

谷歌搜索开发 外贸客户的技巧

文档结尾附带“社媒|地图|海关数据|品牌库等搜索建议”



全客邮搜分享课
(内部资料 严禁外传)



扫码看系统视频





/01

谷歌搜索算法的应用逻辑

谷歌搜索逻辑语法：布尔算法

- 谷歌搜索的运算符
- 和：AND或者+号 同时具有 例如：led + manufacturer
- 或：OR 二选一 led OR valve
- 否：NOT或者-号 不能出现 led-solar
- “ ”：精准匹配，搜索的词必须连在一起 “led lighting”
- 应用：如果我要找一个LED的零售商，同时不卖太阳能灯，那么我们搜索的语法就是：
- “led lighting” -solar
- 如果我们要找关键人，是不是可以用布尔算法？
- 例如：“led lighting” +purchasing manager？
- site:linkedin.com “关键词” intitle “职务” ----这条语法价值1万^_^，如果你直接在领英官方搜索，结果几乎都是三度人脉+，无法直接加好友和发信息，这条语法谷歌输入后查询的结果，你就可以直接邀请好友信息了。
- 来看一个我们最熟悉的应用：whatsapp搜索
- “关键词” whatsapp 区号

重要的搜索语法

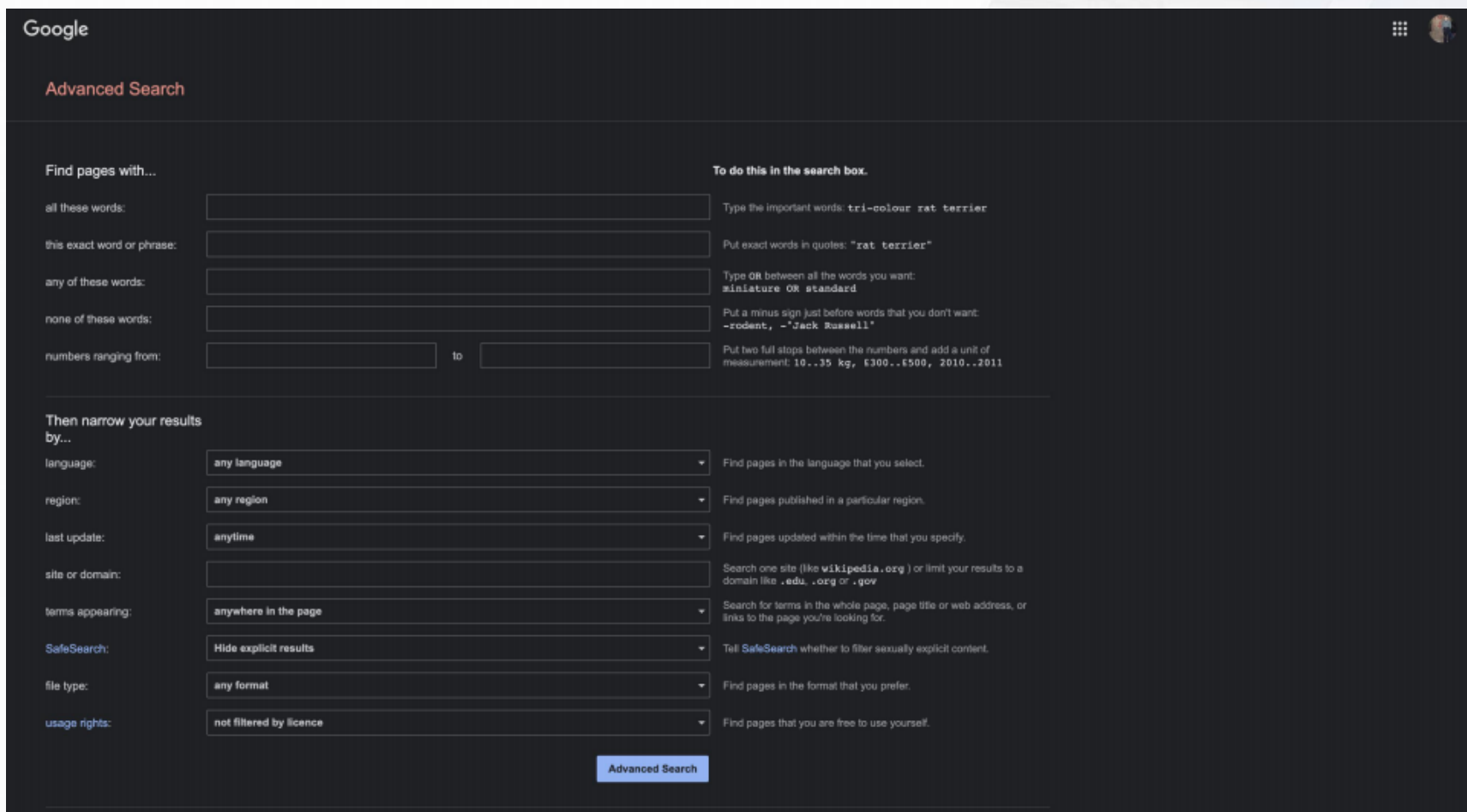
- `site.xxx.com` 在某某网站中搜索
- `intitle:` 在title描述中必须含有 `intitle:" led lighting"`
- `inurl:` 在链接中
- `intext:`在文本中含有
- 以上: `allin`或者没有`all`, 模糊性选择
- `filetype:`某种类型的文件 `"led lighting" filetype:pdf` 搜索产品目录的最好方式
- 一个非常重要的语法!!!

site:linkedin.com “关键词” intitle “职务”

谷歌高级搜索

https://www.google.com.hk/advanced_search

--对于不太熟悉命令的，你可以直接高级搜索，但谷歌毕竟是检索，如果你想要更多精准信息，在这些搜索基础之上，又需要去筛选判断。



The image shows the Google Advanced Search interface. At the top, the Google logo is on the left, and a grid icon and a profile picture are on the right. Below the logo, the text "Advanced Search" is displayed. The main section is divided into two columns. The left column, titled "Find pages with...", contains five rows of search criteria: "all these words:", "this exact word or phrase:", "any of these words:", "none of these words:", and "numbers ranging from:". Each row has a corresponding text input field. The right column, titled "To do this in the search box.", provides instructions for each criterion: "Type the important words: tri-colour rat terrier", "Put exact words in quotes: 'rat terrier'", "Type OR between all the words you want: miniature OR standard", "Put a minus sign just before words that you don't want: -rodent, -'Jack Russell'", and "Put two full stops between the numbers and add a unit of measurement: 10..35 kg, 6300..6500, 2010..2011". Below these columns, a section titled "Then narrow your results by..." contains eight rows of filters: "language:", "region:", "last update:", "site or domain:", "terms appearing:", "SafeSearch:", "file type:", and "usage rights:". Each row has a dropdown menu and a brief explanation of the filter's function. At the bottom center, there is a blue button labeled "Advanced Search".

Find pages with...		To do this in the search box.
all these words:		Type the important words: tri-colour rat terrier
this exact word or phrase:		Put exact words in quotes: "rat terrier"
any of these words:		Type OR between all the words you want: miniature OR standard
none of these words:		Put a minus sign just before words that you don't want: -rodent, -'Jack Russell'
numbers ranging from:	to	Put two full stops between the numbers and add a unit of measurement: 10..35 kg, 6300..6500, 2010..2011

Then narrow your results by...	
language:	any language Find pages in the language that you select.
region:	any region Find pages published in a particular region.
last update:	anytime Find pages updated within the time that you specify.
site or domain:	Search one site (like wikipedia.org) or limit your results to a domain like .edu , .org or .gov
terms appearing:	anywhere in the page Search for terms in the whole page, page title or web address, or links to the page you're looking for.
SafeSearch:	Hide explicit results Tell SafeSearch whether to filter sexually explicit content.
file type:	any format Find pages in the format that you prefer.
usage rights:	not filtered by licence Find pages that you are free to use yourself.

