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GEN 0204

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SILENT LETTERS

b - comb, debt, plumber, tomb, subtle, dumb, bomb, doubt, subpoena, womb, etc.

c - Connecticut

ch - yacht

e - plaque, vegetable (veg'tab'l), bridge, Wednesday (commonly said Wens-day)
clothes, (almost all CVCV words ending in e, and many other vowel combinations.)

g - sign, gnat, gnu, foreign

gh - right, drought, eight, weigh, etc.

h - hour, honor, honest, herb, rhyme, rhythm, thyme, Thailand

i - business, parliament

k in kn words, the k is silent: know, knot, knee, etc.

l - talk, walk, could, should, would, folk, half, calf, etc.

n - autumn, column, government, damn

o - sophomore, opossum

p - cupboard, pneumonia, psalm, raspberry, receipt, coup

r - surprise (this is a common pronunciation)

s - aisle, island, patios

t - beret, Chevrolet, depot, listen, whistle, wrestle, trestle, mortgage, apostle

(In rapid speech, the t is very lightly pronounced in such words as Christmas,
mountain and little)

th - asthma, isthmus, northeaster

u - biscuit, build, guest, plague, plaque, tongue, catalogue, fugue

w - who, whole, write, wrong, two, sword, wrist, answer

x - faux

z - rendezvous



A helpful list of sounds in English & some of the letters that make them:

The usual letters that make this sound:

Vowel Sounds

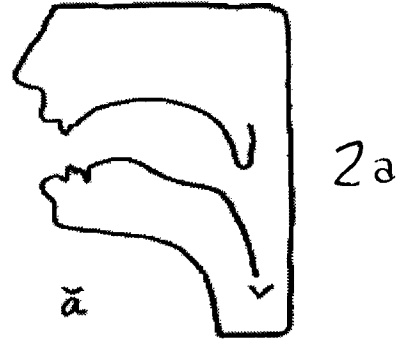
a (short sound)

apple
pat, crash
catch, bank, sarcasm
half, gallon
badge
dance, chance

Exceptions - other words with this sound:

ave - have, halve
ai - plaid

How this sound is made:

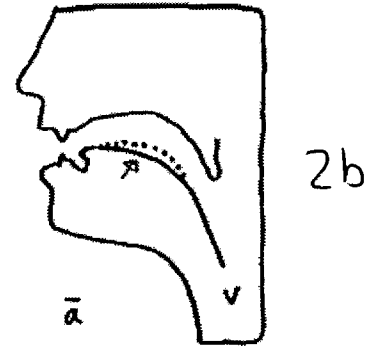


jaw: quite open; lips slightly apart;
tongue: quite low, relaxed, slightly pushed forward

a (long sound)

ace
pale, pail
way, gray
*straight, *strait

au - gauge
ey - they, prey, obey, convey
ea - great, break, steak
ei - eight, weigh, neighbor, vein, freight, veil, sleigh
ee - matinee
et - buffet, fillet, Chevrolet, crochet, bouquet, beret
ie - lingerie
e - blase', naive'te'

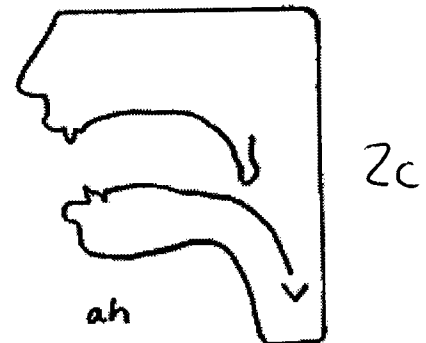


jaw, slightly open; lips: unrounded
tongue: starts out the same as short e, quite low, but tenses and moves up to long e

ah (close to o - short sound)

afraid, ago
aha! ha, papa
spa, algebra
phobia, sofa

a - father, want, wash, watch, watt, wand, swan, swap, calm, swamp, garage.
balmy, suave, façade
eois - bourgeois (bur-zhwa)



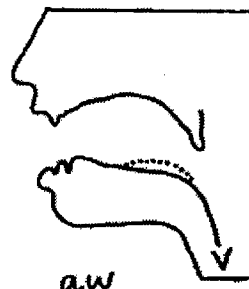
jaw: very open
tongue: very low, very relaxed
lips: slightly rounded



aw (same as **au**)

paw, yawn
all, wall, also
awful, awe
caught, haul, applaud
August

alk -talk, walk, chalk, etc.
oa - broad
ou - cough, thought, fought
bought, brought
o - off, soft, log, cost, cloth
ah - Utah
a - salt, false, Arkansas (saw)



3a

jaw: open; tongue: very low,
lax, raises slightly in back
lips: slightly rounded

e (short sound)

egg, happiness
pet, technique
wedding
edge, fence
defense

ea - bread, breakfast, dead,
deaf, feather, head, health,
instead, *lead, *read, sweater,
threat, meant, weather
sweat, weapon, etc.

ie - friend
ue - guess
ai - said (sed)
ay - says (sez)
elle - gazelle, mademoiselle



3b

jaw: slightly open
lips: unrounded
tongue: quite low, relaxed

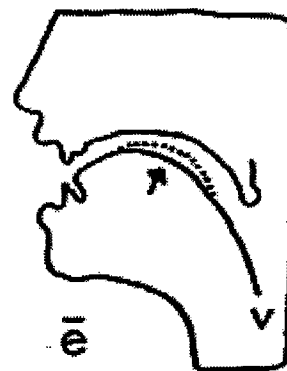
e (long sound)

eagle
peel
either, receive
money, key
me

eo -people
ie - belief, believe, chief, field,
grief, niece, piece, priest,
shield, thief, yield, diesel,
brief, siege, prairie, achieve, etc.

ile - automobile
ice - police
y - any, pretty, etc.
ly - poorly, happily, etc.
i - ski, chili, macaroni, pita, chic
ine - gasoline, vaccine,
nicotine, marine
magazine, machine, etc.
que - antique, technique,
unique

ae - Caesar salad
uite - suite



3c



3d

jaw: slightly open; lips: unrounded
tongue: tense, high, and moves
higher

i (short sound)

ink
 pit, children
 think
 mist, filth
 width
 journalism
 bridge, wince

e - English, pretty
 ee - been
 o - women
 ia - marriage
 u - busy, business
 ui - build
 ei- counterfeit, forfeit
 ie - sieve, handkerchief
 y - myth, syrup, synonym, lynx

Unaccented endings with ice: office, practice, etc.

“ “ “ ile: fragile, missile, etc.
 “ “ “ ine: engine, medicine etc.
 “ “ “ ite: opposite, favorite, etc.
 “ “ “ ive: positive, *live, etc.



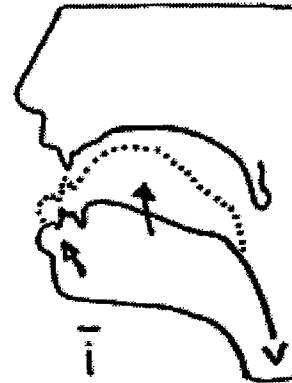
4a

jaw: slightly open
 lips: unrounded
 tongue: midlevel, does not move, half-tense

i (ah-ee: double sound)

ice, nice
 pie
 mile, reptile
 advice (ad-VICE)
 fine, valentine
 drive, arrive, *live
 *bite, excite
 final

ai - aisle
 ei - height, stein
 i - child, mild, wild,
 ight -light, right, night, etc.
 ind - blind, find, kind, grind
 ign - sign, benign, design
 gh - high, sigh, thigh
 is - island (silent s)
 oy - coyote
 ui - guide, disguise
 uy - buy
 y -my, try, fly, eye, rye, dye
 *byte, rhyme, electrolyte



4b

sound slides from back to front
 jaw and tongue: move up,
 start lax, become tense
 lips: from open to "smiling"

o (short sound - close to ah)

October, on, upon
 pot, doll, cloth
 clock, co-op
 log, cost

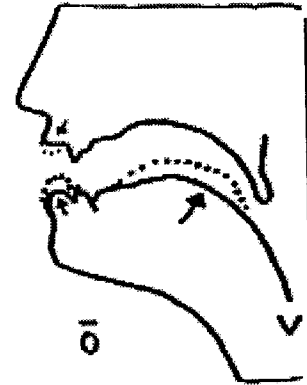
one - gone
 ho -honest, honor (silent h)
 -- response
 mosque
 omb - bomb

see ah: similar, but shorter

*check sound, spelling

o (long sound)
 open, owe
 coat, *pole,
 toe, *so
 no, ago, radio
 *clothes, *close
 chose, chosen
 dose, dosage

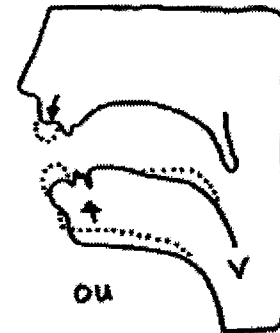
-- old, cold, hold, most, post, bolt, both
 *poll, both, folk, yolk
 ou - doughnut, though, boulder
 o - comb (silent **b**)
 ew - *sew
 ow - pillow, *bow, yellow, low, bowl,
 throw, know, mower, *row, *sow,
 --- own, owner
 eau - bureau, plateau
 au - chauvinist
 ou - soul
 eo - yeoman
 ot - depot



jaw: slightly open
 lips: rounded, move closer together
 tongue: tense, glides up and back

ou (ah-oo: double sound)
 out, flour, house,
 count, ounce, our,
 cow, flower, *bow, *row
 how, brown, owl

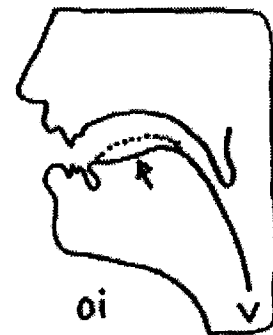
ough - bough, drought
 ho -hour (silent **h**)
 -- lounge



jaw: very open, closes slightly
 lips: open, then rounded
 tongue: relaxed, very low and flat in
 front, then moves up in back

oi (oh-ee: double sound)
 boy
 oil, coin

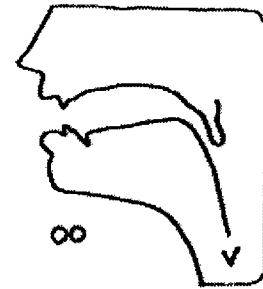
aw - lawyer
 oice, oise - noise, choice
 ois- Illinois



sound moves back to front
 jaw: slightly open, moves up
 lips: from rounded to unrounded
 tongue: tense, glides up, forward

oo (really between a short **o** and short **u**)

