Introducing Intelligent Keyword Selection

Identify keywords for content optimization to drive high-value prospects to your site.
Improving Organic Search Engine Visibility

Everything comes down to the words

your prospects type here!
What we’re up against…

Over one billion websites. 60 trillion pages. And growing every day.

>10 million Google search results for “keyword research”
Our goal is to influence the position and engagement that a web page receives for a keyword search.
Improving Search Engine Visibility

Three factors have a dynamic relationship on page ranking and it varies depending on the keyword phrase.

1. The more competitive a keyword, the more difficulty it will be to rank.

2. Page content and topic, link text, site structure and user engagement from Google. (bounce rate).

3. Quantity of inbound links pointing to the web page and social signals such as authorship & viewership.
In 2017, much harder to influence ranking

Now, Google can understand what a web page is about so it can map search results to user intent.
Improving Organic Search Engine Visibility

Before

How do I rank for this keyword?

Now

How best do I answer my prospect’s question?
Google Bounce-Back

If a search visitor bounces back to Google, you’ve sent a **strong signal** that your page wasn’t a good result.
Semantic Search Example

EXAMPLE

My Search Query:
Who is the richest person in the world?
Semantic Search Example

Results indicate Google understood that “richest person in the world”, was very similar to these results - even if my exact phrase didn’t appear on these pages.

• Richest people on earth
• Worlds billionaires list
• Richest people on the planet
• World’s 20 richest people
• 11 youngest billionaires in the world
• Global Rich List
Finding the Right Keywords

Google knows these words have the same meaning

Words are interchangeable
Finding the Right Keywords

Google knows these words have the same meaning

<table>
<thead>
<tr>
<th><strong>Keyword Research</strong> (has the same intent as)</th>
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I'm Feeling Lucky
Then there are the exceptions to that rule!
Compare ToTheWeb’s Ranking for “SEO PDF” versus “PDF SEO”

**Keyword: PDF SEO vs SEO PDF**

- **PDF SEO**
  - 58,000,000 Google search results.
  - ToTheWeb ranks on page one - position 3

- **SEO PDF**
  - 60,400,000 Google search results.
  - ToTheWeb ranks on page one - position 10
Keyword Research is about Finding the **Right** Keywords

**Keyword Selection**

**How do you find the right keywords?**

1. Start by analyzing the keywords visitors are using now to find your site.
2. Identify similar keywords and concepts and their search volume.
Analyze the Keywords Visitors are Using Now to Find your Site

Google Search Console (GSC) offers this data for free.

**STEP #1 Set Up A Free Account & Wait 30-90 Days**  [Instructions]

**STEP #2 Analyze the Keyword Data**

- From within GSC, select select *Search Traffic > Search Analytics* from left rail.
  - Turn on *Clicks, Impressions, CTR and Position* – then select *Queries*
  - Set date range to 90 days (longest time period available before data disappears)
- Sort columns to show the highest number of impressions for which your pages are being displayed in response to any search query.
- Review the keywords that are and are not getting clicks.
Keyword Tools

- Long-Tail & Modifiers: [Google Auto Complete](https://support.google.com/webmasters/answer/33782?hl=en) / [Übersuggest](https://www.ubersuggest.com)
- Word Clouds: [TagCrowd.com](https://tagcrowd.com) / [Wordle.net](https://www.wordle.net) / [VisualThesaurus.com](https://visualthesaurus.com)
- On-Page Keyword Use: [ToTheWeb Google Simulator](https://tothegebung.com)
- Thesaurus and Synonyms Libraries.
Tips for Finding the Keywords and Theme of a Page

Use TagCrowd to visualize word frequency and concepts on your site and on competitors’ sites.

Individually analyze the pages that rank on page one in Google for important keywords.

This can guide you in identifying important topics for keyword selection and optimization.
Search Engine **Spider Simulator**

Our tool simulates how Google “sees” the content of a web page.

It shows the frequency count for words on the page. Use this tool in conjunction with **TagCrowd**.
Free B2B Tools + Articles

Google Trends
Free B2B Tools + Articles

Google

Google Instant
See results as you type
The Right Keywords: Think About The Buyer’s Journey

Start by selecting keywords based on:

- **Language** your customers use
  - Words customers talk about when describing a problem.
- **User intent** – are visitors likely to convert?
- **Topical relevance**: Keywords associated with your topic that typically co-exist on top-ranking pages.
- **Search volume and competition** – do buyers type or speak these words in Google?
- **Related phrases**: variations and synonyms
The Process to Identify the Best Keywords

1. Organize keywords into high-level **TOPICS** around the services your company provides.

2. Find related **CONCEPTS** that map to customer questions. Think: buyer’s journey and buyer pain points.

3. Select the **HIGH INTENT** keywords that will bring the right prospects to your website.

4. Identify keywords that are **closely-related** and **their modifiers**.
Our Keyword Universe

ToTheWeb

SEO
- Keywords
- Audit
- Authority
- Google
- Search Ranking
- Organic

LEAD GENERATION
- Call-to-Action
- Landing Page
- Reporting
- Convert
- Engagement

ACCOUNT BASED MARKETING
- B2B
- IP Targeting
- Target Accounts
- Ads
- Display
- PPC

SEM
- ROI
- Reporting
- Management

ToTheWeb.com
Optimizing Content with Keywords

Select a highly targeted keyword theme that will form the main ‘topic’ of your page.
Topic: **Search Engine Optimization**

### Concepts

- Keyword Research
- Content Optimization
- SEO Agency Search

### Related Keywords

- **Google** keyword research tool
- Long-tail keywords
- Keyword **analysis/volume**
- Search optimization **techniques**
- Search marketing **company, vendors or agency**
- SEO packages/services

### Other

- What is SEO?
- White Hat versus Black Hat
- On-Page versus Off-Page

- On-page optimization
- SEO **copywriting**
- White hat SEO services
- SEO **tools (best)**
- Search **optimization strategy**
- Increase search rankings
How can you increase content relevance?