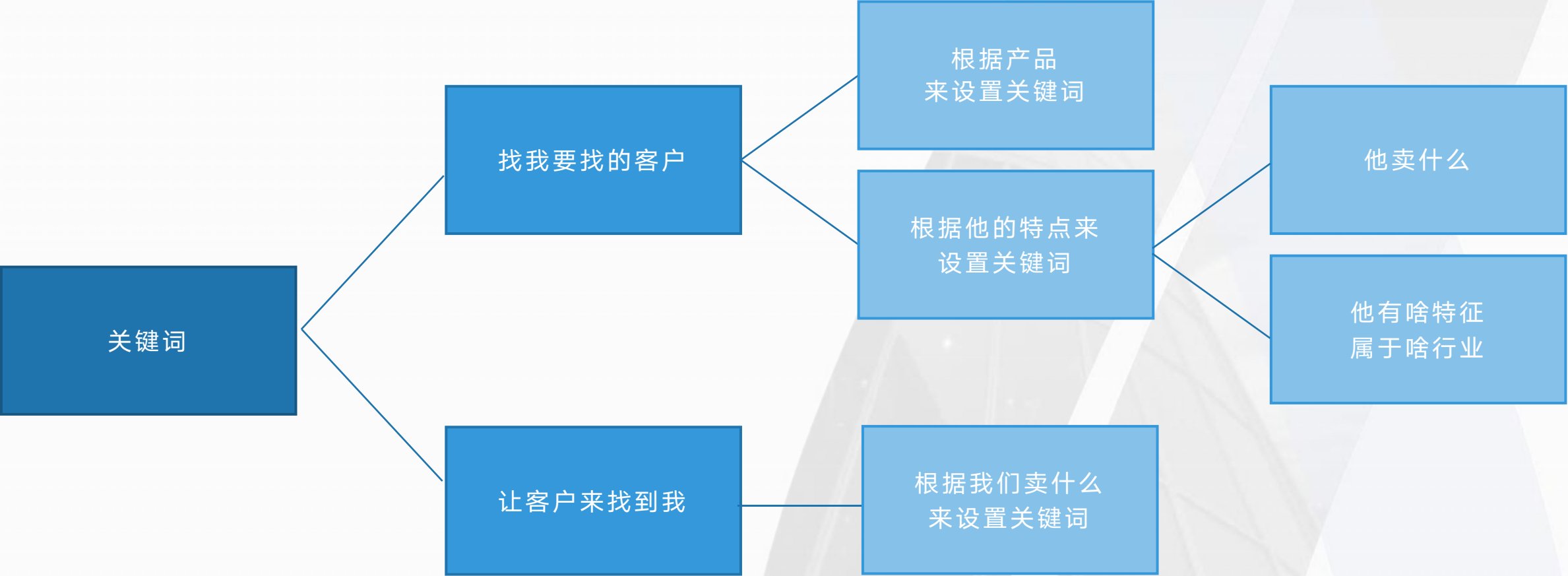
Advanced Search



02

谷歌关键词的两种目的

此关键词非彼关键词

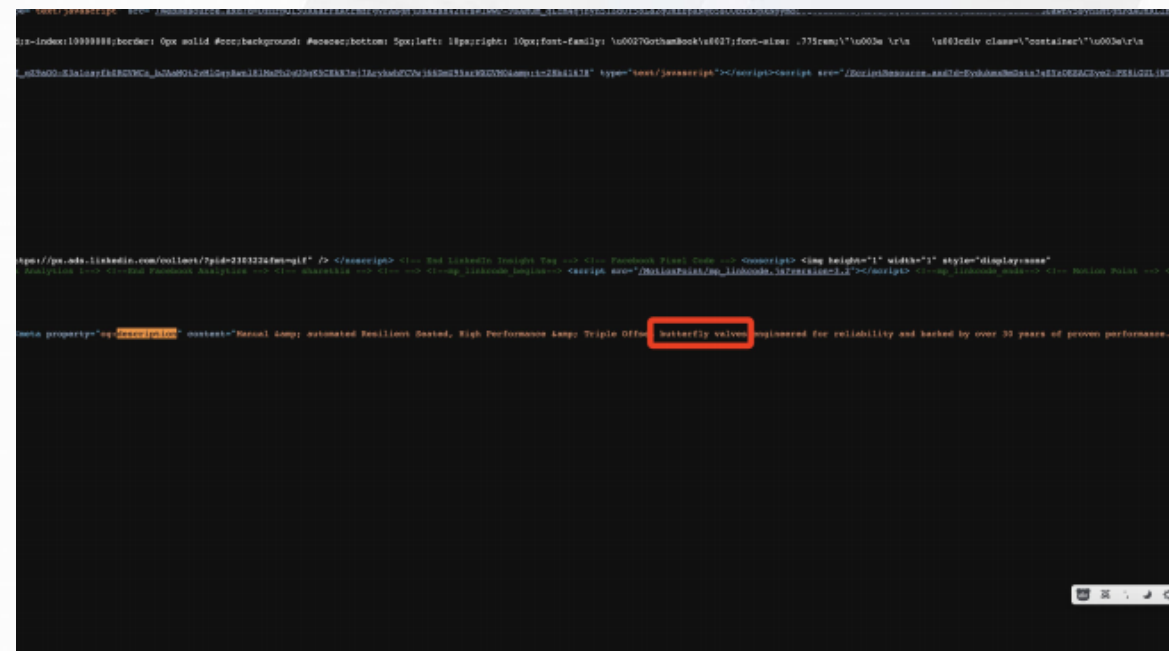
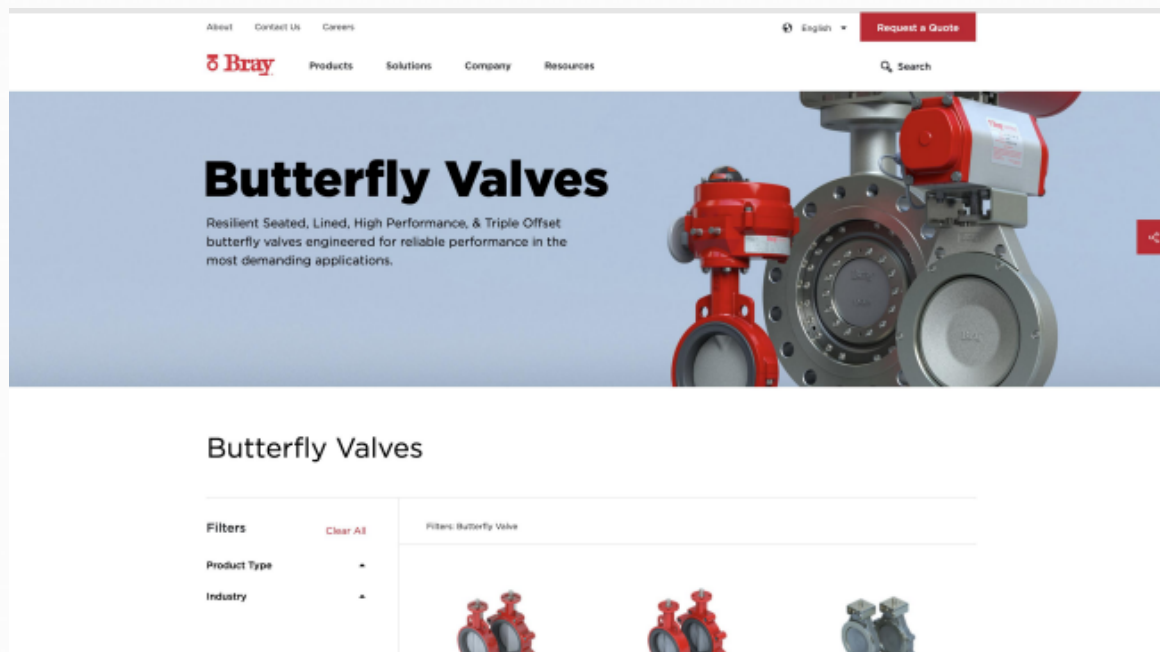




