisers found several ways to promote their productions and services via online advertising [1]. Online advertising has evolved over the past two decades with flashy changes in use of various online advertising formats [2]. For advertisers, online campaign decisions are complicated by the wide variety of advertising formats and advertisers' poor knowledge base about

their effects [1]. The ever-increasing emergence of highly intrusive ad formats of advertising has led to the tremendous growth of ad-blocking systems [3]. In schematization of digital marketing, keyword selection for search engine deployment is desperate for client attraction and dependent investment is a more related part of marketing budget [4]. Every second, million searches are performed on Google search engine and Google Ads can be a very effective way to drive targeted users to advertiser website, precisely when people are searching for a variety of products or services [5], [6]. Google AdWords start in year 2000 to solicitation to light business attendance. Through filling a form and present a bank account, small business advertises their product or services on Google in rivalry with big brands. Difficulty with vast cost-per-mile (CPM) or cost-per-thousand (CPT) rate, led to an auction-based model using cost-per-click (CPC) [7]. Google transformed online advertising with AdSense contextual aimed ads, based on new attainment practical semantics technology. Targeted advertising uses text of articles or stories that a user read and likeness them with relevant service and product advertising. For example, when someone read an article about system software might receive ads related to electronics products. Microsoft Bing, MSN and Yahoo bid contextual advertising, but Google continues to novelize through Froogle for database of listings, Google maps for geo targeting; Google data base for lists and YouTube for video. These all-Google additions suggest plenty new online advertising opportunity [7]. Google present main three kind of goods: keywords, quantity of keywords and engine search results [8]. Google same as networking television, swapping content with advertisement, but a main difference of Google and networking television is that Google perpendicularly integrates advertising representation and ratings system with search engine [8]. Google AdWords is layout that advertiser, suggest for keywords on Google search page. Google employs a major degree of revision of both number of ads and mechanism following ads appear [8]. Indeed, AdWords is a bid process that Google actuates to assign paid results to search engine inquest, which perch singly the side or on top to unpaid result [9], [10].

Google as an advertising representation, sells keywords; as a ratings corporation, sells census of keywords and as add-up provider, sells search indicator. All these information have trade value because Google is transforming the information, which or else does not have value, into valuable market commodities and appends them to search output and priced them accordance of their popularity [8], [11]. From 2009, Google is superlative visited website and from June 2009 to August 2009, within 32.7 percent of globe internet users visited to Google.com [8]. Google ads program absorbs small and medium sized businesses that cannot impute TV or local newspapers expensive advertisements [8]. In Google AdWords' campaign, can specify offer entities with set of keywords and related precise, expression or wide types. These keywords are check versus user inquest, which permits for well tuning of user intention [12]. The procedure of text-based search ads is various

from non-search and non-text-based ads [8]. Google addition to display search result pages, is showing ads on third party websites and owners of these websites can link to Google AdSense so Google text ads become visible on their websites in exchange for money from Google [8]. Indeed, AdSense is Google procedure of linkage third-party ads to related third-party add-up, same as news sites or blogs, and display advertisement sidelong selected context in digital billboard [10]. Advertisers, instead of purchase a time gap as in broadcast ads or a space as in printing ads, suggest the keywords on AdWords program [8]. Advertiser pays display cost of ad to become visible to user and calculate simultaneous with clicks on ad and Google allocates a modality score to every keyword for any advertiser and willingness to pay does not alone specify status of ad [8], [9]. Quality score and bid rate of keywords assign ad rank, and if user query be more relevant to ad, it will receive higher state score [8].

Google controls conjunction through inflict a space range on search ad. Irrespective of budget, any ad has similar longitude limit four script. First line should be a headline contain 25 characters or less; last line ought to be the advertiser website URL. Google AdWords homologous to civil media, can purpose a geographical zone and a population through IP address of internet connection acquaint Google server recognize the user location [8]. Pay-per-click (PPC) is based on compete and bid between advertising users [13]. This kind of strategy in digital marketing is as well as referred to as CPC [13]. PPC is one of common and important ways in online advertising through Google; but the top rank keywords are much expensive [14]. When advertiser build its ad, must specify the amount that is willing to spend each time a user click on advertisement through setting CPC must set a daily budget, based on a month set by advertiser, divided to days of month [15].

