

Keyword Research Guide

Techniques for Intelligent Keyword Use to
Increase Your Search Engine Opportunity

December 2018

ToTheWeb LLC

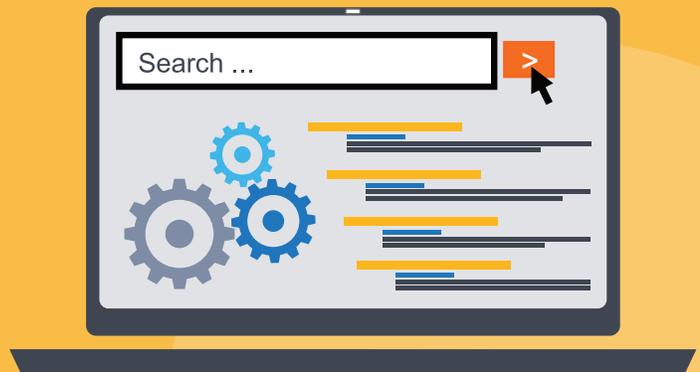
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KEYWORD RESEARCH GUIDE

Keywords are used in web content to increase your site's ranking in the search engines and generate more qualified leads.

- ▶ **Where to Use Keywords** Use your keyword phrases in all web content and social media – particularly the primary keywords. This includes your website content, PDFs, in spoken text of videos, data sheets, white papers, blogging, forums, corporate messaging, email broadcasts, webinars and in press releases.
- ▶ **How to Use Keywords** “Search-optimizing” content means the selected keywords should represent the theme of the page. This means using important keyword phrases, their modifiers and related synonyms on the page in a natural manner, in page titles and subheadings, in hyperlinks pointing to that page, in the Title tag and the Description Meta tag.

STRATEGIES FOR IDENTIFYING KEYWORDS

Effective SEO begins with smart keyword selection.

The most effective way to boost your website ranking in search engines is to determine the keywords most likely to be used by prospective customers. These keywords will serve as the foundation for your content marketing strategy and the subsequent creation of all content.

▶ **KEYWORD VALUE**

The goal is to select keywords that have the highest relevancy to your products and that receive a reasonably high number of monthly search queries (relative to all other keywords). There is little value in being on page 1 of Google for a keyword no one is searching for.

▶ **KEYWORD VARIATIONS**

It's important to use variations of your most important keywords.

- Abbreviations: Use “Pay-Per-Click” and “PPC” separately and together on the page.
- For the first use on the page - possibly the heading, use this: “Pay-Per-Click (PPC)”.

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KEYWORD RESEARCH GUIDE

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▶ IMPOSSIBLY HIGH VOLUME KEYWORDS MEET LONG-TAIL!

In most markets the obvious keyword choices, which are generally broad, are too popular and therefore too competitive to rely on to improve search ranking. Longer keyword phrases, commonly called "long-tail keywords" have less competition than immensely popular one and two-word phrases and can accelerate your lead generation success.

- For example, if your primary keyword is "lead generation", expand to "B2B lead generation" or "B2B lead generation strategies".
- A qualified audience will likely demonstrate a higher click-through-rate (CTR) for the phrase "B2B lead generation agency" versus "lead generation".
- In this way, you may also be found for "lead generation" depending on other ranking factors.

▶ MARKETING JARGON

Marketing jargon, such as "best of breed" or "mission critical" hinders effective search marketing. Effective keywords are phrases that prospects would use in normal conversation.

▶ STOP WORDS

Search engines ignore words such as "and," "to," and "the." If your keyword phrase is "lead generation in B2B marketing," you may also be found for "lead generation marketing" and "B2B lead generation".

▶ PUNCTUATION

Search engines ignore punctuation. That means it sees "pay-per-click" as the same word as "pay per click". It knows that "email" is the same as "e-mail".

▶ 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.