/03

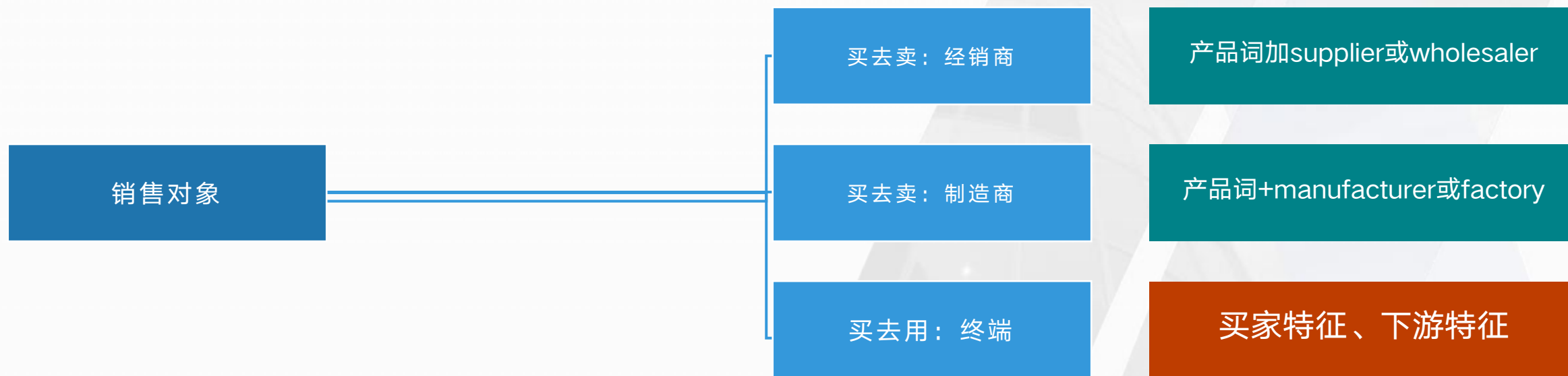
关键词来源

搜索引擎：网站TDK的自我介绍



在网页代码中；介绍自己

搜索引擎：关键词的两种锁定方式



归纳为两种模型：针对买去进行二次销售的客户，用产品词查，并可以根据不同身份去匹配**用户类型后缀**。针对买去进行使用的客户，需要根据买家特征来查，做买家画像。



/04

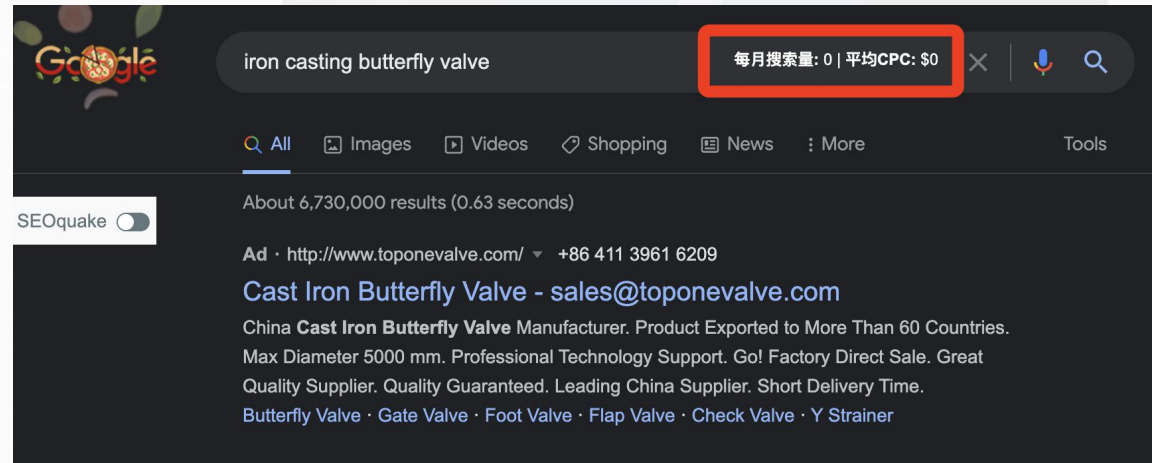
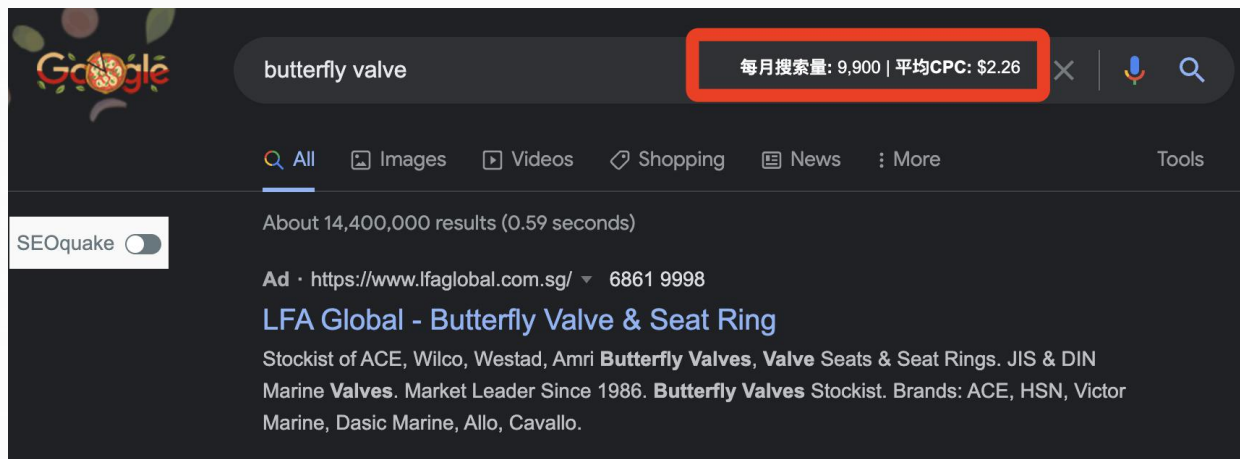
关键词应用的几个原则

宽泛性原则

- 你是卖LED灯管的，除了把LED TUBE作为关键词搜索之外，为什么不搜一下LED BUBLE呢？毕竟，照明行业的客户不可能只做灯管，而做灯泡的就一定会做灯管。
- 你是卖花盆的，为什么纠结一定要搜索瓷花盆呢？你的买家就只做瓷花盆么？他就不能做亚克力的花盆？
- 你做铸铁阀门的，为什么只搜铸铁阀门，不搜铜阀的？难道做铜阀的买家，就不要买铸铁阀门了吗？
- 再次提醒#：你要定位的是买家，我们遵循的原则是，制造、销售某个产品的商家，一定是我的潜在买家。

宽泛性原则

- 为什么不用细分产品词？我们用一张图来说明



粗放的butterfly valve每个月有9900次搜索。而细化的iron casting butterfly valve平均搜索量为0。如果你是厂家，你在网页的自我介绍里，会重点优化哪个关键词？

这就是我们用粗放型关键词的根本原因。

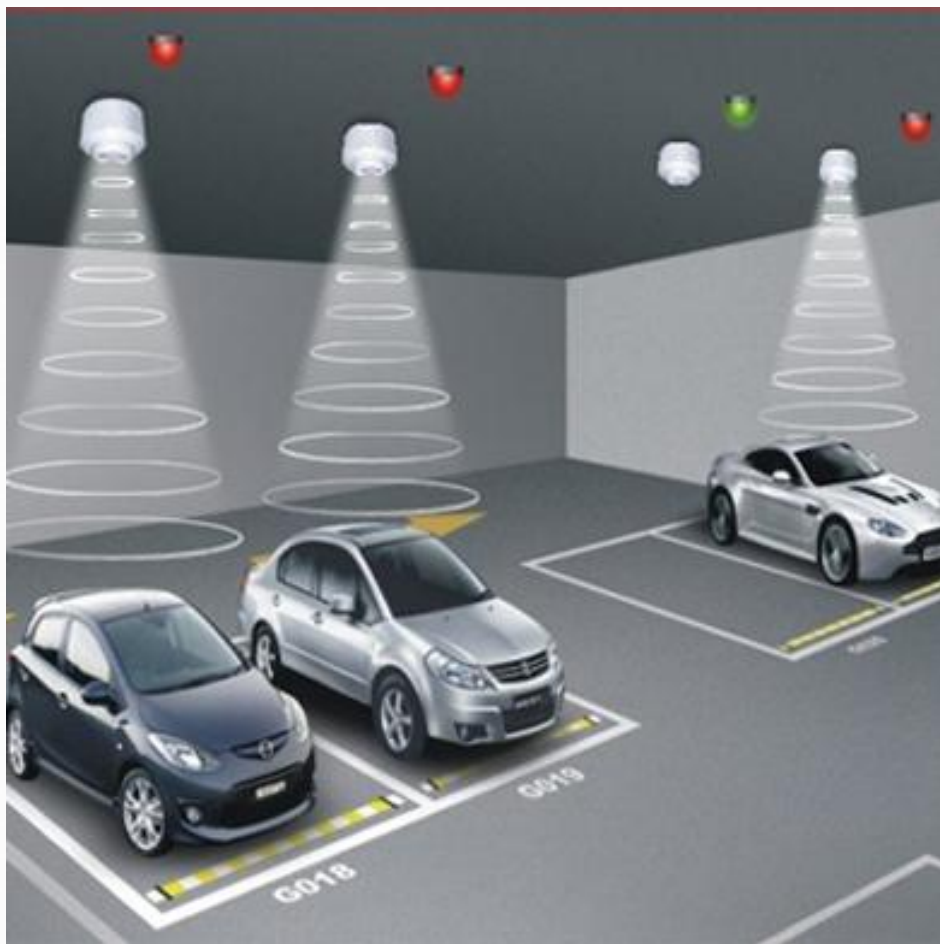
阿里巴巴：针对特定人群的特定搜索方法，需要用到特定的描述。

用户画像原则

- 这个原则用通俗的话来说：买你产品的客户长啥样
- 注意，这是卖给终端客户的，卖给哪些买来用的客户的。
- 你卖“减震器”，雷诺阿根廷工厂的网站上不可能宣传减震器，所以你要找的应该是汽车配件、汽车制造（商）；
- 你卖”脱销催化剂”，火电厂的网站上也不可能宣传脱销催化剂，你要找的是火力发电站；
- **用户画像关键词法之一：**特征属性，比如，火力发电站，汽车制造（商）等等.....
- **用户画像关键词法之二：**多关键词锁定，比如”减震器+刹车片“，你找到的一定是汽车制造、汽配厂。
只需要
在输入框中输入：关键词一+关键词二。（谷歌布尔算法）