The results of a study about keywords selection on Google ads, show that keyword choice problem dissolve through combination of evolutionary computation, abysmal learning, machine learning, and text processing technique [16]. According to another research study on keywords click-through-rate (CTR) and average CPC prediction problems, the random forest to be the best technique for CTR and average CPC prediction, whenever the gradient boosting gives the most inaccurate outcome [17]. With considering of all efficacy elements of AdWords campaign, specific phase of layout should contain keywords choice, design of step-up explanation with deployment, performance of divested keywords, designation of a plan and geo location, website design and optimization and campaign parameters [18]. Suggested model of AdWords campaign depends on two factors. First is strictly connected with campaign parameters, but second is relevant to aspect of promoted goods and their firms [18]. Broad match in compare to exact match, leading to less advertising efficiency. However, negative effect of broad match on CTR is more outstanding for more particular or less position keywords, and effect

of broad match on click rate, income and gain are short negative for higher position keywords, and paid search advertiser campaigns should consider keyword particularly and location in creating of optimal strategy decision for their keyword [19]. Keyword longitude in both America and England markets is negative correlated with CPC, and despite their developed markets, advertisers not prefer to Keyword search in Google search engine through multiple words as an advertising trigger [20].

Another finding shows that advertisers spend rather for particular keywords and less for keywords that contain a brand title, and pay more for keywords that are searched the highest position than the lower status. This result may be due to this fact that only top ads seen and even when not being click has advantage [21]. With changing of matching option from broad to exact, except of cost, metrics of keyword traffic enhance. lengthy keywords, which are typically related with more centralize search purpose, produce more clicks and have a more modality scale and longer keywords are inexpensive for precise match option, but for other matching options are more expensive [22]. Whenever CTR decline based on position, conversion rate first rise and next reduce for longer keywords with position [23]. Google search engine ranking mechanism not take into account the conversion rate, and for this reason, advertisements that placed in upside position, have not always maximize income [23], [24]. However, CTR in top of page is much superior than lower positions, and most users have narrow search [23].

The primary increase based on position shows that users with superior purchase intention, perhaps evaluate some positions before purchase decisions making. Users with high purchase intention, pause their searching after few slots and only information seeking users clicks on advertisements in lower positions [23]. keyword return on investment is much different under various imputation strategies. For instance, in a focal firm, first click allotment led to less income return and rather pronounced reduction in rather particular keywords [25]. Common search acting has positive affect on brand searching activity through increment of information, but brand search has no effect on generic searching [26]. Google average CTR in one top listing search result was 19.3 percent; however, CTR of listed in second place was half that [27]. In another study, six-month data collection of more hundred keywords from a big retailer show that a click monetary value is not same among every position, because conversion rate is highest on top and reduce rank with down search engine results page; however, google search engine to consider the current bid and previous click-through rates, before calculating of an advertisement final rank in current cycle; but the running bid has more effect than former click-through-rates. However, the score rises of landing page quality depend with increase in conversion rates and reduction in advertiser CPC [24].

Today there are a major number of studies on online marketing area [28]; but many theoretical literatures only focus on bid strategies and optimal mechanism layout of search engines [29] and it seems that there are few articles on tourism topic. Studies on keyword ads in tourism appeared from 2010, and few have intended to data analyzing tourism keyword ads [28] and not exist multitude studies on how tourism enterprises apply Internet in marketing [30]. Marketing strategies formulization become a crucial issue for traveling agencies that wishing to bond their superiority in the market and up to now frequent using of humorous and attractiveness subject was the main orientation in this area advertising [31]. However, SEO invest and paid search, is as the most effective strategy for the digital marketing of as a tourist destination [32].

In many research that has done so far on Google advertising formats, the place of studies in field of relationship between Google CPC and Keyword search-volume, especially in tourism area is blank. This paper is mostly related to two broad streams of research. First, the role and effect of suitable keywords in Google search engine. Second, relationship between created keywords and CPC through Google keyword planner tool and tries to answer of this main question that is there a significant relationship between CPC and keyword search-volume and the number of keyword's word? In other words, does CPC increase or decrease based on keyword search-volume and the number of keyword's word (multi-word or hyper focused keyword phrases)?

