



# KEYWORD SELECTION

FOR EARNING HIGH RANKINGS WITH YOUR CONTENT

**Drive high-value prospects to your site by identifying optimal keywords.**

Your goal is to influence the position a page earns as a result of a keyword search. Consider keywords for which you want to rank with every piece of content you create.

### What affects your search ranking?

1. COMPETITIVENESS of the keyword
2. ON-PAGE optimization
3. OFF-PAGE factors indicating authority



## SELECTING THE RIGHT KEYWORDS

### Use the language your customers use

Use words customers talk about when describing a problem you solve.



### Select keywords by topic

Think "clusters" of related keywords surrounding each topic

- o Find keywords associated with your topic that co-exist on top-ranking pages.
- o Organize into high-level topics around the services your company provides.
- o Gather clusters of related subjects that map to customer questions.
- o Use high-value keywords that are closely-related to your main topic along with their modifiers.

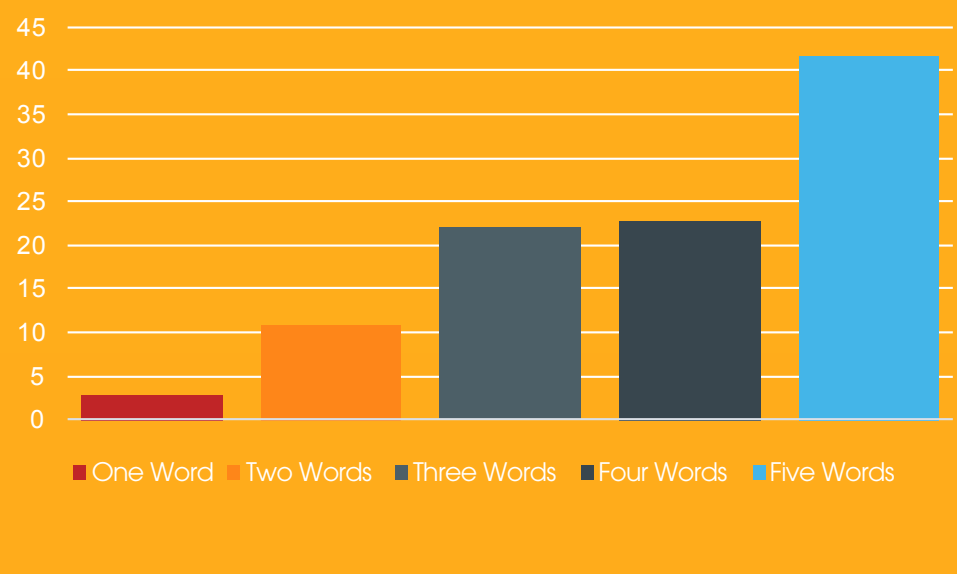
### Review search volume

Select keywords that have the highest relevancy and buyer intent and that receive a reasonably high number of monthly searches.

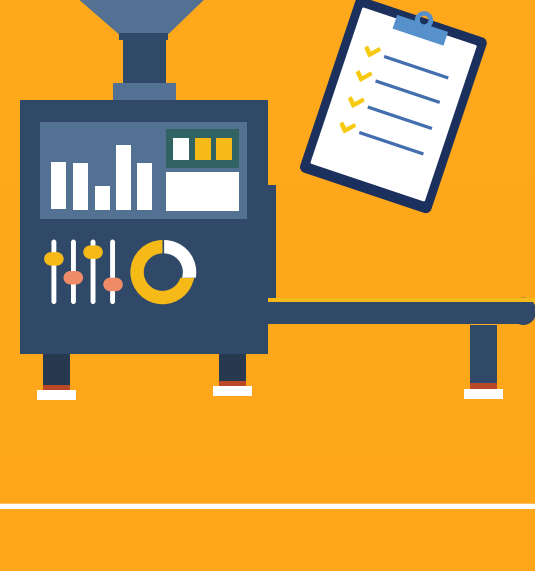
Answer the buyer's questions.

### Keyword competition

Few brands can rank for broad, 1-2 word phrases. Long tail phrases have less competition and accelerate lead generation.



Google understands searcher's intent.



### Existing traffic

Identify the keywords that visitors are using now to find your best content.

### Intent

Select high intent keywords that will bring the right prospects – visitors who convert – to your website.

### More tips

- o Punctuation doesn't matter (email vs. e-mail).
- o Stop words don't matter (and, to, the).
- o Marketing jargon is a no-no.



## FREE KEYWORD TOOLS

### Google AdWords Keyword Planner

Use this free keyword research tool to find the right keywords to target.

### Google Search Console

Analyze the keywords visitors use to find your website. Review the number of impressions and clicks.

Google can understand what a web page is about so it can map search results to user intent.

### TagCrowd

Visualize word frequency and concepts on your site and your competitor's sites.



### Google Trends

Learn how often a particular search term is entered relative to the total search volume across various regions of the world.

### Google Autocomplete

Notice the suggestions Google makes as you type your search phrase. Scroll to the bottom of the page to find "Searches related to..."

### ToTheWeb Google Simulator

See how Google "reads" your webpage.



## WHERE TO USE YOUR KEYWORDS...

Words are interchangeable: Google knows different words have the same meaning.

### EVERYWHERE

Optimize all web pages, microsites, and blog content with relevant keywords.

### Website

Optimize all web pages, microsites, and blog content with relevant keywords.

### Social media

Use keywords on your profile pages, in your updates, and online forums.

### Multimedia

"Say" keywords in your videos and podcasts. You may rank for YouTube videos based on the spoken content.



### Documents

Fold important keywords into all the content you produce including data sheets, white papers, case studies, and corporate messaging documents.

### Speaking

Use keywords when speaking to the press or at conferences because you'll be quoted.



## HOW TO USE YOUR KEYWORDS ON YOUR WEBSITE

Your goal is to improve the level of engagement and interest in web pages to reduce bounce rates.

- o Make sure the focus of each page is based on keywords related to your topic.
- o Emphasize keywords by using them in headings, in the 1st paragraph, at the beginning of a sentence, in bold and in bulleted lists.
- o Include keywords in your page's copy, heading <H1> and subheadings <H2>.
- o Be sure your title tags include keywords. Use your primary keyword at the beginning of your page titles.
- o Create internal links using your keywords.
- o Use keywords within file names.
- o Use keywords in your meta descriptions. They will be presented in bold type in the search results and help improve click-through rates.
- o Use the "alt text" field to tag images with keywords.

Use variations of primary keywords.

**IF SEARCH ENGINES CAN'T FIND YOUR CONTENT, PEOPLE WON'T EITHER.**

### IS YOUR WEBSITE YOUR BEST SALES TOOL?

For more lead generation content and free B2B search marketing tools, visit: <https://totheweb.com>