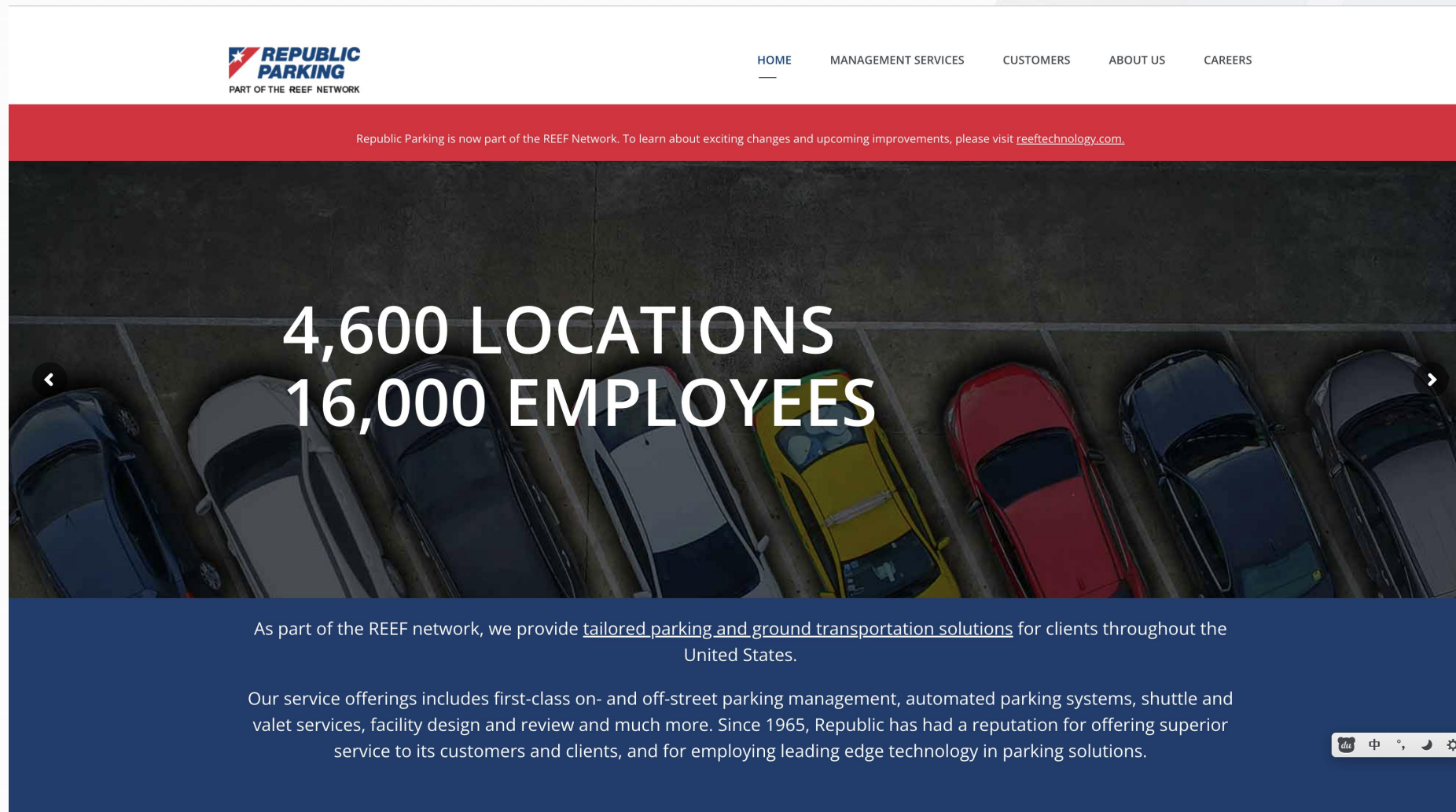
万能公式——类比法

- Ultrasonic Sensor; barrier gate



万能公式——类比法

- 他有一个客户：
- <https://www.republicparking.com/>



万能公式——类比法

```
自动换行
1 <!DOCTYPE html>
2 <html lang="en-US" prefix="og: http://ogp.me/#" class="no-js">
3 <head>
4   <meta charset="UTF-8">
5   <meta name="viewport" content="width=device-width, initial-scale=1">
6   <link rel="profile" href="https://gmpg.org/xfn/11">
7   <link rel="pingback" href="https://www.republicparking.com/xmlrpc.php">
8   <title>Republic Parking System | Providing Parking Services Since 1965</title>
9
10  <!-- This site is optimized with the Yoast SEO Premium plugin v6.3.1 - https://yoast.com/wordpress/plugins/seo/ -->
11  <meta name="description" content="Republic Parking specializes in parking management, valet, shuttle, enforcement, meters, automated solutions, and revenue control. Our industry experts specialize in Airports,
12  <link rel="canonical" href="https://www.republicparking.com/" />
13  <meta property="og:locale" content="en_US" />
14  <meta property="og:type" content="website" />
15  <meta property="og:title" content="Republic Parking System | Providing Parking Services Since 1965" />
16  <meta property="og:description" content="Republic Parking specializes in parking management, valet, shuttle, enforcement, meters, automated solutions, and revenue control. Our industry experts specialize in Air
17  <meta property="og:url" content="https://www.republicparking.com/" />
18  <meta property="og:site_name" content="Republic Parking" />
19  <meta name="twitter:card" content="summary_large_image" />
20  <meta name="twitter:description" content="Republic Parking specializes in parking management, valet, shuttle, enforcement, meters, automated solutions, and revenue control. Our industry experts specialize in Air
21  <meta name="twitter:title" content="Republic Parking System | Providing Parking Services Since 1965" />
22  <meta name="twitter:site" content="@impark" />
23  <meta name="twitter:creator" content="@impark" />
24  <script type="application/ld+json">{"@context":"http://schema.org","@type":"WebSite","id":"#website","url":"https://www.republicparking.com/","name":"Impark","potentialAction":{"@type":"SearchAction","tar
25  <script type="application/ld+json">{"@context":"http://schema.org","@type":"Organization","url":"https://www.republicparking.com/","sameAs":{"https://www.facebook.com/imparkofficial/","https://www.in
26  <!-- / Yoast SEO Premium plugin. -->
27
28  <link rel="dns-prefetch" href="//www.republicparking.com" />
29  <link rel="dns-prefetch" href="//maps.googleapis.com" />
30  <link rel="dns-prefetch" href="//platform-api.sharethis.com" />
31  <link rel="dns-prefetch" href="//fonts.googleapis.com" />
32  <link rel="dns-prefetch" href="//a.w.org" />
33  <link rel="alternate" type="application/rss+xml" title="Republic Parking &rsquo; Feed" href="https://www.republicparking.com/feed/" />
34  <link rel="alternate" type="application/rss+xml" title="Republic Parking &rsquo; Comments Feed" href="https://www.republicparking.com/comments/feed/" />
35  <!-- This site uses the Google Analytics by MonsterInsights plugin v7.12.1 - Using Analytics tracking - https://www.monsterinsights.com/ -->
36  <script type="text/javascript" data-cfasync="false">
37    (window.gaDevIds=window.gaDevIds||[]).push("d2C1z2G");
38    var ni_version      = '7.12.3';
39    var ni_track_user   = true;
40    var ni_no_track_reason = '';
41
42    var disableStr = 'ga-disable-UA-159263176-4';
43
44    /* Function to detect opted out users */
45    function __gaTrackerIsOptedOut() {
46      return document.cookie.indexOf(disableStr + '=true') > -1;
47    }
48
49    /* Disable tracking if the opt-out cookie exists. */
50    if ( __gaTrackerIsOptedOut() ) {
51      window[disableStr] = true;
52    }
53
54    /* Opt-out function */
55    function __gaTrackerOptout() {
56      document.cookie = disableStr + '=true; expires=Thu, 31 Dec 2099 23:59:59 UTC; path=/';
57      window[disableStr] = true;
58    }
59
60    if ( 'undefined' === typeof gaOptout ) {
61      function gaOptout() {
```

检查首页源代码，查Title和

Description的描述，发现

客户出现最多的描述是

Parking system。

从Parking system推出其

他的类似关键词：Parking

equipment，Parking

solution.....

得到准确的关键词定位。

[数据中心](#)[客户资源](#)[客户开发](#)[客户管理](#)[客户追踪](#)[管理中心](#)[任务中心](#)[意见反馈](#)[Demo](#)[全球引擎](#)[社交媒体](#)[贸易资源](#)[LBS](#)[广交会](#)[全球品牌资源](#)[B2B行业资源](#)[VIP行业资源](#)

全球

ball bearing

严格匹配



重置

搜索



同时出现:

wholesaler

严格匹配



不出现:

parts

已默认为您过滤: B2B、China、Chinese、forum、blog、wikipedia、.cn、.edu、.gov

☒ 线索池客户 ☒ 客户池客户 ☒ 不相关公司

pulley on rod, ball bearing, d=100 mm - ntl-shop Osterreich



global.magento.ntl-shop.at



奥地利

dm210-2k - pulley on rod, ball bearing, d=100 mm. price on request. availability: in stock.
additional information. additional information ...

查看详情

roll neck ball bearing wholesaler from mumbai - sancos ...



sancotrad.com



全球

developed using premium quality material, the thrust ball bearing offered by us is known for its
ease of installation and durability. features: enhanced ...

不相关

查看详情

2022-5-19

automobile ball bearing supplier, industrial ball bearing ...



ntcbearings.com



印度



naresh trading company - since 1987, we are reputed importer, exporter, wholesaler, distributor
and supplier of automobile ball bearing, industrial ball ...