2. METHODS

This quantitative research, is a cross-sectional study and because of estimation and focusing on the relationship between dependent (keyword and search-volume) and independent (CPC) variables, regression analysis done, and for curve fitting and robust estimation, used the least squares and loess model, respectively. The imported data have been interpreted as cross-sectional. From 24 most visited places in the United State in 2022 [33], city of Chicago due to a mighty increase in tourism 2022 as its announcement an 86% growth in visitors in 2021 compared to 2020 [34] it has selected as a main search keyword of this research. The statistical population of this research is 100 search keywords that received from Google keyword planner tool. Keyword tool is one of AdWords features, and introduces the possible keywords for ads campaign and reporting the Google statistics for selection keywords, containing searching performance and seasons trends, and produces and propose keywords via keyword variation function or site related keyword function [15]. These selected keywords took through combination of main keyword of Chicago, as a city name with word of tours in form of "chicago tours", on google.com (Google USA) from keyword planner daily data (December 26, 2022), based on the last 7-10 days, received from https://www.thehoth.com.

Figures 1 & 2 show the Google search box with Google autocomplete predictions and first result page of the keyword.

Figure 1. Google search box and autocomplete predictions of main keyword
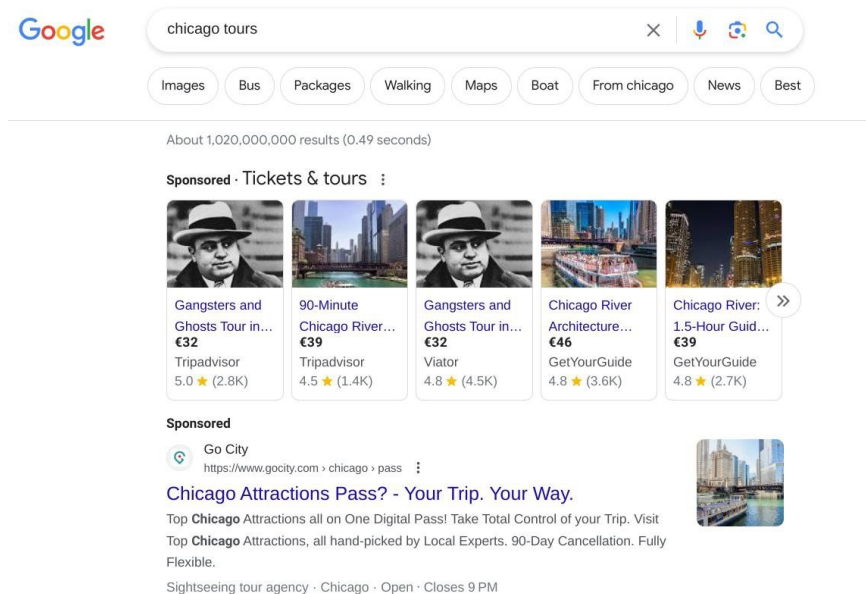
Figure 2. Google first result page related to main keyword

Google keyword planner tool according to input the main keyword, introduces search-volume, cost-per-click in USD, Competition and keyword difficulty. Table 1 shows the rank of the selection keyword in 100 offering keywords by keyword planner that be comparable with other offering keywords. These keywords contain minimum two words, as a short-tail keywords, up to several words as a medium and long-tail keywords. These variables have been given numeric codes as follows and is sorted in search-volume order through gretl software. These keywords contain from two word up to four with or without conjunction or preposition.