- o - woman, wolf
- oo - look, brook, good
root, wool, wood
- ou - could, would, should
- u - put



6a

jaw: open
lips: rounded, do not move
tongue: curves high in back

u (short sound)

- up, but
- butter, luck
- *sum, medium
- dumb (silent **b**)
- fudge, plunge
- dunce, pulse

- a - was, what
- oe - does (duz)
- ou - country, couple, cousin,
trouble, young, rough
- o - come, love, oven, cover,
*some, done, tongue,
front, brother, mother,
kingdom, etc.
- oo - flood, blood



6b

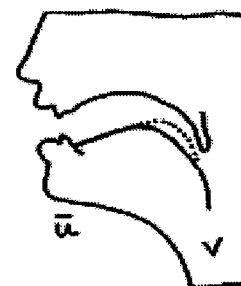
jaws: half open; lips: relaxed, not rounded. tongue: curved half-way up in the center. Sound is low: "uh"

ALL UNSTRESSED VOWELS TAKE THIS SOUND, as in banana (buh-NA-nuh).
In dictionaries, the symbol for this sound is an upside-down e: **e̞**

- a - abbreviation
- e - silent
- i - Minnesota
- o - connect
- u - circus
- ai - captain
- ea - ocean
- io - fashion, nation
- ou - famous
- M_cDonald's

u (long sound, with **y** sound at the beginning)

- used
- university
- ukelele, *yule
- fuel, cute
- abuse, tube, excuse
- eau - beauty
- u - computer, butte,
fugue
- eu - feud, eulogy
- ie - few, pew, *yew
- iew - view



6c

same as **oo**, but held longer;
also see **y** sound

u (long sound, without **y** sound at the beginning)

blue, avenue,
June, tune
suit, cruise, juice
*flu, sue, emu
truth, produce
institute

eu - neutral, pneumonia, deuce,
neurotic, neutron
ew - blew, *flew, new, crew, dew,
drew, stew, brew, Jew, chew, etc.

oe - shoe
o - do *to
omb - tomb (silent **b**)
oo - balloon, boot. smooth, food
noon, room, tool, tooth, *too,
move, route, snooze, shampoo,
choose, loose, etc.

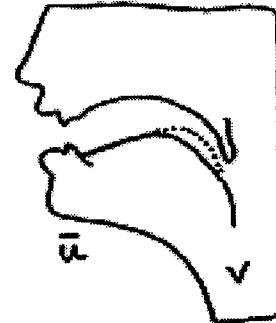
ou - group, routine, rouge, *you
youth, *you'll, souvenir

who - who, whose

wo - *two

ioux - Sioux

but - debut (silent **t**)



7a

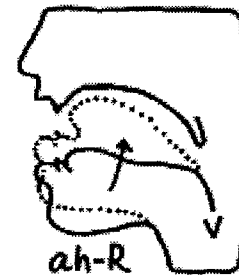
jaw: open; lips: quite rounded
tongue: flat in front, moves up in
back, tenses. Sound held long.

Vowel sounds with R

(ah-R)

far, park
boulevard
March, charge

ear - heart
-- are
uar - guard

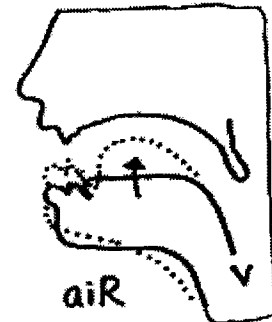


7b

(a-R)

fair, air
millionaire

are - care, scarce, *bare, etc.
arr - marry
ayer - prayer
ear - *bear, *tear, wear
ere - *there, where
ei - *their
err - error, berry
're - *they're
ur - bury

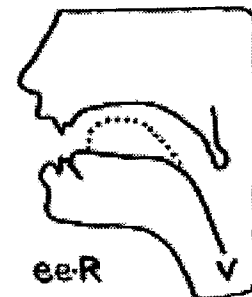


7c

(ee-R)

fear, ear,
weary
*tear, *hear
atmosphere

eer - beer, cheer
ere - here
e're - we're
eir - weird
ier - cashier, frontier, pierce.



7d

(ah-ee-R)

fire, *hire
acquire

oir - choir
igher - *higher

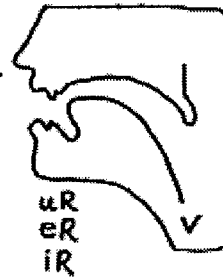


8a

(uR)

fir, girl, third, birth
offer, her, teacher
fur, burn, Thursday
nicer, happier
urge, merge

ear - learn, earth, search, etc.
or - work, worth, worst, word. etc.
her - herb, herbal (silent h)
ure- sure, endure, insurance
re - massacre
quor - liquor

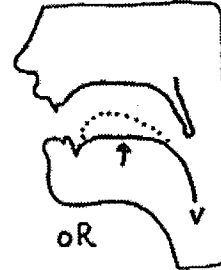


8b

(oh-R)

for, storm, born, short
boring, *worn
*course
absorb
porch, cord

oar - oar, *soar, *coarse, etc.
oor - door, poor, floor
ore - *sore, force, horse *wore, etc.
our - four, pour, *your, etc.
ou're - *you're
ar - warm, *war, wharf, *warn, etc



8c

(yuh-R)

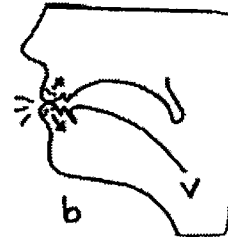
pure, cure, obscure

Consonant Sounds:

b

bed
rubber

pb - cupboard, raspberry



8d

note: same as p, but voiced

The letter **c** has no sound of its own! Followed by a, o, or u, it has the sound of **k**: cat, cot, cut. But followed by e, i or y, it has the **s** sound: cent, city, cyst. The blends **cl**, **cr** and **ct** have the **k** sound. **Ch** has a new sound.

d

duck
ladder

ld - would, could, should
ed - To add **ed** to words that end in *voiced* consonants (except **d**) the sound of **ed** is just **d**: smell'd, etc; banned is just like band!
With words that end in **d**, double the **d**, and say two syllables:
pad-ded, load-ded, etc.

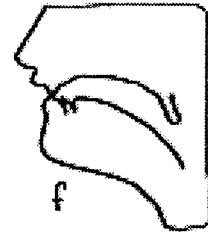


8e

note: same as t, but voiced

f
fish
offer
nephew

lf - half, calf, etc.
ph - phone, etc.
gh - laugh, trough, cough
rough, tough, enough



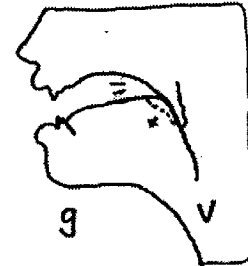
9a

note: same as v, but *unvoiced*

g has its own sound when followed by a, o, or u. When followed by e, i, or y, it has the same sound as j: gem, gin, gym. **G** sound exceptions:

game
go, wagon
gum

ge - gear, get, geese, finger, anger
gi - begin, giddy, gimmick,
girl, give, giggle
other exceptions:
gh - ghost
gui - guide



9b

note: same as k, but *voiced*

h
house

wh - who, whole
j - San Jose
ch - Chanukah
g - gyro sandwich



9c

j
jeep

ge - gem, budget,
gi - ginger, region
gy - Egypt
dge - edge, judge, advantage etc.
gg - exaggerate
di - soldier
___ -grad_uation

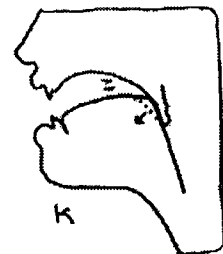


9d

note: same as ch, but *voiced*

k
key
cat
cot
cut
account
back

c - see **c**
ch - stomach, ache, orchid, chemical
chasm, chaos
lk - talk, walk
kh - khaki
qu - liquor, plaque
cch - saccharine
c -traffic, picnic (Add k to endings:trafficker,panicked)



9e

note: same as **g**, but *unvoiced*

l
lemon
bill

ln - kiln
le - little (lit'l)
al - pedal (ped'l), final (fin'l)
el - model (mod'l)



10a

m
money
dummy
rhythm

mb - comb, plumber
lm - calm, balm
mn - column, autumn, hymn
gm - diaphragm



10b

note: air flows through nose

n
nest
banner

kn - knee, knife, know, etc.
pn - pneumonia
gn - sign, gnat, reign
en - open (op'n), etc.
on - cotton (cot'n), etc.
ain - certain (cer-t'n), etc.



p
pig
supper

ph - shepherd
ough - hiccough



10c

note: same as **b**, but *unvoiced*

q really has no sound of its own! It is always paired with **u** (**qu**) and usually has the sound of **kw**. See **kw** under blends.

r
rug
merry

wr - write, wrong, etc.
rh - rhythm, rhyme, rhinestone
rhinoceros
rrh - diarrhea
- colonel (kern'l)



10d

s

sun
kiss
cent
city
dose
goose

c - see c
ps - psalm
psy - psychology, etc.
sci - scissors, fascinate, etc.
st - listen , whistle, wrestle, etc.



11a

note: same as z but *unvoiced*

t

telephone
button

bt - debt, doubt, subtle, etc.
pt - receipt
th - Thomas, Thailand
ght - night, right, etc.
cht - yacht
z - pizza
ed - walked. When adding **ed** to words that end in *unvoiced* consonants (except **t**) the sound is just **t**: walk't.
With a word ending in **t**, say two syllables: pat-ted, lif-ted.