查看详情

2022-5-19

搜索引擎查询方法
参考以上文案

☒ 当前全选

取消选择

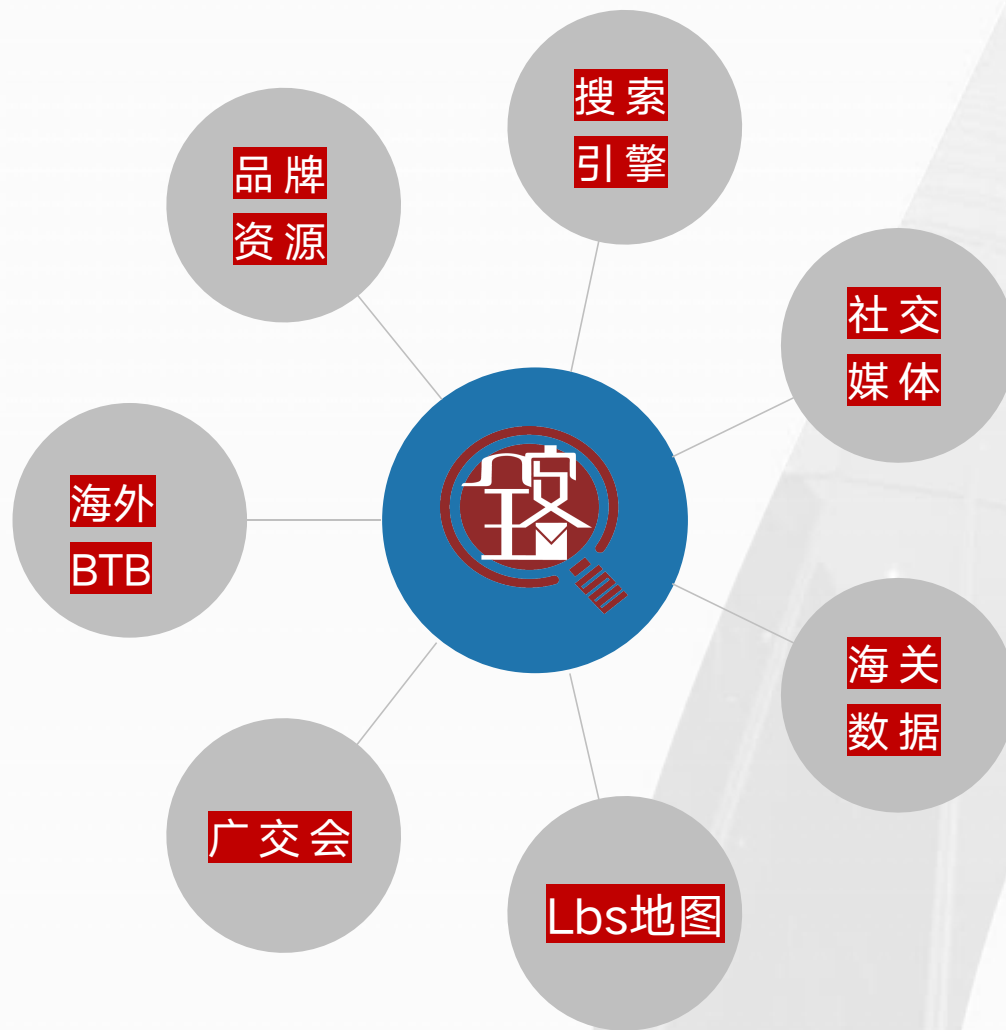
自动开发 (9)



/05

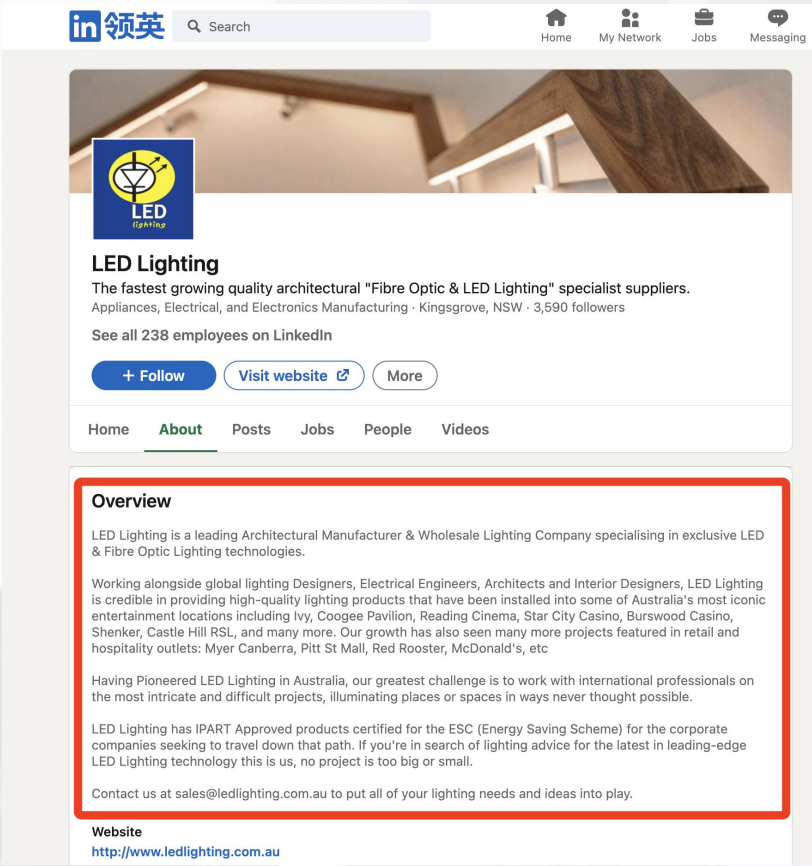
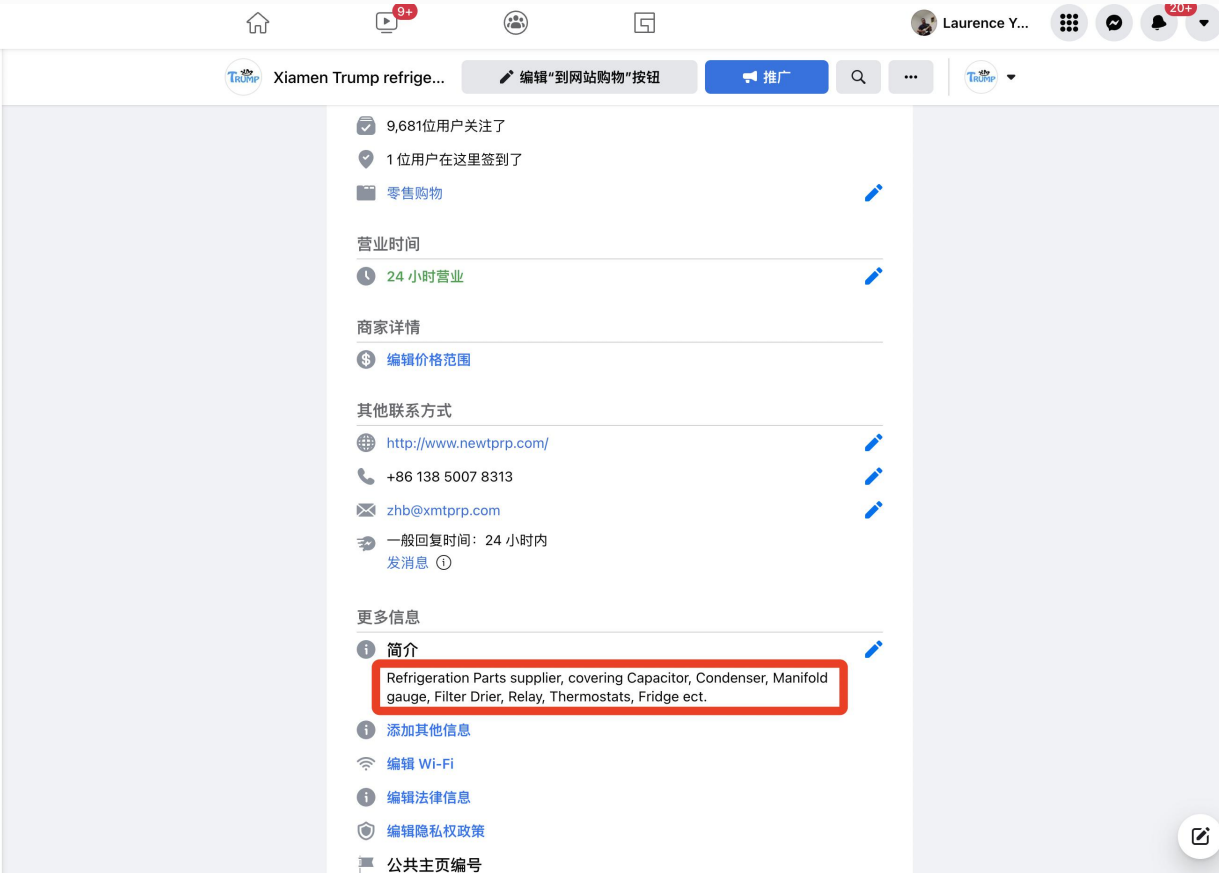
搜索买家的渠道和关键词应用逻辑