Table 1. Search keywords offering by Google keyword planner

| String code table for variable 1 (Keyword)	
1 = 'chicago architecture boat tour'	51 = 'river boat tour chicago'
2 = 'chicago architecture tour'	52 = 'architectural river tour chicago'
3 = 'chicago boat tours'	53 = 'chicago architectural river tour'
4 = 'architecture tour chicago'	54 = 'chicago boat architecture tour'
5 = 'architecture boat tour chicago'	55 = 'chicago ghost tour'
6 = 'chicago architectural boat tour'	56 = 'chicago mob tour'
7 = 'chicago architecture tours'	57 = 'chicago pizza tour'
8 = 'chicago boat tour'	58 = 'chicago river architectural tour'
9 = 'chicago tour'	59 = 'gangster tour chicago'
10 = 'chicago tours'	60 = 'walk chicago tours'
11 = 'boat tour chicago'	61 = 'architectural boat tours of chicago'
12 = 'boat tours chicago'	62 = 'best architecture boat tour chicago'
13 = 'chicago architectural boat tours'	63 = 'bus tour chicago'
14 = 'chicago river architecture tour'	64 = 'chicago walking tours'
15 = 'chicago river tour'	65 = 'river architecture tour chicago'
16 = 'chicago river tours'	66 = 'river boat chicago tours'
17 = 'architectural boat tour chicago'	67 = 'tour of chicago'
18 = 'chicago tour 2022'	68 = 'architecture river tour chicago'
19 = 'chicago band tour'	69 = 'architecture tour chicago river'
20 = 'chicago bus tours'	70 = 'band chicago tour'
21 = 'chicago river boat tours'	71 = 'boat tour chicago river'
22 = 'architectural tour chicago'	72 = 'bus tours chicago'
23 = 'chicago helicopter tour'	73 = 'chicago boat tours chicago'
24 = 'chicago food tours'	74 = 'chicago fireboat tours'
25 = 'chicago ghost tours'	75 = 'chicago gangster and ghost tour'
26 = 'chicago river boat architecture tour'	76 = 'chicago gangsters and ghosts tours'
27 = 'chicago river boat architecture tours'	77 = 'chicago haunted tours'
28 = 'chicago tour bus'	78 = 'free walking tour chicago'
29 = 'wendella boat tour chicago'	79 = 'gangsters and ghosts tour in chicago'
30 = 'will wood tour chicago'	80 = 'ghost tour chicago'
31 = 'architectural tour chicago river'	81 = 'ghost tours chicago'
32 = 'big bus tours chicago'	82 = 'no cap comedy tour chicago'
33 = 'chicago architectural tour'	83 = 'segway tours chicago'
34 = 'chicago gangster tour'	84 = 'smartless tour chicago'
35 = 'chicago the band tour'	85 = 'tour bus chicago'
36 = 'helicopter tour chicago'	86 = 'tours and boats chicago'
37 = 'river tour chicago'	87 = 'best chicago boat tour'
38 = 'tours chicago'	88 = 'big bus chicago - panoramic night tour'
39 = 'tours in chicago'	89 = 'big bus tour chicago'
40 = 'best chicago architecture boat tour'	90 = 'boat tours in chicago'
41 = 'chicago architecture boat tours'	91 = 'boat tours of chicago river'
42 = 'chicago architecture tour chicago'	92 = 'bus tours in chicago'
43 = 'chicago band tour 2022'	93 = 'chicago architecture river tour'
44 = 'chicago brewery tours'	94 = 'chicago architecture tour boat'
45 = 'chicago bus tour'	95 = 'chicago city tour'
46 = 'chicago crime tours'	96 = 'chicago donut tour'
47 = 'chicago food tour'	97 = 'chicago pizza tours'
48 = 'chicago on tour'	98 = 'chicago tour dates'
49 = 'chicago river boat tour'	99 = 'chicago tours 2022'
50 = 'chicago segway tours'	100 = 'chicago tours and boats'

It is visible that the keywords ranking of Google autocomplete predictions in search box (Figure 1) is different from keywords ranking, based on search-volume in Google keyword planner tool. It may seem simple to choose a suitable tool to check the rank of words, but users to choose a tool need to consider the support criteria of the search location. Search results vary based on location. For this reason, one of the important features that any word rank control tool should have been, the ability to ranks checking from a particular country or city. This feature is especially required for websites where local SEO is important to them and in this situation, the ranking of keywords in other regions should be checked. So, the result of Google USA (this study) may be different with another countries. According to SEO keyword match types, the selected keyword in this research is "Modified broad match", contain "chicago" as a city name, "+" sign and the word

of "tours". Table 2 shows the range-mean statistics for search-volume, using 10 sub-samples of size 10.