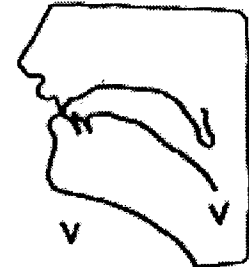
11b

tongue: tip taps ridge behind teeth
note: same as d, but *unvoiced*

v

vest
savvy
over

f - of



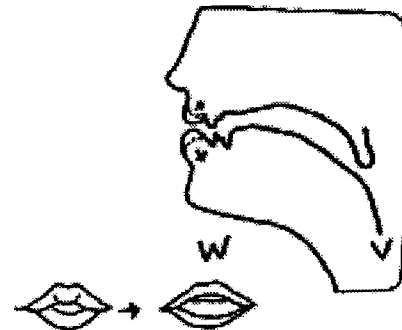
11c

note: same as f, but *voiced*

w

web

u - persuade, iguana
-- one (won)
ou - strenuous
wh - whale, why
(some Americans say all **wh** sounds as **w**)



11d

x has no sound of its own. Look under blends for **ks** and **kz**.

y (refer back to vowel section - **y** as a vowel can have the sound of long e or short i)
 yarn

- u - university, unit, cute etc.
- eu - Europe, feud
- ew - few
- eau - beauty
- i - opinion, onion
- u - strenuous
- j - hallelujah
- ll (in Spanish) torilla
- n with ~ (in Spanish) canyon



12a

z
 zipper
 jazz
 puzzle
 frozen

- ss - scissors
- s - days, lose, was, please, as, advise
- si - business (biz-ness)
- use - exCUSE (verb), fuse
- choose, loose, clothes
- chosen



12b

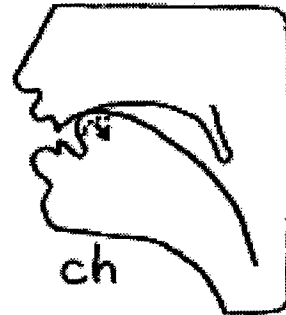
note: same as **s**, but *voiced*

Consonant Blend Sounds

Some consonants can be said together. Those that make new sounds are illustrated. The dash shows if they can only begin (bl-) or end (-ck) a syllable, or do both (-ch-).

bl-
 blue
br-
 brand
-ch-
 check
 lunch
 kitchen

- c - cello
- te - righteous
- ti - question
- tu- nature, picture (pik-chur)



12c

note: same as **j**, but *unvoiced*

-ck
cl- (really **kl** sound)
 clap
cr- (really **kr** sound)
 cross
-ct (really **kt** sound)
 act
dr-
 dress

(see **k**)

dw-
dwell
-dz

ds - roads, ads

fl-
flag
fr-
frog
-ft
lift

gl-
glad
gr-
gram

-gw- (not spelled)

gu - penguin

hw-

w - wheat, white

sound starts with puff of air

-l Words that end with an **le** have no **e** sound, just an **l** sound: table (ta-b'l), uncle (un-k'l), handle (han-d'l), rifle (ri-f'l), bugle (bu-g'l), tickle (tic-k'le), simple (sim-p'l), puzzle (puz-z'l).

-ld

hold

-lk

milk

kl- (not spelled)

cl - clap

kr- (not spelled)

cr - cross

chr -Christmas, chronology

-ks-

x - tax, text, exit, box, tuxedo, etc.

c - facsimile, exciting

cc - eccentric

cks - tacks, pecks, picks, pocks, pucks

-kz- (not spelled)

xes -taxes, mixes, oxen, luxury

-kw- (not spelled)

qu - quarter, quit, etc.

cqu - acquire

ch - choir

-mp

jump

-nch

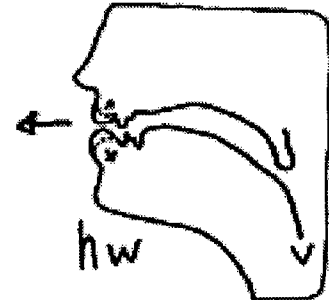
lunch

-nd

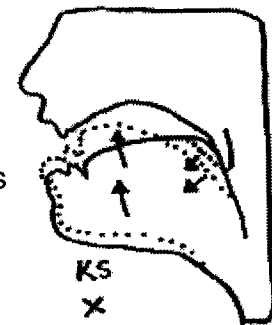
and

-ng

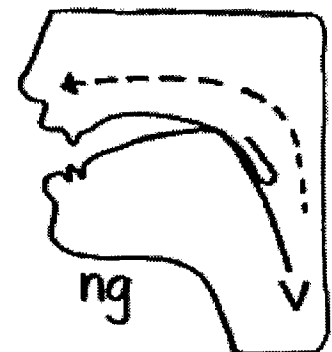
sing, sang, sung, song, strength



13a



13b



13c

-ng'd (not spelled)	nged - belonged, etc.
-ng-g (not spelled)	ng - finger, (fing-ger) anger (ang-ger)
-ngz (not spelled)	sings
-nk	
sink, sank, sunk, honk	
-nt	
rent	
pl-	
plan	
pr-	
prime	
-pt	
adopt	
-rb	
curb	
-rch	
church	
-rd	
card	
-rf	
scarf	
-rj (not spelled)	rge - large, etc.
-rk	
pork	
-rl	
curl	
-rm	
arm	
-rn	
earn	
-rp	
sharp	
-rs	
nurse	
-rt	
dirt	
-rth	
earth	
-rz (not spelled)	rs - furs
-rv	
curve	
-rch	
march	
-rsh	
marshmallow	

-sk- and **sc-** followed by a, o, u

scan, scout, scum

risk, skate

-sh-

ship

wish

worship

sch - school, schedule

scheme, schizophrenic

ci - special, ancient, musician

s - sugar, sure, censure

ch - machine, Chicago, chef

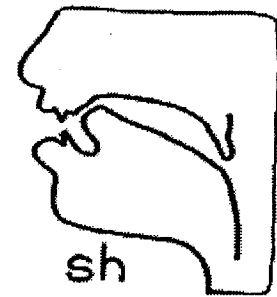
ion - nation, partial, patient

sion - tension (ten-shun)

ean - ocean (o-shun)

sci - fascism, conscious

ss - mission, tissue



15a

note: same as **zh**, but *unvoiced*

shr-

shrug

skl- (not spelled)

-skr- (not spelled)

-sks

desks

skw- (not spelled)

sl-

slip

sm-

small

sn-

snap

-sp-

spill, crisp

spl-

splash

spr-

spring

-sps

wasps

-st-

stack, first

str-

string

-sts

tests

sw-

swim

-tch

*witch, pitcher(pit-chur)

-th-

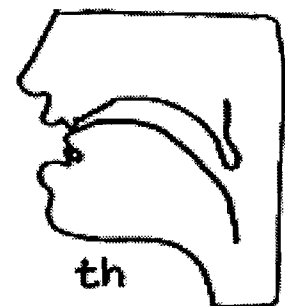
thigh,

with, withhold

scl - sclerosis

scr - describe, scratch

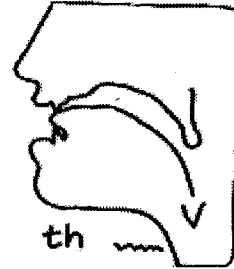
squirrel



15b

note: This **th** sound is *unvoiced*

-th-
 the, this, that
 father,
 these, those
 there



16a

note: This **th** sound is *voiced*

thd (not spelled)

thed - bathed

-ths

tenths

thr-

three

tr-

trip

tw-

twins, between

wh-

wheel, why (see **hw** for explanation and picture)

j - San Juan, marijuana

zh (not spelled)

su -measure, pleasure, leisure

sion - vision

z - azure

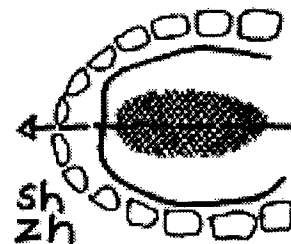
g - genre

ss - fission



16b

note: same as **sh**, but *voiced*



16c

Silent letters

b - comb, debt, tomb, subtle, dumb, bomb, doubt, subpoena

c - Connecticut

ch - yacht

e - plaque, vegetable (veg'tab'l), bridge, Wednesday (commonly said Wends-day)

g - sign, gnat, gnu

gh - right, drought, eight, weigh, etc.

h - hour, honor, honest, herb, rhyme, rhythm, thyme

i - business, parliament

k in kn words, the k is silent: know, knot, knee

l - talk, walk, could, should, would, folk, half, etc.

n - autumn, column, government, kiln, damn

o - sophomore, opossum

p - cupboard, pneumonia, psalm, raspberry, receipt

r - surprise (this is a common pronunciation)

s - aisle, island, patios

t - beret, Chevrolet, depot, listen, whistle, wrestle, Christmas, trestle

(in rapid speech, the **t** is very lightly pronounced in such words as mountain and little)

th - asthma, isthmus, northeaster, Thai, thyme

u - biscuit, build, guest, plague, plaque

w - who, whole, write, wrong, two, sword

x - faux

z - rendezvous

COMMUNICATIVE ENGLISH

SUAN SUNANDHA INTERNATIONAL SCHOOL OF ART

(SISA)

Chapter 1

Consonants and Vowels Phonics

Sounds of English

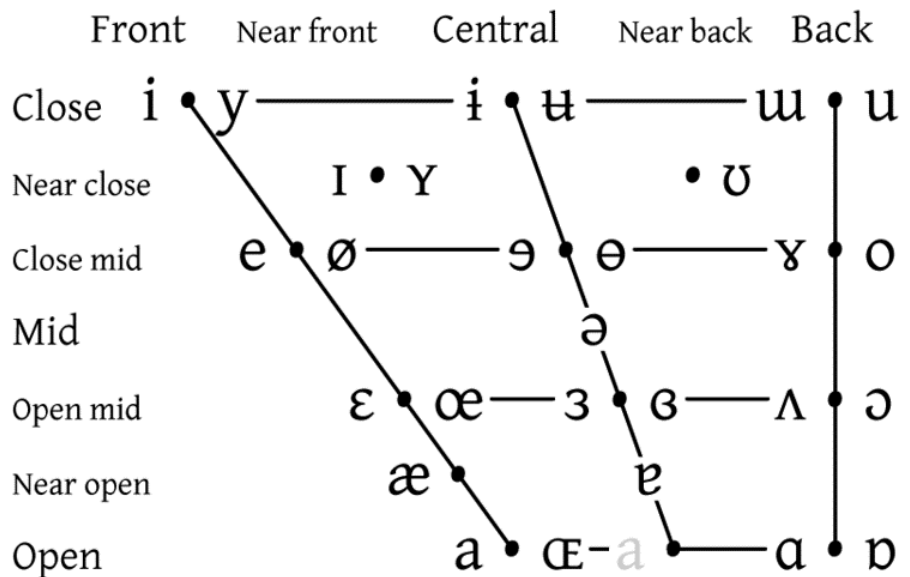
VOWELS

ɪ	ʊ	ʌ	ɒ	ə	e	æ		'short'
i:	u:	a:	ɔ:	ɜ:				'long'
ɪə	ʊə	aɪ	ɔɪ	əʊ	eə	aʊ	eɪ	diphthongs

CONSONANTS

p	t	tʃ	k	f	θ	s	ʃ	voiceless
b	d	dʒ	g	v	ð	z	ʒ	voiced
m	n	ŋ	h	l	r	w	j	

VOWELS



Vowels at right & left of bullets are rounded & unrounded.