全客邮搜采集采购商的七大源头--搜索使用建议



系统登录：se.liaofaninfo.com

社交媒体：社交主要的自我介绍-----搜索建议:优先行业词-产品词



套用搜索引擎规则。来源于企业社交主页的介绍，因此使用产品词的逻辑和搜索引擎相同。但因为介绍篇幅少（只能分析主页），所以词的范围要大，偏行业词。

海关数据：来自提单描述-----搜索建议：关键词、HS编码、企业

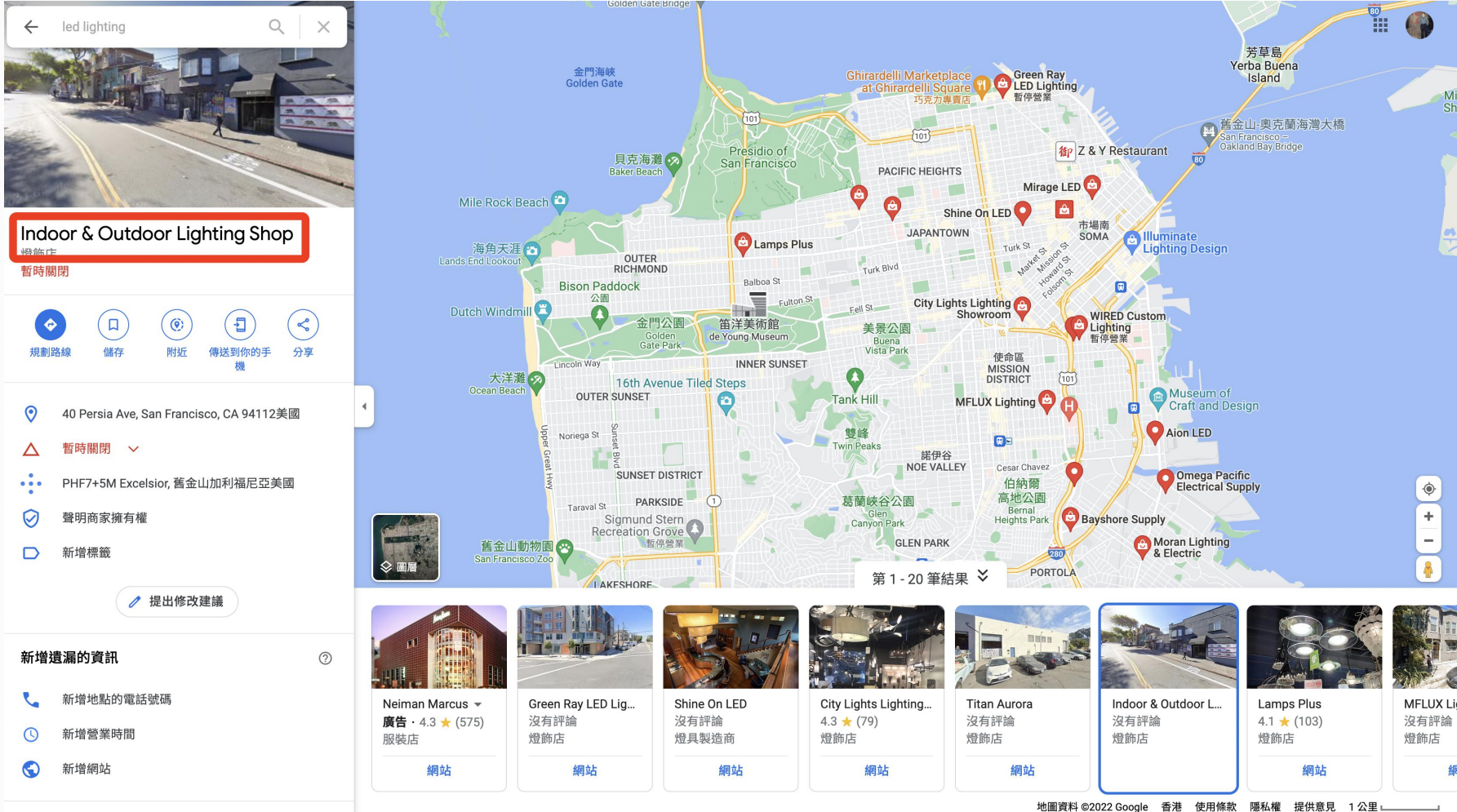
 LUKER ELECTRIC TECHNOLOGIES PRIVATE LIMITED  印度 年度总交易次数：3655 年度贸易国家数：1 年度贸易伙伴数：4 PARTS OF LED LIGHTSLCOB12N NW	查看详情
 IKEA SUPPLY AG 线索池  瑞士 年度总交易次数：3610 年度贸易国家数：1 年度贸易伙伴数：3 20482521#&Đèn sàn KALKSPAT tần bì, màu tự nhiên, chao đèn bằng tre, D30 x H126 cm, không có bóng đèn, mới 100%#&VN	查看详情
 LED LUM LIGHTING SOLUTIONS LLP  印度 年度总交易次数：3576 年度贸易国家数：1 年度贸易伙伴数：4 LED LIGHTING FIXTURE WITH DRIVER-COFFEE WITH BIS R-41048526& R-41119261 LLWL-066 3000K 11W 11W	查看详情
 BRIGHT ELECTRIC EMPORIUM  印度 年度总交易次数：3339 年度贸易国家数：1 年度贸易伙伴数：6 LIGHTING FIXTURELED CEILING LIGHT (BIS NO-R-41049930 R-41106178)	查看详情
 PT KREASI INTERNASIONAL FORTUNA  印度尼西亚 年度总交易次数：3072 年度贸易国家数：1 年度贸易伙伴数：22 CANDLE LAMP 5W	查看详情
 SODIMAC S A  智利 年度总交易次数：3055 年度贸易国家数：12 年度贸易伙伴数：1 LAMPARAS ELECTRICAS DE CABECERA, MESA, OFICINA O DE PIE, DE OTROS MATERIAL	查看详情

产品词+HS编码查询

来源于提单描述。几个要点：

- 1、一般情况下关键词和编码的关系是“或”。
- 2、6位编码全球通行。但如果是一类产品（比如照明，9405，则可以用4位甚至2位）
- 3、编码如果是90，那么意味着编入“其他”类，那么要精准度可以舍弃编码，要用户量可以用关键词或编码的模式。同时启用小语种翻译。

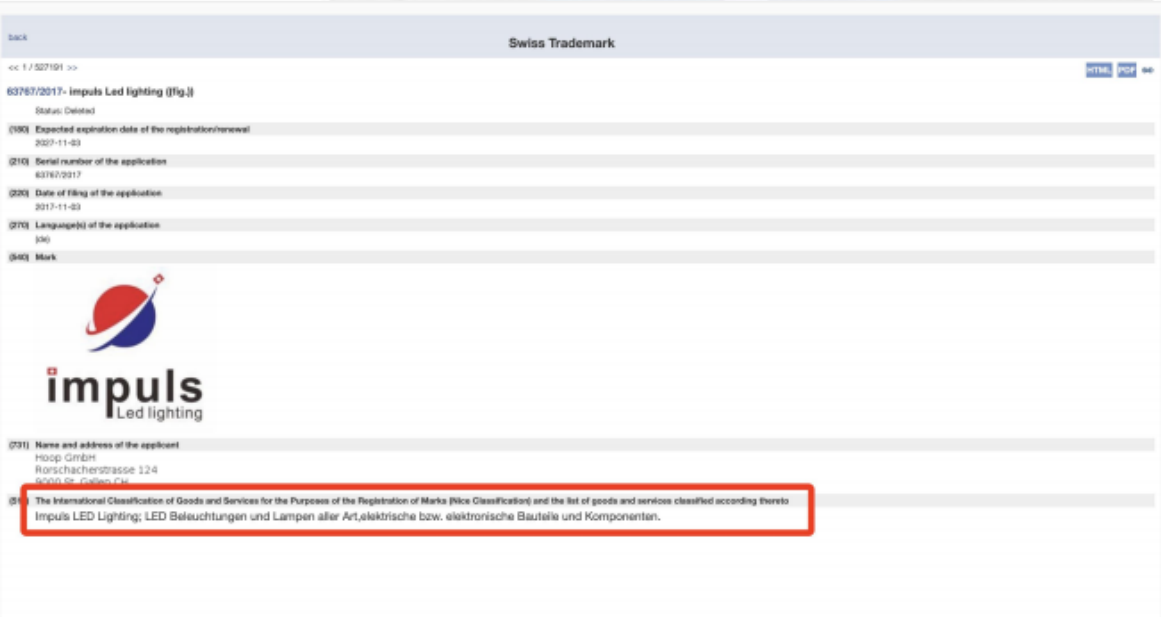
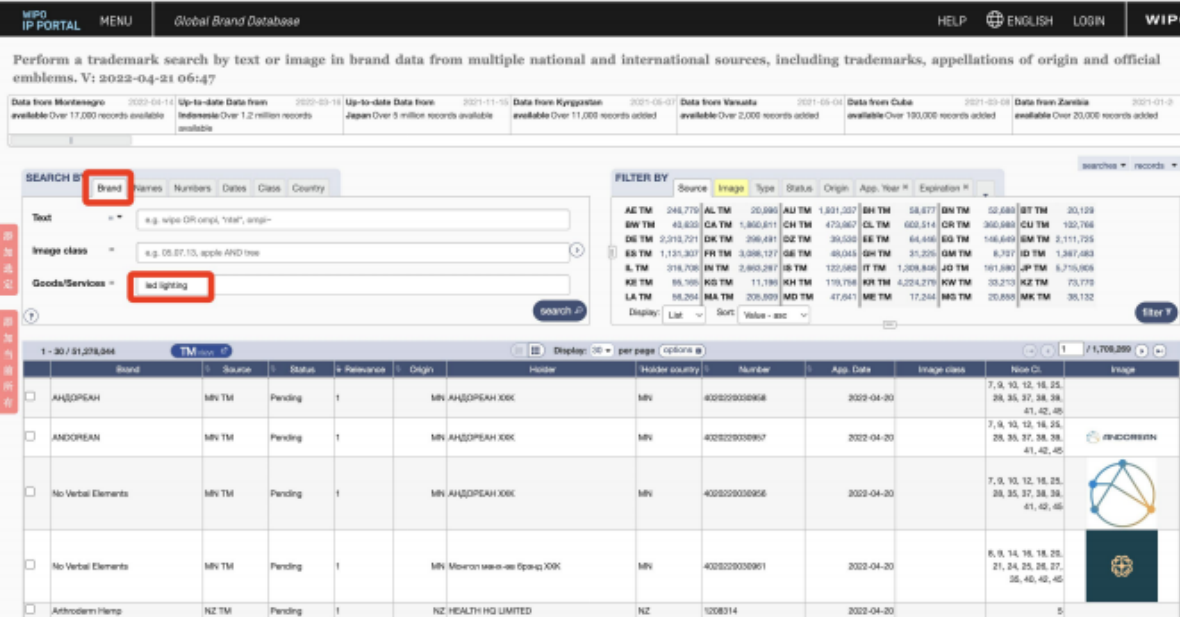
LBS地图-----搜索建议：优先行业词为主