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► Key Considerations for Intelligent Keyword Selection

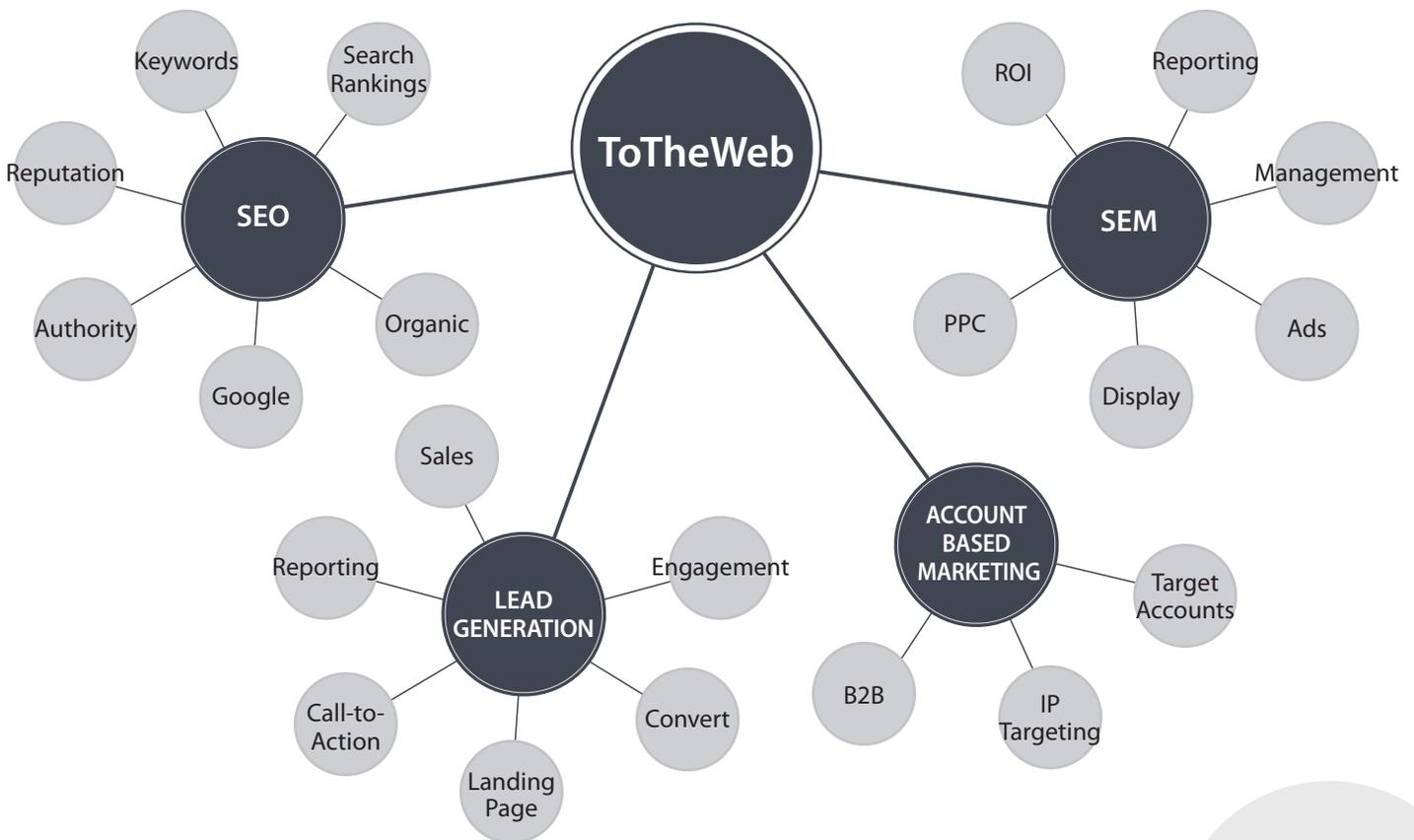
- Focus on industry-specific keywords. Use synonyms. Add long-tail modifiers to expand search opportunity.
- Google understands searcher’s intent. Increase conversions by mapping keywords to what visitor are looking for.
- The amount of content determines the number of keyword phrases you can naturally include in on-page optimization.

LIST ORDER: Primary keywords are listed in order of their search volume for each keyword theme.

THINK “CLUSTERS” OF RELATED KEYWORDS

Include the keywords and concepts that are present on the pages **in the top 10 results** for this keyword phrase.