VOICELESS AND VOICED CONSONANTS

Examples of **Voiced** and **Voiceless** Consonants



shells

b d g
j l m
n ng r
sz th v
w y z



gloves

ch f k
p s
sh t th



books

ɪ SEE	ɪ SIT	ʊ BOOK	uː TOO	ɪə HERE	eɪ DAY		
e MEN	ə AMERICA	ɜː WORD	ɔː SORT	ʊə TOUR	ɔɪ BOY	əʊ GO	
æ CAT	ʌ BUT	ɑː PART	ɒ NOT	eə WEAR	aɪ MY	aʊ HOW	
p PIG	b BED	t TIME	d DO	tʃ CHURCH	dʒ JUDGE	k KILO	g GO
f FIVE	v VERY	θ THINK	ð THE	s SIX	z ZOO	ʃ SHORT	ʒ CASUAL
m MILK	n NO	ŋ SING	h HELLO	l LIVE	r READ	w WINDOW	j YES

Chapter 2

Consonants Clusters Phonics

SPS/SKS/STS

The tongue tip is just behind the teeth and it can point up or down. Lass—Then we make a quick stop of the air, interrupting the S, this is the T. So you stop the airflow but you might also move your tongue. For example, my tongue presses against the roof of the mouth.

It's not actually the tip that moves but the front top of the tongue just behind the tip. The tip stays in place, this is for the S, while this other part of the tongue lifts to the roof of the mouth then comes back down. Lasts. The air keeps going after the tongue comes back down, mouth is already in position for the S, so the S happens. Lasts.

KSK

Tasks tasks are complete.

Desks We ordered two new desks.

Asks She asks me that all the time.

Masks The air freshener masks the bad smell.

Basks . The dog basks in the sunshine.

Whisks . He whisks the eggs for the omelette.

Kiosks. . The airport is full of kiosks selling all kinds of things.

Mollusks. Sks. Mollusks. Mollusks. She studies mollusks. Asterisks. Asterisks. The contract has lots of asterisks. The contract has lots of asterisks.

STS

Tests The tests are hard. The tests are hard.

Dusts He vacuums and dusts twice a week.

Lasts This battery lasts a long time.

Costs We need to keep costs low.

Posts She posts on Facebook every day.

Hosts They're the hosts for the party.

Blasts The blasts were heard across town.

Ghosts I don't believe in ghosts. .

Resists She resists getting help from anyone.

Forests We're working on rebuilding the forests.

Wrists She broke both of her wrists in an accident.

Interests I have many interests.

SPS

Gasps There were loud gasps when he came on stage.

Wasps Our garage is infested with wasps.

Clasps She clasps her hands.

Lisps I work with children with lisps

Wisps Wisps of hair were in her face.

Grasps The baby grasps the toy for the first time.

Chapter 3

SCHWA



The image shows a grey rectangular box containing the phonetic symbol /ə/ in purple, with the word "SCHWA" written below it in purple. Underneath, there is a list of words with the schwa sound highlighted in purple in each word:

A	About	Maroon
E	Tandem	Elevate
I	Gravity	Feminine
O	Octopus	Idiom
U	Circus	Surround

Examples of the Schwa Sound

- A **schwa** is represented by an upside-down e. When a **schwa** sound is written in a pronunciation guide, it looks like this: ə.
- The **schwa** is only found in unstressed syllables. In fact, most unstressed vowels are pronounced as a **schwa**. For example, you can hear the muffled /uh/ sound in the first syllable of *amaze* \ə-'māz\ and the second syllable in *gallon* \ˈga-lən\.
- **Schwas** can be kind of lazy. In some words, an unstressed syllable that contains a schwa may disappear completely. For example, when we say the word *chocolate*, we usually eliminate the syllable that contains the **schwa**. Go ahead, say *chocolate*. How many syllables do you hear? How about *camera*, *interest*, and *several*?
- All English vowels have a **schwa** sound. Take a look at the chart below for examples of each vowel.

a:	<i>pleas<u>a</u>nt</i>	<i><u>a</u>gain</i>	<i>ballo<u>o</u>n</i>
e:	<i>prob<u>e</u>lem</i>	<i>celebr<u>e</u>te</i>	<i>en<u>e</u>my</i>
i:	<i>dupl<u>i</u>cate</i>	<i>pres<u>i</u>dent</i>	<i>famil<u>y</u></i>
o:	<i>parrot</i>	<i>botto<u>o</u>m</i>	<i>freed<u>o</u>m</i>
u:	<i>suppo<u>u</u>rt</i>	<i>circ<u>u</u>mstance</i>	<i>albu<u>u</u>m</i>
y:	<i>syri<u>u</u>ge</i>	<i>anal<u>y</u>sis</i>	<i>Pennsylvan<u>i</u>a</i>

CHAPTER 4

Pronunciation of ED

Pronunciation of ED IN ENGLISH

Pronunciation of ED

/ɪd/	/t/	/d/
T wanted	P helped	L called
D needed	K looked	N cleaned
	F sniffed	R offered
	GH laughed	G damaged
	SH washed	V loved
	CH watched	S used
	SS kissed	Z amazed
	C danced	B rubbed
	X fixed	M claimed

*** Voiced Sound**
= uses the vocal cords and they produce a vibration or humming sound in the throat.
(Touch your throat to feel it)

VOICELESS VOICED *

Words that end in a vowel sound use the /d/ pronunciation for ED.
e.g. -- played -- freed -- tried -- followed -- continued

www.grammar.cl www.woodwardenglish.com www.vocabulary.cl

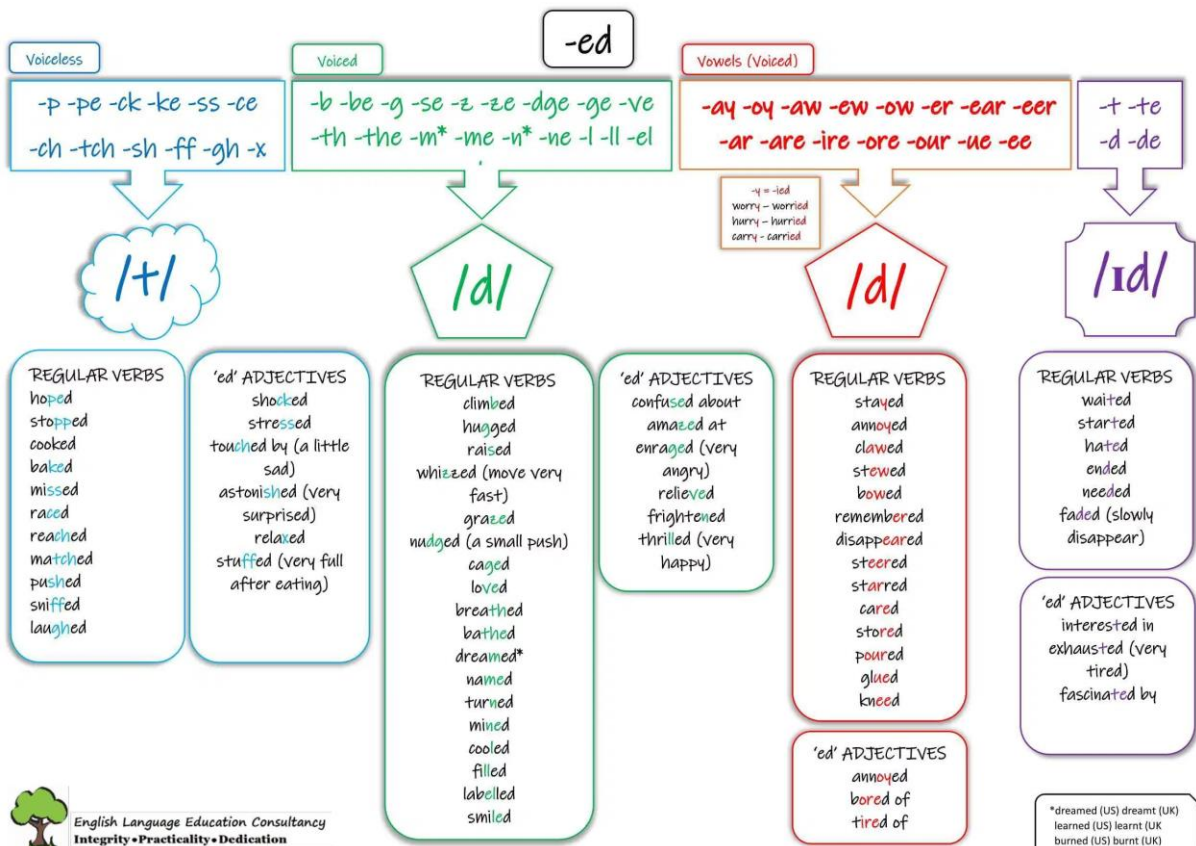
Woodward
ENGLISH

The pronunciation of words ending in ED depends on the final **consonant sound**. There are three ways to pronounce ED at the end of a word in English:

/ɪd/ /t/ /d/

- Past Tense
Regular Verbs
- Past Participles
- Adjectives

Exception: NAKED (nekid)



Chapter 5

STRESSED/UNSTRESSED

Scanning Syllables

Stressed syllable = 
louder/more force

Unstressed syllable = 
softer/ less force

Place the marks above the syllables they represent.

2-syllable word stress guide*

Stress the 1st syllable:

nouns	parent	/'pɛr ənt/
adjectives	quiet	/'kwaɪ ət/
adverbs	seldom	/'sɛl dəm/

Stress the 2nd syllable:

verbs	embrace	/əm 'breɪs/
-------	---------	-------------

	Stressed syllable	Unstressed syllable	Reduced syllable
i	appreciate	creation	deprecate
ɪ	implicit	simplistic	implication
eɪ	explain	chaotic	explanation
ɛ	allege	tempestuous	allegation
æ	emphatic	fantastic	emphasis
ɑ, ɒ	demonstrable	prognosis	demonstration
ɔ	cause	causality	
oʊ, əʊ	invoke	vocation	invocation
ʊ	hoodwink	neighborhood	
u	acoustic	acoustician	
ʌ	confront	umbrella	confrontation
ɜː, ɝ	confirm	verbose	confirmation
aɪ	recite	citation	recitation
a ʊ	devout	outsider	
ɔɪ	exploit	exploitation	
ju	beauty	beautician	circular

TIPS

graphy-geography, photography, cinematography

logy-biology, criminology

ic-phonetic, phonic, gymnastic, alcoholic

lty-reality, continuity, sustainability, eternity

tion-proposition, education, domination, demonstration, communication

meter-diameter, thermometer

ese-Japanese, Chinese,

lief-belief

ose-purpose, repose, suppose, propose

able-conceivable, able, unable

ment-entertainment/comment/



Two syllables words are normally stressed on the first syllable.