套用搜索引擎规则

来自于谷歌地图上
商家的自我描述信
息。这个信息比较
简短，所以建议用
行业词查询。

品牌资源：模糊定位法-----搜索建议： brand-产品关键词、产品词描述



产品词查询。模糊查询的结果来自于品牌详情描述，会描述这个品牌是赋予哪些产品的，因此用产品词描述即可。

品牌资源：精准定位法-----搜索建议：class-输入产品词，系统提示所属类目

产品词锁定类目后查询

系统会提示这个产品词可能归属的商标类目。可以根据这个类目查询。这个方式，产品类目更准。但商品类目的表述和实际应用中的表述不一定完全一致（和海关HS编码的规则比较一致），所以如果无法从类目获取精准产品，那就直接用模糊查询即可。

WIPO
IP PORTAL

MENU

Global Brand Database

HELP

ENGLISH

LOGIN

WIPO

Perform a trademark search by text or image in brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems. V: 2022-04-21 06:47

Data from Montenegro
available Over 17,000 records available

2022-04-14

Up-to-date Data from
Indonesia Over 1.2 million records
available

2022-03-16

Up-to-date Data from
Japan Over 5 million records available

2021-11-15

Data from Kyrgyzstan
available Over 11,000 records added

2021-05-07

Data from Vanuatu
available Over 2,000 records added

2021-05-04

Data from Cuba
available Over 100,000 records added

2021-03-08

Data from Zambia
available Over 20,000 records added

2021-01-2

SEARCH BY

Brand

Names

Numbers

Date

Class

Country

Image Class
(All)

e.g. 05.07.13, apple AND tree

Goods/Services
Class (Nice)

led lighting

11: Ceiling lights

11: Cycle lights

11: Aquarium lights

11: Lanterns for lighting

11: Light bulbs

11: Light bulbs, electric

11: Light bulbs for directional signals for vehicles

11: Light diffusers

11: Lighting apparatus and installations

11: Lighting apparatus for vehicles

search

FILTER BY

Source

Image

Type

Status

Origin

App. Year *

Expiration *

AE TM 246,779

AL TM 20,996

AU TM 1,931,337

BH TM 58,677

BN TM 52,688

BT TM 20,129

BW TM 40,633

CA TM 1,860,811

CH TM 473,867

CL TM 602,514

CR TM 360,988

CU TM 102,766

DE TM 2,310,721

DK TM 299,491

DZ TM 39,530

EE TM 64,446

EG TM 146,649

EM TM 2,111,725

ES TM 1,131,307

FR TM 3,088,127

GE TM 48,045

GH TM 31,225

GM TM 8,707

ID TM 1,367,483

IL TM 316,708

IN TM 2,663,267

IS TM 122,580

IT TM 1,309,846

JO TM 161,590

JP TM 5,715,905

KE TM 95,165

KG TM 11,196

KH TM 119,756

KR TM 4,224,279

KW TM 33,213

KZ TM 73,770

LA TM 56,264

MA TM 205,909

MD TM 47,641

ME TM 17,244

MG TM 20,858

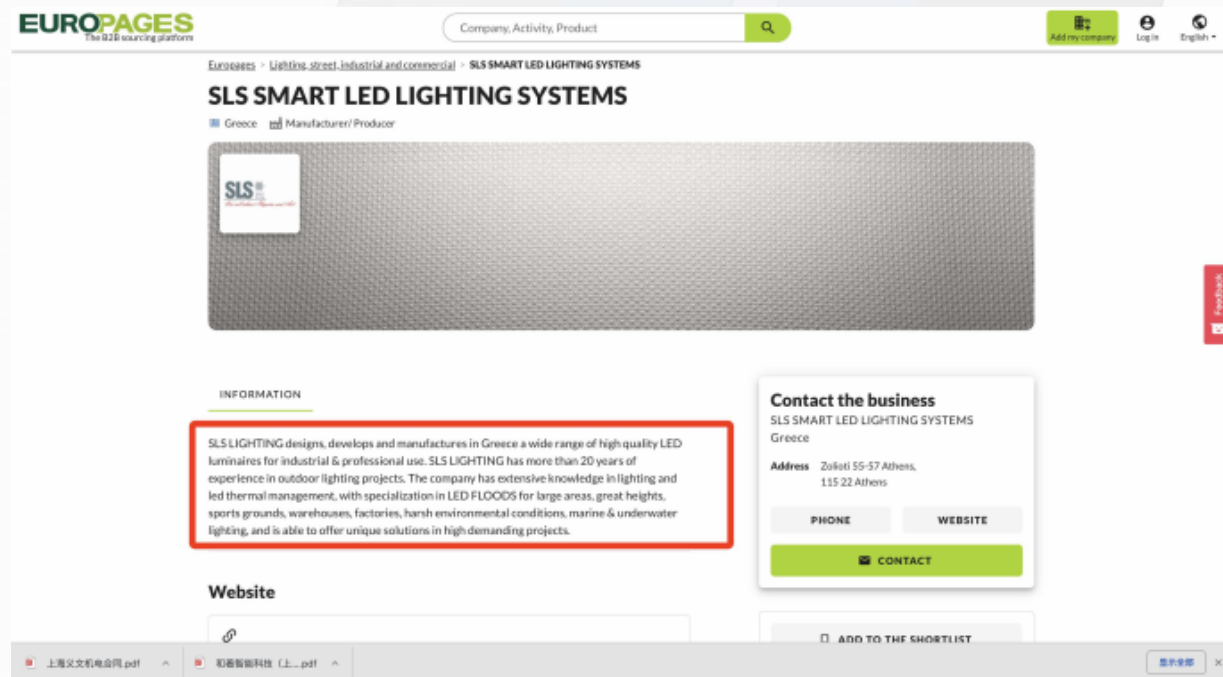
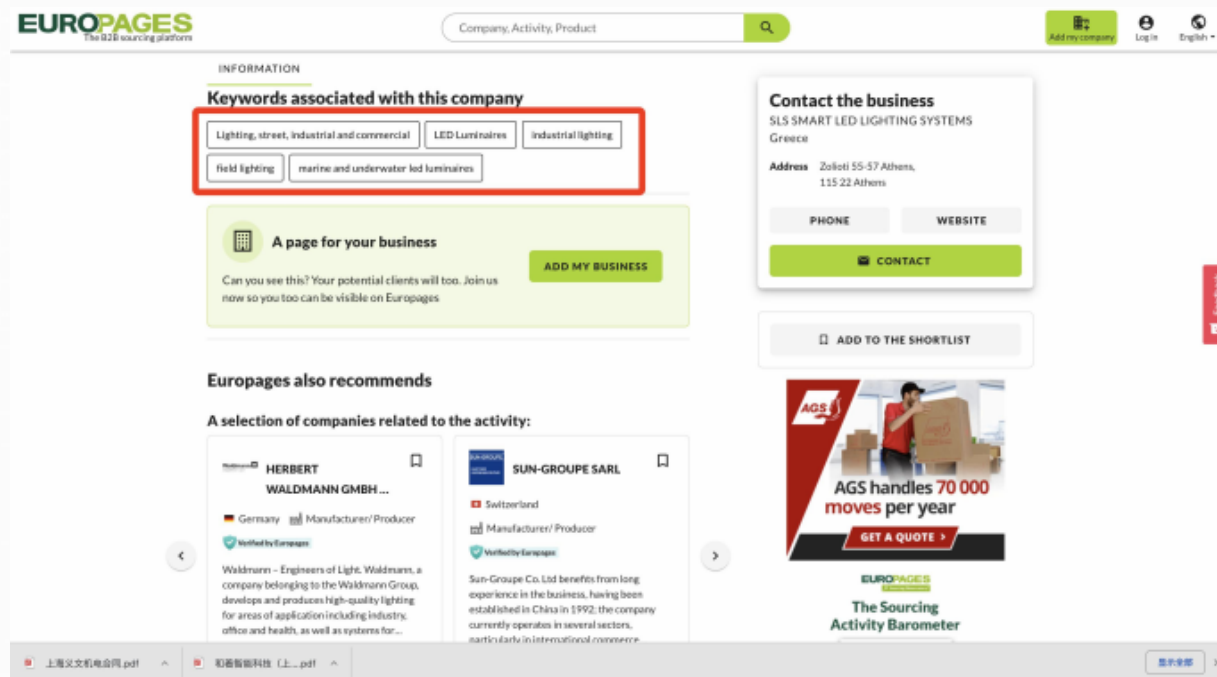
MK TM 38,132