Table 2. Search-volume range-mean

	Range	Mean
01 - 10	10400.0	7900.00
11 - 20	1200.00	3220.00
21 - 30	800.000	1740.00
31 - 40	300.000	1270.00
41 - 50	0.00000	1000.00
51 - 60	120.000	892.000
61 - 70	130.000	681.000
71 - 80	0.00000	590.000
81 - 90	110.000	546.000
91 - 100	0.00000	480.000

Figure 3 shows the range-mean plot for search-volume with least squares fit, the slope of range against mean is equal 1.36453.
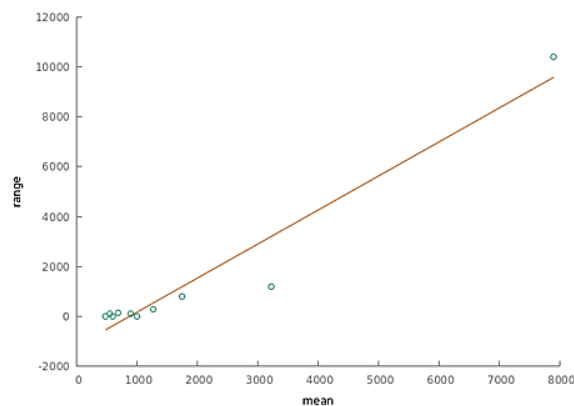
Figure 3. Range-mean plot for search-volume

Table 3 shows the range-mean statistics for CPC, using 10 sub-samples of size 10.
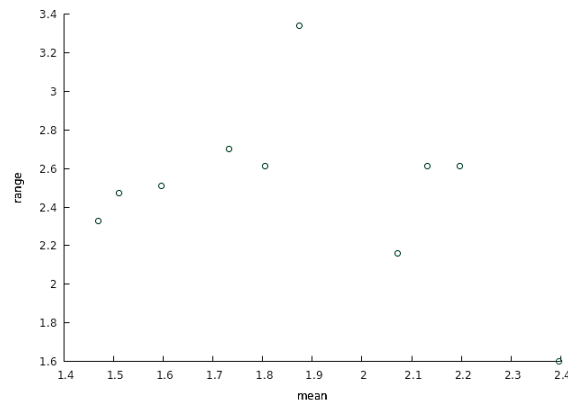
Table 3. Cost-per-click range-mean

	Range	Mean
01 - 10	1.60000	2.39600
11 - 20	2.61000	2.19600
21 - 30	3.34000	1.87400
31 - 40	2.61000	1.80600
41 - 50	2.47000	1.51200
51 - 60	2.16000	2.07100
61 - 70	2.61000	2.13100

71 - 80	2.51000	1.59600
81 - 90	2.33000	1.47000
91 - 100	2.70000	1.73300

Figure 4 shows the range-mean plot for CPC, the slope of range against mean is equal -0.492363.

Figure 4. Range-mean plot for cost-per-click

As visible in Table 4, sum of the values of CPC variable data set is 1.8785 USD in 1831.9 search-volume from 100 keywords. The median from numerical value located in the middle of 100 keywords for CPC is 1.6700 and for search-volume is 1000. The minimum CPC for a keyword is zero and minimum search-volume is 480. The maximum CPC in the population of these 100 keywords is 3.34 USD and top search-volume is 14800. Standard deviation shows that how far is the data from the mean value. If the standard deviation of a set of data is close to zero, it is a sign that the data are close to the mean and have little dispersion (0.90606 cost-per-click); while the large standard deviation indicates the significant dispersion of the data (2577.1 search-volume).

Table 4. Summary statistics, using the observation 1 – 100

Cost-per-click		Search-volume	
for the variable 'CPC' (100 valid observations)		for the variable 'SearchVolume' (100 valid observations)	
Mean	1.8785	Mean	1831.9
Median	1.6700	Median	1000.0
Minimum	0.0000	Minimum	480.00
Maximum	3.3400	Maximum	14800.
Standard deviation	0.90606	Standard deviation	2577.1