Ex.	water	certain	towel
	selfish	table	wonder
	open	radio	basin
	moment	minute	labor

If some words can be noun and verb, we call 2 stressed syllable

Project (n)

Project (v)

Object (n)

Object (v)

Exception: **comment** always 1st syllable for both noun and verb

Command always 2nd syllable for both noun and verb

Chapter 6

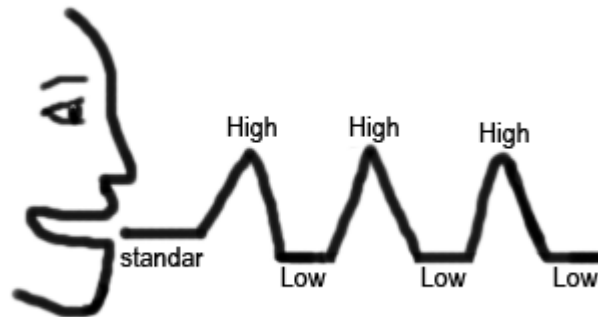
INTONATION

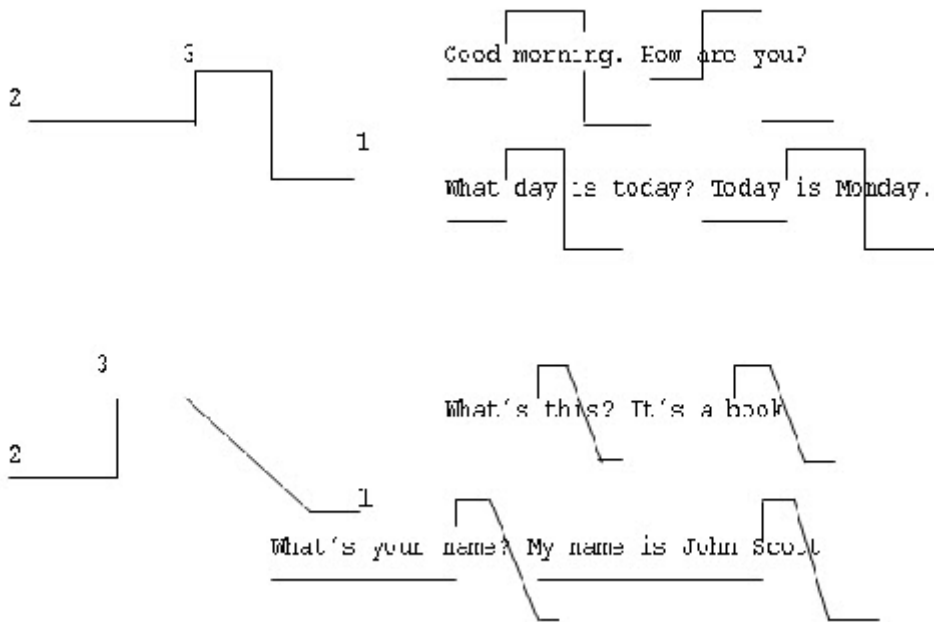
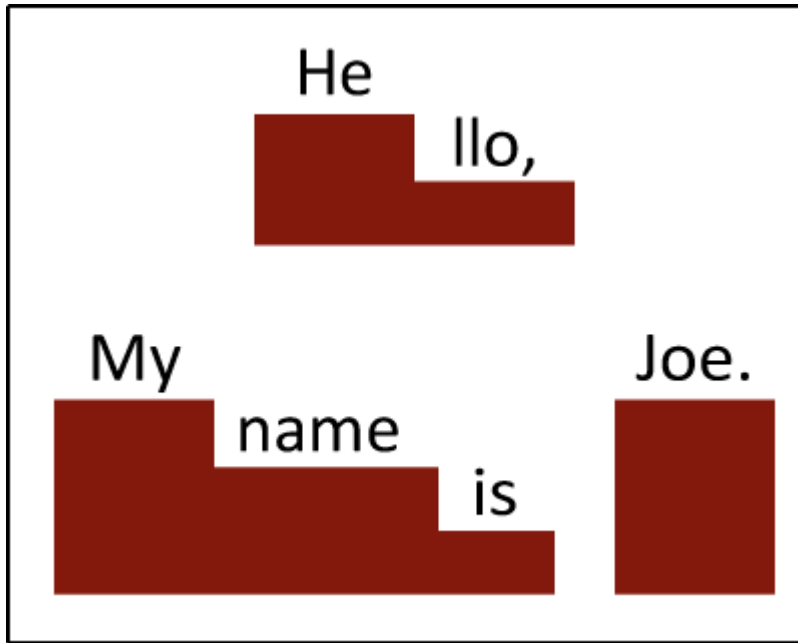
Intonation

→ Pitch is raising and lowering the voice while speaking. The use of pitch is called intonation.

Introduction of Intonation video:

<https://www.youtube.com/watch?v=tzh3Owutf5Y>





ENGLISH FOR INFORMATION AND INFORMATION RETRIEVAL

1. Search Engine search

Bringing knowledge about the Internet to apply in the study of knowledge, including searching for information on the Internet. By using the Internet about this study, content can be divided into 3 levels as follows.

1. Internet browsing
2. Using information from the Internet
3. Creating your own data source

Research using Search Engines

The very popular use of the Internet. will include visiting various websites to find out but the visit. Just in case we know what those websites are called. web content focus on what We can visit immediately. But in case we do not know the names of those sites. But we have a need to find some content. There

is a way to access the information. by using the ability of Search Engine

Search Engine will have a page to compile a list of different websites, organized into categories. The user simply knows the topic they want to search for and enters. word or text of the topic into the specified field Click the search button only. Summary And a list of related websites will be displayed for us to learn more immediately.

Each Search Engine has a different method and database storage for the type of Search Engine that each website uses to collect data. Therefore, in order to find the item by the Search method, at least we must know that. website to use the service What method or type of Search Engine do you use? Because each type has a different storage resolution.

Types of Search Engines

Search Engines are now part of our daily life, whether it be carrying out research for Xmas presents or where is the nearest coffee shop open before 7am or looking for best Steak House in town. People are now becoming more and more dependent on search engines to get the answer for their everyday queries.

At Inspire we monitor our search traffic using a variety of analytics. Most of our queries returned are related to what we do and some are simply bizarre. Those we're interested in relate to the services of what we do e.g. improving search ranking, web design, web development, and many more.

Much as we utilise "all routes to market" we are still heavily dependent on the search engines for our bread & butter traffic.

Recently we did a piece of work for a client looking to reach into the Russian market, they'd spoken to other firms who all shared about what they'd do on Google and how such experts they are. This completely missed the point as Google are not the dominant search engine in Russia, Yandex is!!!

This brought it home to me that perhaps people have assumed that because Google is a dominant Global player that they are also the dominant player in every market.

For that reason we thought it would be worthwhile having a run down on the rest of the World, so let's look at top 12 search engines in the world.

List of Top 12 Best Search Engines in The World

1. Google



Google Search Engine is the best search engine in the world and it is also one of most popular products from Google. Almost 70 percent of the Search Engine market has been acquired by Google. The tech giant is always evolving and looking to improve the search engine algorithm to provide best results to the end-user. Although Google appears to be the biggest search engine, as of 2015 YouTube is now more popular than Google (on desktop computers).

GIVE IT A GO: [Google Search App](#)



2. Bing

Bing is Microsoft's answer to Google and it was launched in 2009. Bing is the default search engine in Microsoft's web browser. At Bing, they are always striving to make it a better search engine but it's got a long way to go to give Google

competition. Microsoft's search engine provides different services including image, web and video search along with maps. Bing introduced Places (Google's equivalent is Google My Business), this is a great platform for business to submit their details to optimise their search results.
GIVE IT A GO: [Bing Search App](#)

The image shows the classic Yahoo! logo in a purple, serif font with an exclamation point.

3. [Yahoo](#)

Yahoo & Bing compete more with each other than with Google. A recent report on netmarketshare.com tells us that Yahoo have a market share of 7.68 percent. Although a leader as a free email provider, this is declining significantly though with their recent acknowledgement that User Details & Passwords were hacked last year.
GIVE IT A GO: [Yahoo Search App](#)

The image shows the Baidu logo, which consists of the word 'Baidu' in red and blue, with a blue paw print icon above the 'i', and the Chinese characters '百度' in red to the right.

4. [Baidu](#)

Baidu is the most used search engine in China and was founded in Jan, 2000 by Chinese Entrepreneur, Eric Xu. This web search is made to deliver results for website, audio files and images. It provides some other services including maps, news, cloud storage and much more.
WATCH THEIR STORY: [Baidu: The Chinese Google](#)

Aol.

5. AOL

Aol.com is also among the top search engines. These are the guys that used to send out CD's which you'd load onto your PC to install their browser and modem software. Once the pre-eminent player they now have a market share of 0.59 percent. Verizon Communication bought AOL for \$4.4 billion. It was started back in 1983 as Control Video Corporation. It was named America Online in 1991 and in 2009 as AOL Inc. AOL is a global mass media company which is based in New York. The company also provides advertising services as AOL Advertising, AOL mail and AOL Platform.



6. Ask.com

Founded in 1995, Ask.com, previously known as Ask Jeeves. Their key concept was to have search results based on a simple question + answer web format. It is a question & answer community where you can get the answers for your question and it integrates a large amount of archive data to answer your question. Because of this dependency on archived and active user contributions the results will not be as current as those you get in Google, Bing and Yahoo. They've tried to counter where their resources don't have the answer they take help from a third-party search engine. Interestingly they don't name who this is.



7. Excite

Excite is not widely known but is one that still gets into the top 10. Excite is an online service portal that provides internet services like email, search engine, news, instant messaging and weather updates. This also provides us with the latest trends, topics and search for phrases such as: What can President Trump actually do?



8. **DuckDuckGo**

DuckDuckGo is a popular search engine known for protecting the privacy of the users. Unlike Ask.com they are quite open about who they use to generate search results; they've partnered with Yahoo, Bing and Yummly. It was founded back in 2008 by Gabriel Weinberg in California and its revenue come from Yahoo-Bing search alliance network and Affiliates.



9. Wolfram Alpha

Wolfram Alpha is a computational knowledge search engine which does not give list of documents or web pages as search results. Results are based on facts & data about that query. Their mission statement is to make all systematic knowledge computable and broadly accessible. Launched in 2009, they now have a Pro solution designed with pricing for Students and Educators. Much as it's targeted, it's an awesome tool for the right market.