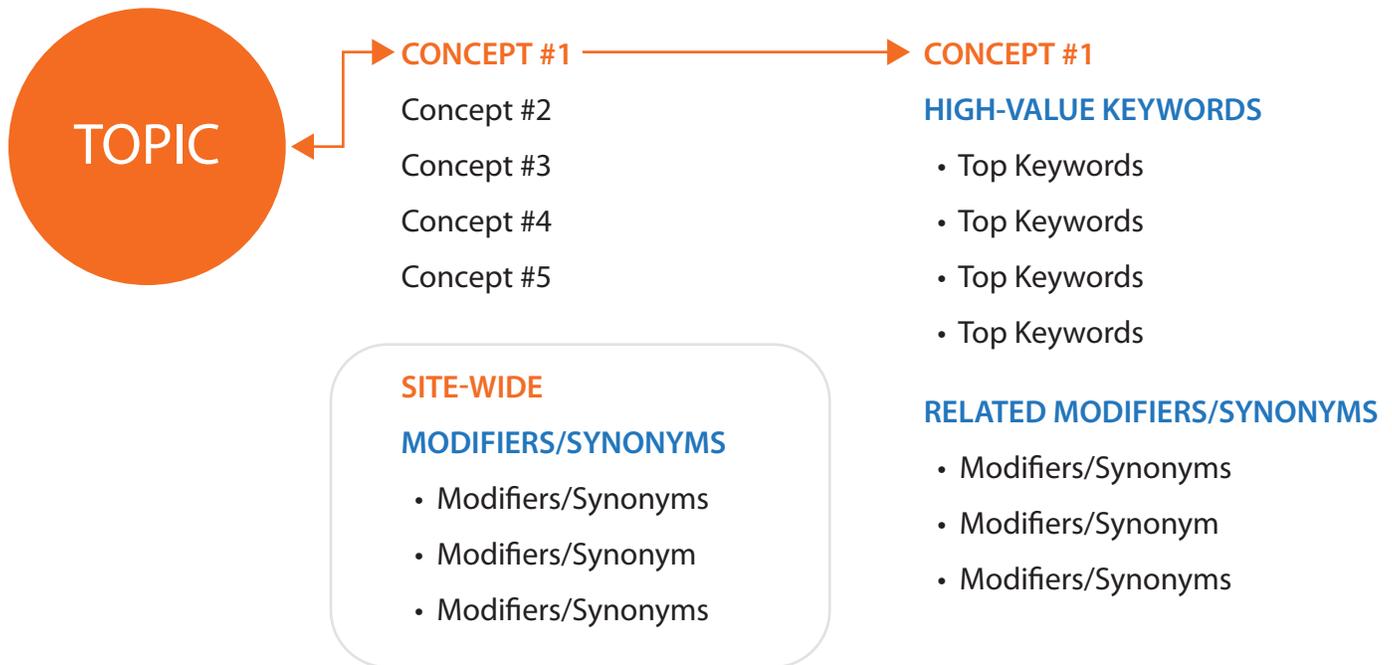
YOUR KEYWORD UNIVERSE



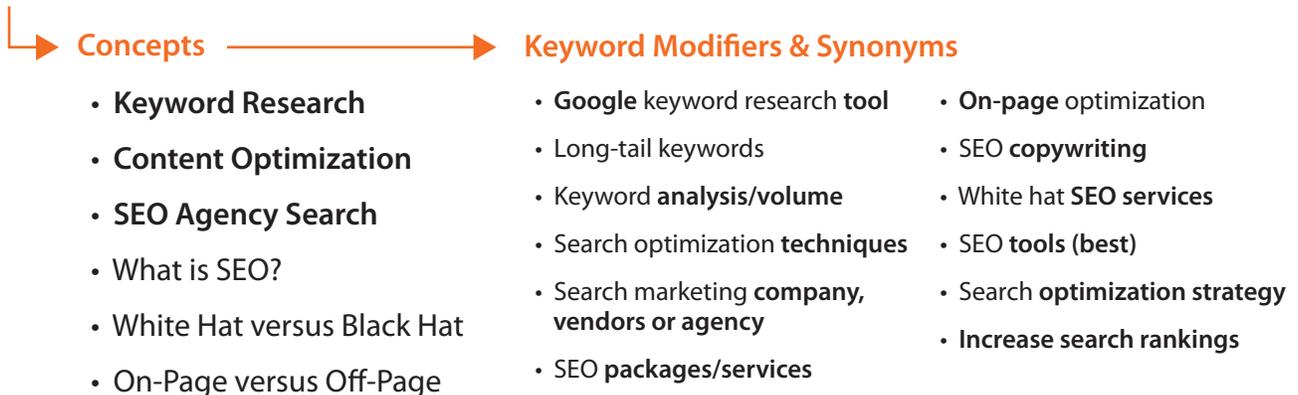
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HOW CAN YOU INCREASE CONTENT RELEVANCE?

Use phrases that normally co-exist within top-ranked pages for your core page theme.