In Figure 5, CPC variable (X-axis) and left axis shows keyword amount and right-side axis is search-volume quantity and keyword variable axis shows the dispersion

ratio of three variables relative to each other and in range of 2.5-3 USD, the keywords of row number 50 onwards also have density, up to value of 20 keyword in 2.5-3 USD and almost 3000 search-volume, but the amount of outlier dispersion is clearly visible.
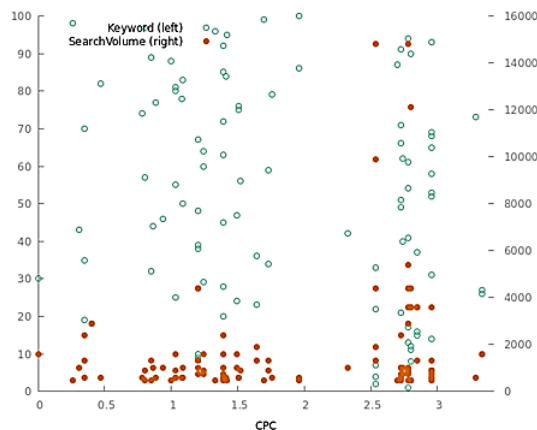

Figure 5. X-axis (CPC), Y-axis (keyword, search-volume)

3. RESULTS AND DISCUSSION

It is quite clear that the fitting of the curves for a particular data set is not always unique. Therefore, it is necessary to find the curve with minimum deviation from all measured data points. This curve is known as the best fitting curve and is found using the least squares method. In Figure 6, CPC as an independent variable (X-axis) and Keyword as a dependent variable (Y-axis) with least squares shows the dispersion ratio of two variables relative to each other and in range of 2.5-3 USD, the keywords of row number 50 onwards also have density.
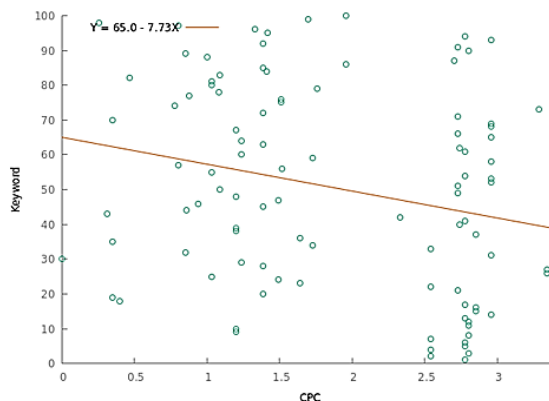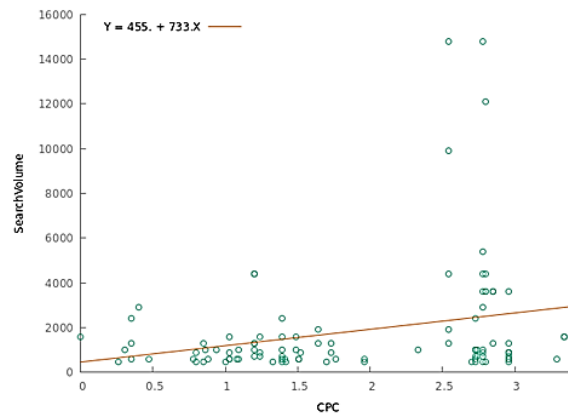

Figure 6. Keyword versus cost-per-click with least squares fit

In Figure 7, CPC independent variable (X-axis) and search-volume as another dependent variable (Y-axis) shows the dispersion ratio of two variables relative to each other and the amount of search-volume has sparse density with CPC. The least squares regression line shows the variables relationship in below scatterplot. Here can draw a line that minimizes the total distance between the line and the points while ensuring that there are approximately the same number of points above and below the line.

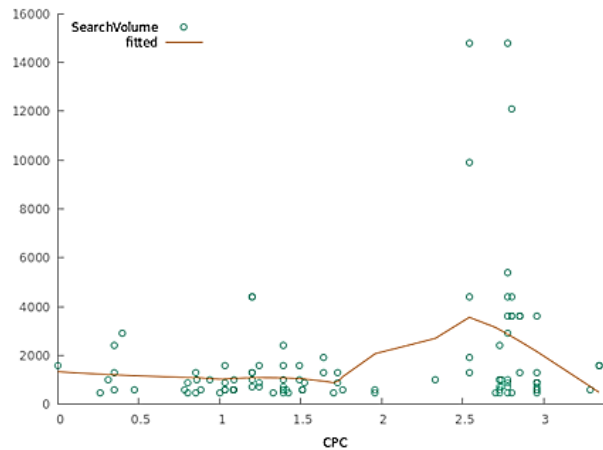**Figure 7.** Search-volume versus cost-per-click with least squares fit