Yandex

10.

Yandex

Launched in 1997, Yandex is most used search engine in Russia. Yandex also has a great presence in Ukraine, Kazakhstan, Belarus and Turkey. It provides services like Yandex Maps, Yandex Music, online translator, Yandex Money and many other services.



11.

Lycos

Lycos has a good reputation in search engine industry. Its key areas served are email, web hosting, social networking, and

entertainment

websites.



12. Chacha.com - December 2016 UPDATE: ChaCha ceased trading due to declining advertising revenues
Chacha.com is a human-guided search engine and was founded in 2006. You can ask anything in its search box and you will be answered in real-time. It also provides mobile search and marketing services. You can also install its mobile apps on iPhone, iPad and Android.

2. Subject Directories

1. Keyword Index 3. Metasearch Engines

Keyword Index is a search for information. By searching the text of the web pages that have been surveyed. Will read text, data, about 200-300 characters of the first web page. This type of search engine search method prioritizes the sorting of the data. searching for information By the way, this will be very fast. But there is relatively little resolution in categorizing the data. Because they do not take into account the details of the content as they should. But if you want a broader approach to data This kind of search would be optimal. Websites that provide Keyword Index Search Engine services, including:

<http://www.google.com/> <http://www.altavista.com/>

Subject Directories This classification of Search Engine data is categorized by content analysis. of each web page that the content is about By this classification, people will consider each web page and then categorize it. It depends on the discretion of each categorization person to store that information. in what group Therefore, this type of Search Engine database is classified by content first. and then used as a database for further searches

<http://www.thaiwebhunter.com/> <http://www.sanook.com>

Metasearch Engines, being Seetasearch Engines, will also be able to link to other Search Engine types to browse information discovered by other Search Engines, noted by the words [Found on Google, Yahoo!] at the end. That means searching for that message. Come to connect by going to search information from the web arch Engine that is used to search the web with the Search Engine Metasearch Engines itself, but the more predominant is the Search Engine like MGoogle and Yahoo.

However, there is a downside to this method of searching, which is that it doesn't focus on the small size of letters and often doesn't search for natural language words, and most Metasearch Engines don't support it. Thai language

2. Principles for choosing search engine

Principles for choosing Search Engine

Source: http://guru.sanook.com/answer/question/the-principle-of-using_Search_Enginc

Principles for choosing a search engine

1. Search from Directory or Category - Web Sites that are used to search most often have a category (Category or Directory) of various information already if we know what we

want to find. What category or topic should it be in? should go and check in that category. This may lead to more relevant information and opportunities. Choose more interesting things as well.

2. Search from many Search Engines - Due to the enormous amount of information on the Internet, no Search Engine can find all the information. Therefore, when searching for the desired information is not found in one Search Engine, you should try other Search Engines because in addition to getting the information you want. may result in more diverse information

3. Search by keyword (Keyword) - the word used as the main search engine. Specificity is required. or unique in order for Search Engine to find results that meet the needs And there are not too many results. Therefore, do not waste time reading irrelevant results. And have heard the name of the project called BUDSIR, so we use the word "BUDSIR" as a keyword in the search.

Want to check the results of the university entrance examination in the academic year 2003, can specify the word "entrance result 46" as a Keyword for Search Engine that supports Thai language searches.

4. Use Advanced Search - In many cases it is impossible to find a word that specific to search Therefore, it is necessary to use

many words together in order to get results that meet the needs of Search Engine. using the following command called Boolean Operator

AND is a forced search. For example, when searching for cloning AND dolly, the result must include both cloning and dolly. Search engines generally use AND as their search criteria. And when entering more than one word in the search, then searching for cloning dolly will return the same result as cloning AND dolly.

OR forces the search to result in either the 1st word or the 2nd word (or both).

Because it will get more results than using AND, but many search engines support this command.

NOT tells Search Engines to search by omitting irrelevant words. For example, when searching for cloning NOT dolly, the result will be cloning but no dolly.

* Used to find a specific part of a word. This can only be done on some Search Engines.

Phrase searches using phrases such as “genetic engineering.” The results must contain the first word followed by the second word only.

The way these Boolean Operator commands are used may vary from search engine. Users should read each Search Engine's instructions before using them. Nowadays, searching for information in Advanced Search is often characterized by choosing to fill in specific terms with various conditions.

3. Techniques for searching information

Search techniques refer to the methods used in the construction of search sentences. in order to obtain the information that best meets the needs techniques for searching It can be divided into two types: Basic Search and Advanced Search.

Before starting the search How should I prepare?

1. The searcher must know that he Want to find information about any subject? In addition, there must be some information related to the subject to be searched. (Try to explore yourself first. What information do you have right now?) If you don't have it yet, think about it...use it a bit...can you do it yet? I have written it down....

Or if you can't figure it out, I'll help you figure it out. Simple, for example, do you know the author's name? Know the title we want to search for? If you don't know, you can set a subject or keyword instead. I'll talk later....

2. Do you know any information sources or tools to use for searching? For example, if you want to search for a research bibliography of Khon Kaen University Library Which database should be used to search? so that you can get the information you need, etc.

So another important thing The searcher must know the information sources and databases or search engines relevant to the field of study. There are now many free and commercial services. (Get to know electronic databases and easy search methods here)

3. Must know how to use information sources Database or search engine, for example, knowing basic search methods. Or if it's good, you should know the advanced search as well. They also need to know how to manage results, such as recording, printing, sending information via e-mail, managing bibliography, etc.

4. Know the rules, regulations, etiquette in using information sources. database or search engine Because nowadays there are more copyright violations.

retrieval techniques

1. Basic Search is a simple, uncomplicated search for information by using a single word or a combination of just one word to search for information. For the most part, Simple Search has search options:

1.1 Author name (Author) is a search using the name of a person, group of people, pen name or organization/organization name. who is the author or author of a book, article, research, thesis or information resource which has a simple search principle as follows:

1.1.1 Thai authors are searching for a person's name, for example, Kulthida Tuamsuk, omit the title, for example Mr. Mrs. Ms. or if a person has a title or title search by name and suffixed with titles or titles If it is a search for a name that is a pen name, nickname or title Search by pen name, nickname, or title.

for example

- Mrs. Kultida Tuamsuk, the name used to search is Kultida Tuamsuk (to be removed from the title)

- MR Kukrit Pramote, name used to search is Kukrit Pramote, MR.

(to take the title or dignity come after the name)

- Police Lieutenant Purachai Pimsomboon The search name was Purachai Pimsomboon. (to cut off rank or position)

- Phraya Upakitti Silapasarn The name used to search was Phraya Upakitti Silapasarn.

- Wachiramedhi, the name used to search is Wachiramedhi

- Phrakhru Wimonkunakorn The search name was Phrakhru Wimonkunakorn.

1.1.2 Foreign authors Search by first name, followed by middle and first names.

for example

"Judith G. Voet" The search name is Voet, Judith G.
or Voet, Judith
or Voet

1.1.3 Authors who are agencies/organizations
Search by organization name or organization name. Search by the name of the major organization first. followed by the name of the sub-organization If it's an abbreviation When searching, use the full name.

for example

- Office of Academic Resources Khon Kaen University The search name is Khon Kaen University. Office of Academic Resources

- TAT, the name used to search is the Tourism Parade of Thailand.

1.2 Title is a search for information. with titles such as book titles, article titles, short titles, novels, research titles, or thesis Searching by this title It's a specific search. so the searcher must know the title Principles of searching by titles in both Thai and foreign languages Use the same principle, which is to search by that name. The system will search from the title. starting from the first and the next letter respectively

for example

- Love song in the cold wind (I like to watch it a lot.. Chueng.. plus the lead actor.. handsome)

- Internet for beginners (This story is also liked by the author Ajarn Yuen Phu Worawan)

- Engineering Analysis (I didn't read this story. because my head hurts)

1.3 Subject (Subject Heading) is a word or phrase that has been set up. to use in place of the content of books, articles, research

4. Popular search engine website

Popular Search Engine Sites

Nowadays, there are many websites that are search engines. Whether it is in the form of an encyclopedia and an index, each website has different advantages. Here, let's take an example of a leading website in Thailand and abroad.

Google

www.google.com

Google is one of the largest database websites in the world. In the past it was a database management company to serve other search sites. Currently open a search site by itself. It has a database of more than three billion websites and growing every day. is a search site that supports more than 80 languages around the world.

(Including Thai) and has servers in various parts of the world in as many as 36 countries, including in Thailand. The Google search service will split the database into 4 categories and each category has additional special searches as well.

- Web: It is a search for information from various websites around the world.

- Images : This is a search for images of various formats from various websites.

- Newsgroups : Search for interesting stories from various newsgroups.

- Web Directory : Searching for information from websites separated into categories.

Sanook

<http://www.sanook.com>

It is a famous Thai website that is a source of Thai information that has a lot of information to search both in Thailand and around the world, which includes both an encyclopedia and a search term. This will tell you the address of the website and have a web description that is easy to understand. and can also send this website to friends by email too

Go

<http://www.go.com>

It is a Search Engine that has a large database and also includes a database of email lists and newsgroups. In addition, the web page also

Beautiful and playful.

Yahoo

<http://www.yahoo.com>

Yahoo (pronounced ya-hoo) is one of the oldest and most famous search engines in the internet empire. The main strength of this website is probably due to its fast search capabilities. Websites stored in the database are divided into categories and there is a systematic link between each subgroup.

AltaVista

<http://www.altavist.com>

AltaVista is a Search Engine that features lightning-fast search speeds and meets the needs of its users. You can command a keyword or keyword search clearly and using Boolean semantics (OR, AND, NOT) would be great.

5. How to use Google

How to use GOOGLE

Google (Google) the well known Search Engine site. But how to use it for maximum efficiency Today, we have a guide to use to tell each other, whether you are a student, student or worker, can learn. The testimonials are really helpful. If you still don't believe must challenge to prove

Start searching the web with Google

go to web www.google.com or www.google.co.th? Usually takes us to google.co.th because we use the internet in Thailand (Google, he can check).

Type the word you want to search in the blank? such as the word ?IT? etc. (do not include the ??)

Press the ?Search with Google?

This will give you the results you have already entered.

Let's go..

Advanced Search with BlueLean

For searching with Search Engine like Google, we can add more details to search. By inserting +, - , OR to separate the words you want to search. This method is called Bluelean.

Example of a boolean sign

The + sign means and

The sign?- means no.

