

GLOBAL KEYWORD RESEARCH SERVICE ANNEX

High-level Error Categories	Granular error-types	Definition	Example
Accuracy		The target file does not accurately reflect the source file, allowing for any differences authorised by specifications.	
	Addition	The target file includes keywords that do not belong to the list of researched keywords.	A keyword is mistakenly added to the target file.
	Omission	The target file misses keywords which should have been included in the list of researched keywords.	A keyword was mistakenly removed from the target file.
	Misrepresentation	Researched keywords do not accurately and comprehensively reflect the agreed themes.	A researched keyword is not in line with the agreed themes (i.e. client content, target audience, target market).
	Insufficient keywords	Not enough keywords have been researched. (For on-page optimisation purposes, unless otherwise agreed, Lingo24 will provide 5 researched keyword options per web page with 2-3 keywords to be chosen for optimisation.)	4 instead of 5 researched keyword options have been provided for a specific web page.
	Below search threshold	Keywords are not validated against search trends and are not relevant for the target market.	A keyword is irrelevant for the target market given its search volume data.
	Above competition threshold	Researched keywords are too competitive based on industry specific thresholds.	A researched keyword is too competitive for a specific industry.
	Inaccurate or missing search volume and competition data	The keywords in the target file do not have accurate search volume and/or competition data or no data at all.	A researched keyword doesn't have accurate search volume and/or competition data or no search volume data at all.
	Unmapped keywords	Keywords that should have been mapped have been left unmapped.	A keyword is left unmapped in the target file.
	Inaccurate keyword map	Too many keywords have been mapped to web pages. (For on-page optimisation purposes, unless otherwise agreed, Lingo24 will perform the mapping by assigning 2-3 keywords per web page.)	4 or more keywords have been mapped to the same web page.
Incomplete keyword map	The target file (keyword map) does not include accurate instructions for: assigning keywords to all relevant web pages usage of keywords during the on-page optimisation process	Specific or all instructions are missing.	
		Issues related to the form or content of keyword research.	

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	Inconsistency	The target file shows inconsistencies with the client's requirements and instructions.	A keyword is added in the target file despite the client's instruction not to add it.
	Untranslated	Researched keywords in other languages than English don't have English back translations to allow validation.	An English back translation for a non-English researched keyword is missing.
Design		Issues related to the format of the target file.	
	Format	Keyword research target file doesn't follow pre-agreed keyword research template.	Target file is structured differently than the agreed template.