In Figure 8, keyword variable (X-axis) and search-volume variable (Y-axis) show the dispersion ratio of two variables relative to each other and it has a regular interval and density; because (X-axis) has been sorted in search-volume order.
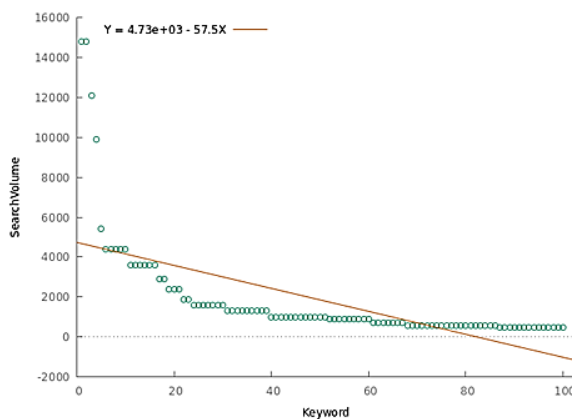
Figure 8. Search-volume versus keyword with least squares fit

Least square fitting and Loess in general, are non-parametric strategies for fitting a smooth curve to data points. Parametric means that the data in advance conform to some kind of normal distribution. Since some distribution is assumed

beforehand, parametric fitting can result in fitting a smooth curve that misrepresents the data [35]. In these cases, nonparametric smoothers can be a better option, without assuming the data adaption with normal distribution. Here for robust estimation, loess attempts to find a curve of best fit. In Figure 9, CPC variable axis, relative to search-volume axis outlier dispersion is clearly observable and this line purpose to showing the non-random part of the association between CPC and search-volume in this two-dimensional scatter plot.


Figure 9. Search-volume versus cost-per-click with loess fit

In Figure 10, CPC axis, relative to keyword axis, outlier dispersion is obviously visible and through loess fit line, demonstrates of non-random component of the association between CPC and Keyword in scatter diagram.
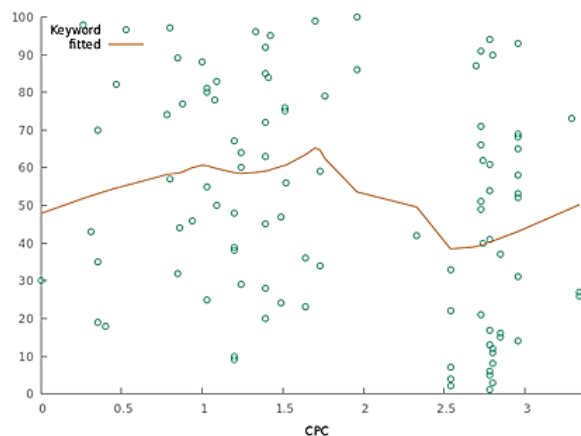
Figure 10. Keyword versus cost-per-click with loess fit

In Figure 11, the degree of dispersion of data outliers can be seen on search-volume variable axis, relative to keyword axis and loess fit line provides the possibility to predict the value based on the response of the explanatory variable.
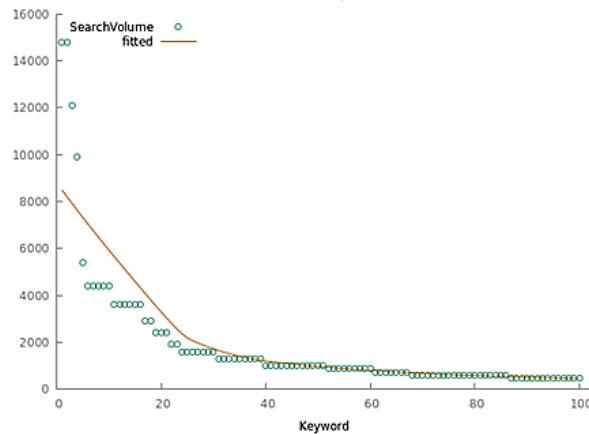
Figure 11. Search-volume versus keyword with loess fit

A scatter plot can provide different types of correlation between variables with a certain confidence interval. The pattern of dots is from the bottom left to the top right, it indicates a positive correlation between the studied variables and the pattern of points slopes from the top left to the bottom right, it indicates a negative correlation. So, a line of best-fit (trend line) drawn to examine the relationship between variables via robust estimation loess fit which shows the correlation of both positive and negative variables within the selected cross-sectional statistical population of this research, which can be seen in the loess fitted line of graphs and indicates that it was not observed significant relationship between search-volume and CPC in this statistical population.