The OR sign means or

Examples of using markers to indicate details

Search for the word diamond and want it to show only pink.

When typing in the search box, type as follows.

diamond + pink

The result from google will find the text pink diamond only, white will not show.

How to search for a specific file type

Open up Google

Type filetype:doc followed by the desired filename, e.g. Google Tips.

full print example

filetype:doc Google Tips

What it means is to search for files with the extension .DOC and filenames with the word "Google Tips" in them.

That way we can quickly find the file type. It may also be useful as a guide for making reports as well. As for music files, you can go to the section "Google Chapter 8 - Find MP3 Music". Go read it at the heading "Google Part 5? Find an image to use in the report.

In addition, a good search should be

Search images with Google

In addition to searching websites, Google also collects images. stored in our database as well This allows us to easily find pictures if you want a picture of Thailand. just type the search word in Thai If you want to focus from abroad should type the name of the picture in English instead

How to find images in Google

Specifically, for example, if you want to buy a

Go to the website Google.com or Google.co.th.

Click the Picture button above.

Type the word you want to search, such as the word Thai star, etc.

will get the images as Google has grouped.

Notice that in the column on the left hand side, there is a topic for us to choose the size of the picture too. Really awesome, especially for kids. who want to bring the picture to make a report, very convenient, plus if it is a person You can also choose a picture that is specific to your face as well. So how can you not love Google..Computer? It should also be stated that want to buy a table or a tote bag, etc.

6. How to search website for a specific word

If you're a marketer at an agency or on an in-house marketing team, at one point or another you will need to search within a website for a specific word. Depending on your technical ability, you may not know where to start.

Why You May Need to Search a Site for a Specific Word

There are some very important reasons why you need to learn how to search for keywords on a webpage.

- You've acquired a new business/website and need to change the brand name everywhere on the site.
- Your business has moved locations and you need to update it everywhere it's mentioned.
- You've rebranded a popular product and need to update it across your site.
- You suspect another website is infringing on your copyrighted material and need to search their website for it.
- You've added a new page to your site and would like to link to it internally from any existing page that mentions the new topic.

Can I Search a Website for a Particular Word?

There are four common methods you can use to search for words on a website. Some of the methods are easy, but others are not. This article will teach you how to search within a website using each of the four techniques.

1. [Search and Find](#)
2. [Website Search Bar](#)
3. [Site Search Google Command](#)
4. [Screaming Frog Custom Search](#)

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How to Search Within a Website

Learning how to search for words in a website can be easy. If you have limited technical ability, stick to the first three methods. The fourth method will explore a more difficult option that technical marketers may want to explore.

1. Do a Search and Find

When you need to search within a site for a certain word, use the “Search and Find” keyboard shortcuts on your Mac or PC.

PC: Press CTRL + F

Mac: Press Command + F

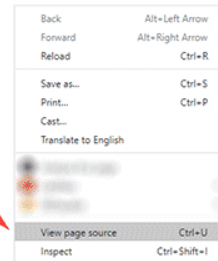
You can search the visible HTML on a page by doing a search and find on the standard page. However, there could be expandable fields on the page that wouldn’t get searched in this instance. To do a search of all visible and invisible HTML

on a page, right-click on the page and select “View page source.” This will open the source code for your web page. Use your search and find keyboard shortcut on the source code for a more thorough search.

11 Google Search Operators

Use these Google search tips to support your efforts. Here are examples of both basic and advanced Google search operators. The 11 items in this Google search operators list will help you see the true potential of a more specific, targeted search.

```
1 Quotations: "marketing agency in Houston"
2 OR: marketing OR advertising agency in Houston
3 +/-: marketing + agency / marketing -network
4 Site: site:marion.com
5 Link: link:https://www.marion.com/google-advanced-search-operators-search-commands/
6 Filetype: filetype:pdf site:marion.com
7 Related: related:marion.com
8 Location: location:houston marketing agencies
9 Define: define:marketing
10 Intitle: intitle:marion marketing agency in Houston
11 Inurl: inurl:blog marketing agency in Houston
```



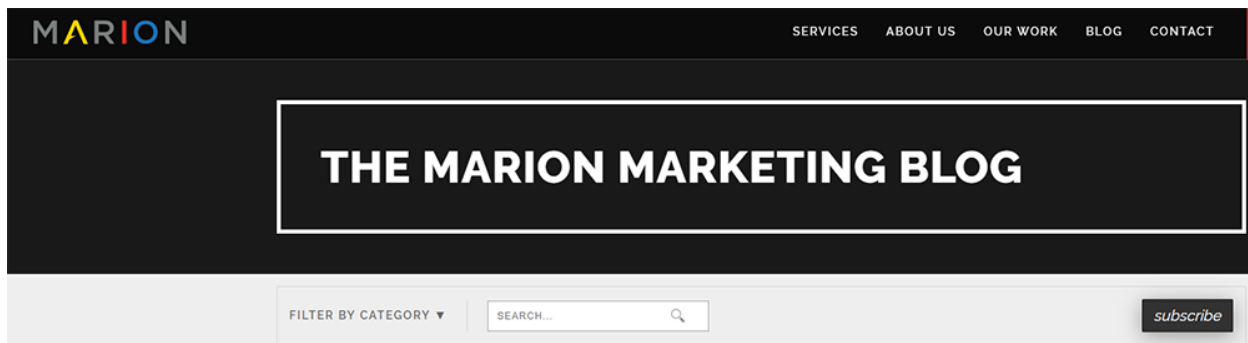
1. Quotations – “Search phrase”

By using quotations, any term or phrase can be used to return results with an exact match of your phrase. This is ideal when you're not finding the type of results you want, or your search is too ambiguous.

For example, imagine you are researching John A. Smith, the owner of a competing company. You search for John Smith and

The major downside of learning how to search for keywords on a web page with this method is that you can only search one page at a time. If you're examining a small website, with 10 pages or less, this technique will work. If you're searching a larger site, check out the other available search methods.

2. Use the Website's Search Bar

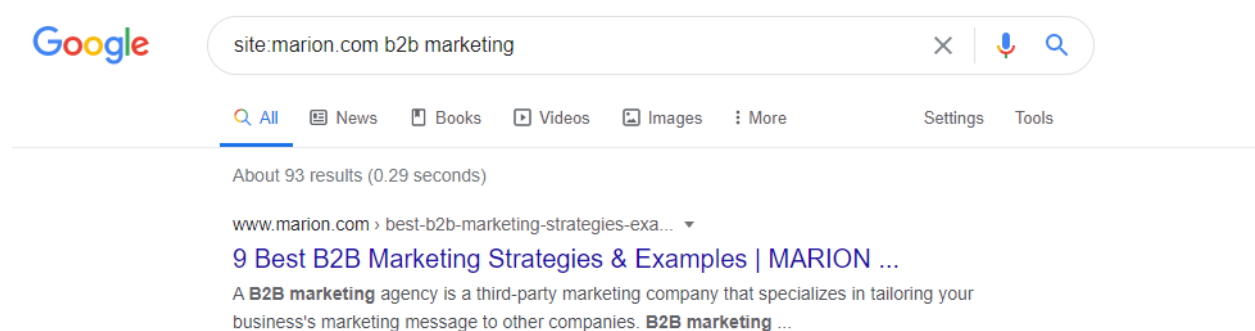


This isn't always obvious, but most sites have a search bar. It may take a minute of looking around to find it, but you can generally find a search icon in the top right of a web page. Type in your keywords of interest, then hit enter to begin your search.

While this technique can sometimes work, its success largely depends on how the website of interest has configured its search bar. Many standard search bars will only search blog posts and not pages. Other search bars limit their search to page titles and won't search the body copy of their pages for your keyword.

Also, what if your target site doesn't have a search bar? You've got to learn how to search a site without a search bar in that instance. For a more detailed search that puts the control back in your court, use methods two or three to search for a keyword within a site.

3. Use the Site Search Google Command



We've covered several [Google Search commands](#) on the MARION blog before, but the Site Search Google Command is

one of the most powerful. This operator lets you Google search a single website at a time.

For example, imagine you need to search marketingwebsite.com for the words “keyword search.” In the Google search bar, you would enter the following:

site:marketingwebsite.com “keyword search”

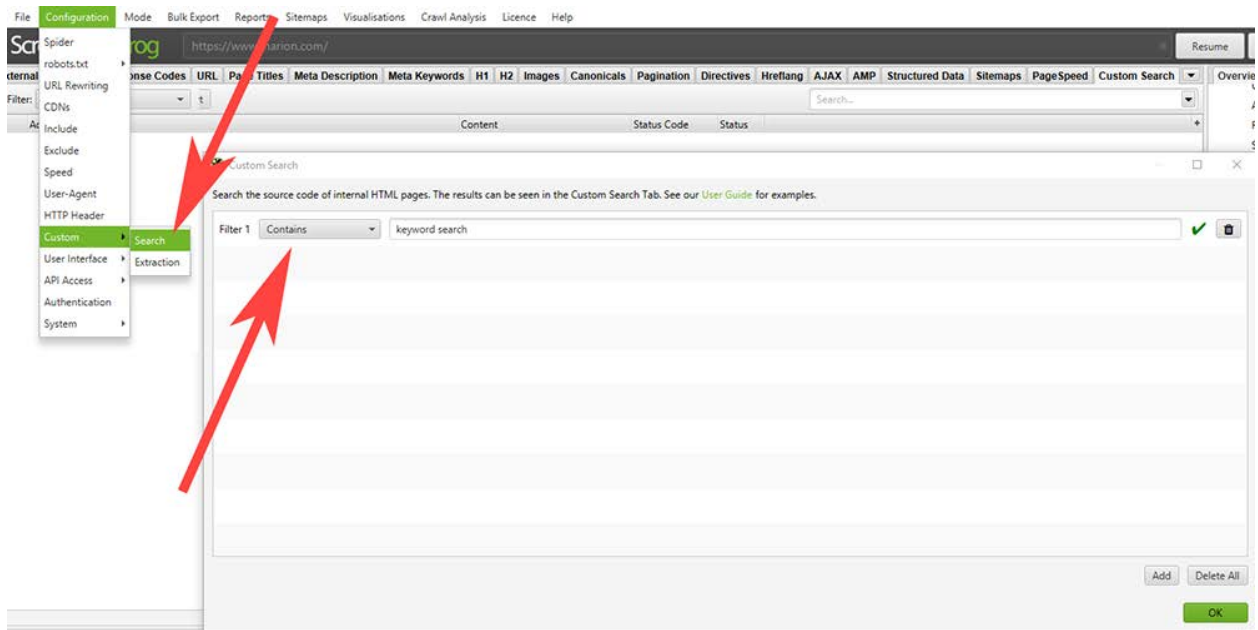
Notice, there is no space after the colon, and we put quotes around our search term of interest. By using quotations, any search term can be used to return results with an exact match of your phrase. This is great when you’re not getting the results you want, or your search is too ambiguous.