Use keywords and concepts that normally **co-exist within top-ranked pages** in Google for your high-value keywords.
Think “clusters” of related keywords

Answer the buyer’s questions.
The Basics
Keyword Selection Fundamentals

Buyer’s Journey

Topic Expert

High-Value versus High-Volume
Strategies for Identifying Keywords

Little value in ranking on page 1 for a keyword no one is searching for

Select keywords that have the highest relevancy and buyer intent and that receive a reasonably high number of monthly searches. (relative to all other keywords).
Strategies for Identifying Keywords

Impossibly high volume keywords

In most markets the obvious keywords (broad 1-2 word phrases) are too popular to rely on to improve search ranking and lead generation. Long-tail “high-intent” keywords have less competition but accelerate lead generation.
Strategies for Identifying Keywords

Long-Tail Meet Short-Tail

If your keyword is:

**lead generation in B2B marketing**

you may also be found for

**lead generation marketing**
Strategies for Identifying Keywords

Keyword localization

Google knows that “color” and “colour” are different spellings based on localization of content for the same word. Adapt spelling for your geographic region.

→ This includes misspellings too!
Strategies for Identifying Keywords

Punctuation? Irrelevant...

Google ignores punctuation and capitalization.
That means it sees “Pay-Per-Click” as the same word as "pay per click".
It knows "e-mail" is the same as "email".
Strategies for Identifying Keywords

Marketing jargon – an SEO no-no

Keywords such as “best of breed” or “mission critical” hinder effective on-page optimization.

Use the keywords that prospects would use in normal conversation. Speak in the buyer’s language.
Strategies for Identifying Keywords

Unnecessary Keywords

Mega Menus Work Well for Site Navigation

by Jakob Nielsen and Angie Li on March 26, 2017  
Topics: Navigation

Mega menus (sometimes spelled “megamenus”) are a type of expandable menu in which many choices are displayed in a two-dimensional dropdown

Including both spellings for MegaMenu is awkward and unnecessary.
Strategies for Identifying Keywords

Stop words in keyword phrases

Search engines ignores common words such as “and,” “to,” “the.”

“Optimize your PDFs” is the same as “Optimize PDFs”
Website Relaunch Project

Relaunch: When to Start Keyword Research

PLANNING

Keyword Research

Sept  Oct  Nov  Dec  Jan  Feb  Apr  May  June  July  Aug

LAUNCH
Optimizing Content with Keywords

Get Started with Optimization

Use our SEO Content Template
Download our template to simplify the SEO implementation process.
Where will you use your keywords?

Everywhere.
Optimizing Content with Keywords

• All corporate website content
  • Web pages, microsites
  • Data sheets, white papers, case studies
  • Blog content, email broadcasts
  • Webinar, event content
  • Press releases and announcements.

• When talking to the press
• Social media and
• 3rd-party blogs and in SlideShare
• Online forums such as on LinkedIn (groups and profiles)
• Corporate messaging document
• Video Scripts, Podcasts.
Optimizing Content with Keywords

How will you use your keywords?

• As a central focus of a page
• Title tags and Meta descriptions
• Body copy, headings and in <H> Tags
• Within file names
• Internal links to another page on your site
• Images Alt text.
Optimizing Content with Keywords

• Google understands searcher’s intent. Increase conversions by **mapping keywords to what visitors are looking for**.

• **Focus on industry-specific keywords.** Use synonyms. Add long-tail modifiers to expand search opportunity.
Use variations of primary keywords.

Google understands that they have the same meaning.
Optimizing Content with Keywords

Optimization - Where to Start

1. Prioritize optimizing content starting in the Products area.
2. Your goal is to improve the level of engagement and interest in these pages to reduce bounce rates.
Optimizing Content with Keywords

• The amount of content on a page often determines the number of concepts and keywords you can naturally include.

• **Break up content** into easy-to-digest “chunks” (2-3 sentences per para) with sub-headings.

• **Emphasize keywords** by using them in headings, in the 1st paragraph, at the beginning of a sentence, in bold and in bulleted lists.

• Think about how your content will display on mobile devices – **make it fast-loading**.
Tips for Finding the Keywords and Theme of a Page

How much “useful” content does your web page contain?

Use this free tool to Convert Your Webpage to Plain Text

This tool will assist you in populating the SEO Content Template
Optimizing Content with Keywords

Start every piece of content considering the keywords for which you want the content to rank.
Why don’t we rank for “fill in the blank”?
Improving Organic Search Engine Visibility

• Low domain or page authority *(is it trustworthy? is it spammy?)*
• Content is not relevant to the search query’s intent.
• Increased keyword competition
• Poor user experience from Google *(bounce rate)*
• No media spend to drive buzz
• Thin content - low value pages, and
• Technical search indexing issues
  • old or changed URLs not properly redirected
  • site is slow to load or not responsive on mobile
  • poor site structure, etc, etc, etc.
Great content creates more links

More links boosts search ranking opportunities.
Create content for people who use search engines

If search engines can’t find you – people won’t either!

Appeal to both.
Free B2B Tools + Articles

Tap into B2B Resources @

Visit totheweb.com

B2B Learning Center  |  Blog
Convert your Visitors into Leads

We work with B2B companies with lead generation challenges. Our search programs drive visitors to your site – but we don’t stop there – we make sure your visitors convert into leads.

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It should be!