First, according to Table 5, in investigation of relationship between search-volume and CPC, main selected keyword of this research "chicago tours" in ranking 10 (based on search-volume) with 4400 searches, is 1.02 USD. Other keyword "chicago tour 2022" in ranking 18 with 2900 search-volume is 0.40 Cent and another same keyword, "chicago tours 2022" only contain of plural "S", in ranking 99 with 480 search-volume, is 1.70 USD; but keyword of "chicago tour dates" in the same search-volume 480 and ranking 98, is only 0.26 Cent and keyword of "chicago tours and boats" with same search-volume 480 in ranking 100 is 1.96 USD. In these comparisons, it was not observed any significant relationship between search-volume and CPC in range of selected samples. The amount of outlier dispersion is clearly visible in statistical graphs and summary statistics of two variables of search-volume and CPC.

Table 5. Relationship between search-volume and CPC

Ranking based on search-volume*	Keyword	Search-volume	CPC (USD)
10	chicago tours	4400	1.02
18	chicago tour 2022	2900	0.40
98	chicago tour dates	480	0.26
99	chicago tours 2022	480	1.70
100	chicago tours and boats	480	1.96

Second, as stated by Table 6 in examining of relationship between the number of keyword's word and CPC, keyword of "chicago boat tours" with three words in rankings 3 and 12100 search-volume, is 2.80 USD and basic keyword of "chicago tours" with two words in rankings 10 and 4400 search-volume, is 1.02 USD. Another keyword "chicago boat tours chicago" with one more word in rankings 73 and 590 search-volume with price of 3.29 USD, is 85% more expensive than same previous keyword and another keyword, "chicago city tour" with three words in rankings 95 and 480 search-volume, is 1.42 USD. It is visible that also here too is not significant relationship between search-volume and CPC.

Table 6. Relationship between the number of keyword's word and CPC

Ranking based on search-volume*	Keyword	Search-volume	CPC (USD)
3	chicago boat tours	12100	2.80
10	chicago tours	4400	1.02
73	chicago boat tours chicago	590	3.29
95	chicago city tour	480	1.42

* This ranking is according to Table 1, based on search-volume of 100 keywords

4. CONCLUSION

The criterion for dividing SEO keywords based on search-volume is the number of times searching by google search engine and not the users' intention. According to the analysis, it was observed that there is no significant relationship between short-tail keywords and cost-per-click. Considering that users are looking for quick results in google search engine and prefer to type short words, so it can be assumed that shorter keywords should cost more; but the results are contrary to this idea, and in range of keywords used in this research, it was observed that some medium and long-tail keywords are more expensive than short-tail keywords with more search results. Another result that was observed is the lack of significant relationship between keyword search-volume and its cost-per-click, so that in some cases, high-search keywords are cheaper than keywords with a low-search.

Short-tail keywords or head term, as a basic and short phrase that are widely searched on the internet and usually indicate a specific category or general concept and since these types of keywords are highly searched, it is difficult to rank them on the first search results. Also, the problem with this type of keyword is that the intent of the users is not clear and when someone searches these words in Google, it is not obvious whether he or she is looking for them. Medium-tail keywords display more specific results than short-tail keywords, however, these words are still general and a little unclear. In this search method, users have more specific goals, but they are looking for the best offer from search engine and do not have any specific ideas. Long-tail keywords can be a good way to the success of high-traffic websites and can cover more the traffic web. Meanwhile, the field of competition in long-tail keywords is far less than other types of keywords. Long-tail keywords are usually made up of three or four words, and users who use them are looking for a specific product or topic with clear specifications. This research was carried out within the scope of selected keyword in tourism area in form of cross-sectional and its results and observations are directed to its statistical population; so, research in other keywords in other subjects and different time frames for the future research is recommended.

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