Topic: Search Engine Optimization





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SEARCH ENGINE OPTIMIZATION (SEO)

SUFFICIENT KEYWORDS FOR ABOUT 25 PAGES OF WEB CONTENT.

PRIMARY KEYWORDS

- search engine optimization
- seo tools
- seo services
- what is seo
- search engine marketing
- website ranking
- seo agency
- seo analysis
- seo optimization
- seo techniques
- on page seo
- seo audit
- seo report
- seo packages
- search marketing
- website optimization
- search marketing agency
- google search optimization

LONG-TAIL MODIFIERS

- Combine Primary Keywords with Modifiers.
- agency / company / consultant
- B2B / Business to Business
- checklist / guide
- improve / boost
- increase / develop / grow
- marketing / expert
- onsite optimization
- optimize
- organic / free
- pricing / package
- procedure / execution
- rankings / positions / results
- resources
- SEM
- services / products
- strategy / strategic
- techniques / tips / approach

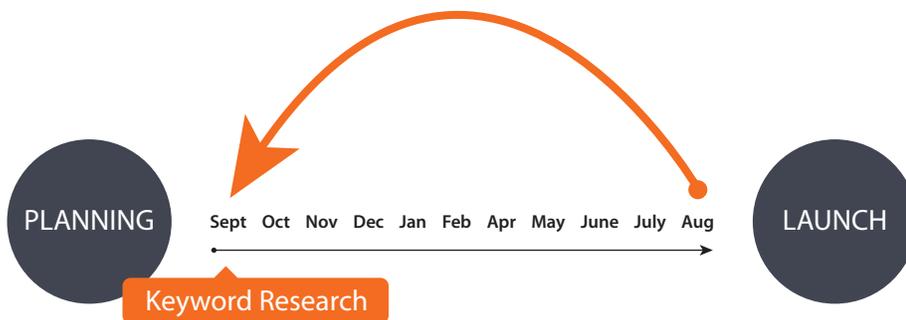
BLOG TOPICS & HEADINGS

- Learn how to rank higher in Google.
- What is search engine marketing?
- Learn how to use search engine optimization to increase Google ranking.
- Learn how to improve search rankings.
- How can I check my website's ranking?
- What are the top 10 things to know about search optimizing web content?
- What are the key influencers that impact search engine rankings?

Keywords are used in web content to increase your site's ranking in the search engines and generate more qualified leads.

RELAUNCH: WHEN TO START KEYWORD RESEARCH

The planning stage of a website relaunch is the perfect time to kick-off keyword research. Your keyword data will be used in creating the site structure and navigation, file names, linking structure, content and title and meta descriptions.



LEARN MORE ABOUT
KEYWORD RESEARCH

[DOWNLOAD PRESENTATION](#)

▶ 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.

Keyword Optimization Guide

Search engine optimization is the science of influencing the ranking a web page receives for a keyword phrase.





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Keywords are used in web content to increase your site's ranking in the search engines and generate more qualified leads.

STRATEGIES TO EFFECTIVELY USE KEYWORDS IN CONTENT

Your onsite SEO process begins by optimizing a page with an emphasis on two or three highly-targeted keyword phrases. In some cases, depending on the length of the article or page, you may only be able to use a single keyword phrase with synonyms and modifiers.

▶ GOOGLE AND SEMANTIC SEARCH

Help Google Interpret Your Content

Google updated its algorithm to better understand the context of a keyword instead of simply returning pages that contain that keyword.

In an attempt to provide results that more closely match the searcher's interest Google now looks for contextual clues in content to determine if it aligns with the searcher's intent.

BEFORE: How do I rank for this keyword?

NOW: How do I best answer the question my prospects have?

As marketers, we have to change our search optimization approach to adapt to this new algorithm update by:

- Creating high-quality, valuable, sharable content.
- Writing content with a conversational tone that answers searcher's questions.
- Eliminating duplicate and low-value content.

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NEW EYE TRACKING RESEARCH BY MEDIATIVE

A study by Mediative looks at user behavior on a search engine results page (SERPs).



As the eye scans the search results page, it glances at the text at the beginning of the Title, making it critical to include your keywords in that location.



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Keywords, meta descriptions, content and reviews are all tactics that must be aligned with scan behavior.

Highlights of the Study

- Searchers view an individual listing for about 1.17 seconds.
- Top organic results are no longer always in the top-left corner so users look elsewhere to find them.
- Mobile devices have habitually conditioned searchers to scan vertically more than horizontally. Searchers are looking for the fastest path to the desired content.