Display: List Sort: Value - asc filter

Display: 30 per page options 1 / 1,709,269

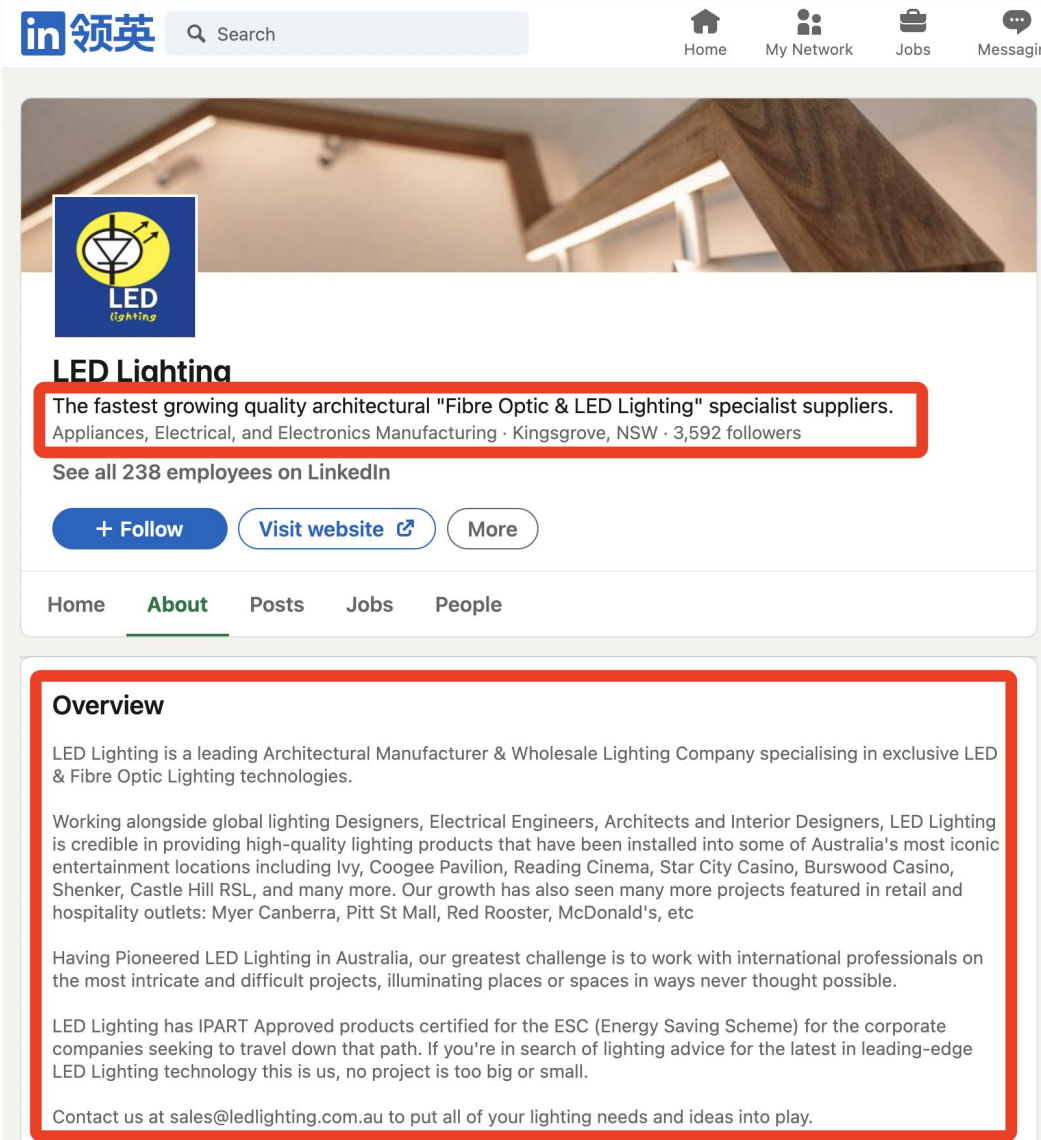
Holder	Holder country	Number	App. Date	Image class	Nice Cl.	Image
АНДОРЕАН	MN	4020220030958	2022-04-20		7, 9, 10, 12, 16, 25, 28, 35, 37, 38, 39, 41, 42, 45	
ANDOREAN	MN	4020220030957	2022-04-20		7, 9, 10, 12, 16, 25, 28, 35, 37, 38, 39, 41, 42, 45	ANDOREAN
No Verbal Elements	MN TM	4020220030956	2022-04-20		7, 9, 10, 12, 16, 25, 28, 35, 37, 38, 39, 41, 42, 45	
No Verbal Elements	MN TM	4020220030961	2022-04-20		8, 9, 14, 16, 18, 20, 21, 24, 25, 26, 27, 35, 40, 42, 45	
Arthroderm Hemp	NZ TM	1208314	2022-04-20			

B2B直通车资源：来自店铺的产品标签-----搜索建议:优先产品词



产品词查询。来自于B2B平台给商家打的产品标签，以及商家的自我介绍。因此用产品词查即可。但这个模块依赖于平台本身的搜索引擎。容易放大搜索结果量。

KP直通车：行业为主导的关键词模型-----搜索建议：优先-行业词-产品词



The screenshot shows the LinkedIn profile of "LED Lighting". The profile header includes the company logo, name, and a description: "The fastest growing quality architectural 'Fibre Optic & LED Lighting' specialist suppliers. Appliances, Electrical, and Electronics Manufacturing · Kingsgrove, NSW · 3,592 followers". Below this is a red-bordered box containing the "Overview" section, which describes the company as a leading Architectural Manufacturer & Wholesale Lighting Company specialising in exclusive LED & Fibre Optic Lighting technologies. The overview text mentions working alongside global lighting designers and engineers, and lists several iconic Australian entertainment locations where their products have been installed. It also mentions the company's growth and the challenges of working with international professionals on complex projects. The overview concludes with information about IPART Approved products and contact details.

LED Lighting
The fastest growing quality architectural "Fibre Optic & LED Lighting" specialist suppliers.
Appliances, Electrical, and Electronics Manufacturing · Kingsgrove, NSW · 3,592 followers
See all 238 employees on LinkedIn

+ Follow Visit website More

Home **About** Posts Jobs People

Overview

LED Lighting is a leading Architectural Manufacturer & Wholesale Lighting Company specialising in exclusive LED & Fibre Optic Lighting technologies.

Working alongside global lighting Designers, Electrical Engineers, Architects and Interior Designers, LED Lighting is credible in providing high-quality lighting products that have been installed into some of Australia's most iconic entertainment locations including Ivy, Coogee Pavilion, Reading Cinema, Star City Casino, Burswood Casino, Shenker, Castle Hill RSL, and many more. Our growth has also seen many more projects featured in retail and hospitality outlets: Myer Canberra, Pitt St Mall, Red Rooster, McDonald's, etc

Having Pioneered LED Lighting in Australia, our greatest challenge is to work with international professionals on the most intricate and difficult projects, illuminating places or spaces in ways never thought possible.

LED Lighting has IPART Approved products certified for the ESC (Energy Saving Scheme) for the corporate companies seeking to travel down that path. If you're in search of lighting advice for the latest in leading-edge LED Lighting technology this is us, no project is too big or small.

Contact us at sales@ledlighting.com.au to put all of your lighting needs and ideas into play.

行业类关键词锁定

KP直通车的关键词来源和社媒搜索的比较接近，但不完全一样。

KP直通车更依赖领英的搜索引擎，对红框一中的这段文字和用户行业设定的依赖度高，而对公司介绍的依赖度低。

因为红框一中体现的是用户自我介绍的关键词，所以出来产品的可能性不大。但是行业特征会描述的比较清楚。因此建议用行业词搜索结果会更好。



/06

始终不要忘记的一个公式

概率原理



An abstract graphic on the left side of the slide. It features a black and white photograph of a modern building with a glass facade, viewed from a low angle looking up. Overlaid on this image are several overlapping, curved shapes in shades of blue and white, creating a dynamic, layered effect.

Thanks