4. Use Screaming Frog to Search for a Keyword within a Site

Screaming Frog is a website crawler that extracts data and allows you to audit a site for common SEO issues. You can download the tool and crawl up to 500 URLs with the free version of the software, but you can also buy a yearly license for about \$165 (which is inexpensive as far as valuable SEO tools go).

You can find the detailed [Screaming Frog User Guide here](#), but we’re only interested in one aspect of the tool for this article.

If you navigate to Configuration > Custom > Search, you can set search conditions that will help you find a phrase across the entire site being crawled.



In our example above, we specified that we wanted to search every page for the keyword, “keyword search.” Once you start your Screaming Frog crawl, it will analyze every page on the target website for that search term.

After the site has been crawled, one of the columns in the resulting “Custom Search” report will specify how many times each page used your exact phrase.

The screenshot shows the Screaming Frog report interface. The 'Custom Search' report is displayed, showing a table with columns for Address, Content, Status Code, Status, and Contains: 'keyword search'. A red arrow points to the 'Contains: keyword search' column.

Address	Content	Status Code	Status	Contains: 'keyword search'
1 https://www.marion.com/why-your-site-does-not-show-up-on-search-engines/	text/html; charset=UTF-8	200	OK	1
2 https://www.marion.com/contact/	text/html; charset=UTF-8	200	OK	0
3 https://www.marion.com/digital-marketing/social-media/	text/html; charset=UTF-8	200	OK	0
4 https://www.marion.com/marion-blog/	text/html; charset=UTF-8	200	OK	0
5 https://www.marion.com/social-media-marketing-during-covid-19/	text/html; charset=UTF-8	200	OK	0

This is the most detailed example of how to search within a website for a specific word or phrase. The most advanced method would be accessing your server via a secure shell and

using commands to search all your files, but most marketers will never need to get that involved.

7. What Is Keyword Research?

Keyword research is the process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose, often for search engine optimization (SEO) or general marketing. Keyword research can uncover queries to target, the popularity of these queries, their ranking difficulty, and more.

Why Is Keyword Research Important?

Keyword research provides valuable insight into the queries that your target audience is actually searching on Google. The insight that you can get into these actual search terms can help inform content strategy as well as your larger marketing strategy. However, keywords themselves may not be as important to SEO as you may think.

More and more, we hear how much **SEO has evolved** over just the last 10 years, and how unimportant keywords themselves have become to our ability to rank well for the searches people make every day.

And to some extent, this is true; using keywords that exactly match a person's search is no longer the most important ranking factor in the eyes of an SEO professional. Rather, it's the *intent* behind that keyword, and whether or not a piece of content solves for that intent (we'll talk more about intent in just a minute).

But that doesn't mean keyword research is an outdated process. Let me explain:

Keyword research tells you what topics people care about and, assuming you use the right **SEO tool**, how popular those topics actually are among your audience. The operative term here is **topics** -- by researching keywords that are getting a high volume of searches per month, you can identify and sort your content into topics that you want to create content on. Then, you can use these topics to dictate which keywords you look for and target.

For an inside look into how Ahrefs can aid you in your SEO keyword research, check out our case study and exclusive interview [here](#).

By **researching keywords** for their popularity, search volume, and general intent, you can tackle the questions that the most people in your audience want answers to.

How to Research Keywords for Your SEO Strategy

I'm going to lay out a keyword research process you can follow to help you come up with a list of terms you should be targeting. That way, you'll be able to establish and execute a strong keyword strategy that helps you get found for the search terms you actually care about.

Step 1: Make a list of important, relevant topics based on what you know about your business.

To kick off this process, think about the topics you want to rank for in terms of generic buckets. You'll come up with about 5-10 topic buckets you think are important to your business, and then you'll use those topic buckets to help come up with some specific keywords later in the process.

If you're a regular blogger, these are probably the topics you blog about most frequently. Or perhaps they're the topics that come up the most in sales conversations. Put yourself in the shoes of your **buyer personas** -- what types of topics would your target audience search that you'd want your business to get found for? If you were a company like HubSpot, for example -- selling **marketing software** (which happens to have some awesome **SEO tools**... but I digress), you might have general topic buckets like:

- "inbound marketing" (21K)
- "blogging" (19K)
- "email marketing" (30K)
- "lead generation" (17K)
- "SEO" (214K)
- "social media marketing" (71K)
- "marketing analytics" (6.2K)
- "marketing automation" (8.5K)

See those numbers in parentheses to the right of each keyword? That's their **monthly search volume**. This data allows you to gauge how important these topics are to your audience, and how many different sub-topics you might need to create content on to be successful with that keyword. To learn more about these sub-topics, we move onto step 2 ...

Step 2: Fill in those topic buckets with keywords.

Now that you have a few topic buckets you want to focus on, it's time to identify some keywords that fall into those buckets. These are keyword phrases you think are important to rank for in the SERPs (search engine results pages) because your target customer is probably conducting searches for those specific terms.

For instance, if I took that last topic bucket for an inbound marketing software company -- "marketing automation" -- I'd brainstorm some keyword phrases that I think people would type in related to that topic. Those might include:

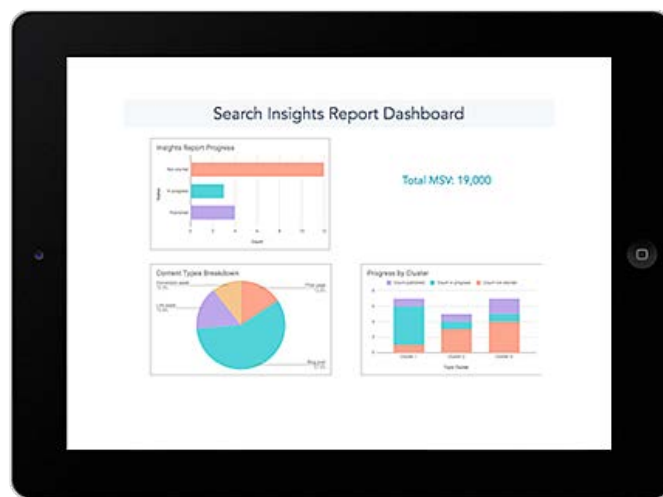
- marketing automation tools
- how to use marketing automation software
- what is marketing automation?
- how to tell if I need marketing automation software
- lead nurturing
- email marketing automation
- top automation tools

And so on and so on. The point of this step isn't to come up with your final list of keyword phrases. You just want to end up with a brain dump of phrases you think potential customers might use to search for content related to that particular topic bucket. We'll narrow the lists down later in the process so you don't have something too unwieldy.

Although more and more **keywords are getting encrypted** by Google every day, another smart way to come up with keyword ideas is to figure out which keywords your website is *already* getting found for. To do this, you'll need website analytics software like Google Analytics or HubSpot's Sources report, available in the **Traffic Analytics tool**. Drill down into your website's traffic sources, and sift through your organic search traffic bucket to identify the keywords people are using to arrive at your site.

Repeat this exercise for as many topic buckets as you have. And remember, if you're having trouble coming up with relevant search terms, you can always head on over to your customer-facing colleagues -- those who are in Sales or Service -- and ask them what types of terms their prospects and customers use, or common questions they have. Those are often great starting points for keyword research.

Featured Resource: [Search Insights Report Template](#)



Download the Template

Here at HubSpot, we use the Search Insights Report in this part of the process. [This template](#) is designed to help you do the same and bucket your keywords into topic clusters, analyze MSV, and inform your editorial calendar and strategy.

Step 3: Understand How Intent Affects Keyword Research and Analyze Accordingly.

Like I said in the previous section, **user intent** is now one of the most pivotal factors in your ability to rank well on search engines like Google. Today, it's more important that your web page addresses the problem a searcher *intended* to solve than simply carries the keyword the searcher used. So, how does this affect the keyword research you do?

It's easy to take keywords for face value, and unfortunately, keywords can have many different meanings beneath the surface. Because the intent behind a search is so important to your ranking potential, you need to be extra-careful how you interpret the keywords you target.

Let's say, for example, you're researching the keyword "how to start a blog" for an article you want to create. "Blog" can mean a *blog post* or the blog website itself, and what a searcher's intent is behind that keyword will influence the direction of your article. Does the searcher want to learn how to start an individual blog post? Or do they want to know how to actually launch a website domain for the purposes of blogging? If your content strategy is only targeting people interested in the latter, you'll need to make sure of the keyword's intent before committing to it.

To verify what a user's intent is in a keyword, it's a good idea to simply enter this keyword into a search engine yourself, and see what types of results come up. Make sure the type of content Google is closely related to what you'd intend to create for the keyword.

Step 4: Research related search terms.

This is a creative step you may have already thought of when doing keyword research. If not, it's a great way to fill out those lists.

If you're struggling to think of more keywords people might be searching about a specific topic, take a look at the related search terms that appear when you plug in a keyword into Google. When you type in your phrase and scroll to the bottom of Google's results, you'll notice some suggestions for searches related to your original input. These keywords can spark ideas for other keywords you may want to take into consideration.

Puppy Pictures - Photo Gallery - DogTime.com

dogtime.com/dog-and-cat-photos/puppy-pictures ▾ Dogtime ▾
three golden retriever **puppies** in matching collars picture. Golden: brothers & sisters -
wrinkly **cute** pug **puppy** sleeps on back picture. Pug pup walks in sleep.

Animal Planet Live - Puppies

www.apl.tv/puppies.htm ▾
Watch **Puppy** Cam on Animal Planet LIVE, the web's top destination for Animal Planet
programming and live animal cameras.

Searches related to cute puppies

cute puppy breeds	cute puppy names
puppies for sale	cute puppies youtube
cute puppies videos	cute puppies pictures
cute puppies tumblr	cute puppies for sale



Want a bonus? Type in some of those related search terms and look at *their* related search terms.

Step 5: Use keyword research tools to your advantage.

Keyword research and SEO tools such as **Ahrefs**, **SEMrush**, and **Ubersuggest** can help you come up with more keyword ideas based on exact match keywords and phrase match keywords based on the ideas you've generated up to this point. This exercise might give you alternatives that you might not have considered.