[Read the Full Mediative Eye Tracking Report](#)



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IMPORTANT "TAGGING" TACTICS FOR SEO

▶ TITLE TAGS

- **Title tags** —though they might be invisible on the web page, every page should have a well-written, unique Title tag. It is an important way to tell Google and searchers what the page is about. And it's the major contributor to higher click-through-rates from a search engine results page (SERP).
- **Words you use in the Title should describe the theme of the page.**
- The **primary keyword phrase should be the first words** or near the beginning of the Title. Include the most important keywords in the page Title but in a readable manner, don't just string keywords together.
- Titles should be written for both search engines and people - with the focus on people! They should contain about five to eight words so that the important message appears in the SERP's.
- Capitalize the first letter of each word. This helps to improve your SERP's click-through-rate.
- **Titles are now truncated at approximately 580 pixels.** What appears in the SERP's depends on the words you use. Include the most important Title content at the beginning. PDF titles should be limited to approximately 560 pixels.
- **Company Name in Title:** It's not necessary to use your company name in the Title tag as it appears in the URL but if you do, use it at the end.
- It is still widely believed that Google will index more words from the Title even if it does not display them in the SERP's. This means that Google will associate those words with the page even if it does not display them in search results.

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Test your Page Title Length

[CLICK HERE TO RUN TEST](#)



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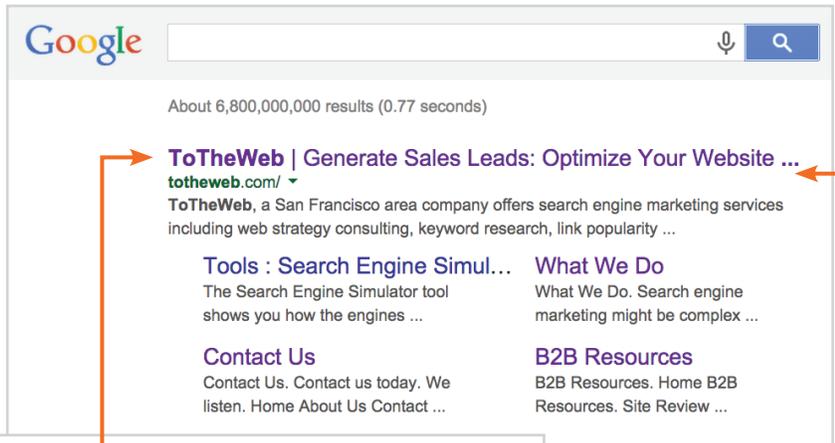
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MAKE TITLES WORK FOR YOU IN GOOGLE

▶ TITLE TAGS - WRITE IT RIGHT!

Title Location

Now that you've identified your keywords, use them in the most effective way – in the Title Tag.



```
1 <!doctype html>
2 <html>
3 <head>
4 <meta charset="UTF-8">
5 <title>ToTheWeb | Drive More Leads from Search Engines! </title>
6 </head>
7 </html>
```

To see the Title tag text in your browser, right click and select: View > View Page Source

Meta Description Location

These snippets are picked up from either the Meta Description Tag, the body text or a combination of both.

```
1 <!DOCTYPE html>
2 <head>
3 <title>ToTheWeb | Generate Sales Leads: Optimize Your Website And Get More Prospects from Search Engines!</title>
4 <meta name="description" content="ToTheWeb, a San Francisco area company offers search engine marketing services including web strategy consulting, keyword research, link popularity programs, search consulting, search engine optimization, pay-per-click management and website design, with the goal to generate sales leads and optimize your website."/>
5 </head>
6 </html>
```

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Test Your Proposed Title and Meta Description

Use our Google Preview tool when creating your Title and Meta descriptions to see what will be visible in Google.

[CLICK HERE TO RUN TEST](#)



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A GREAT META DESCRIPTION CAN BOOST CLICK-THROUGH-RATE

▶ META DESCRIPTION

The Meta Description tag is not visible to people viewing your website, but it serves an important role in search because it often (but not always) appears directly under the page Title on a SERP. As such, it is read by the searcher and will affect the decision to click — or not.

The Meta Description does not impact search ranking.

Where Does Google Get the Description it Includes Under the Title?

- It is pulled in part or entirely from your Meta Description tag or extracted from the body content of the page.
- It can be a collection of content snippets that are pulled from the page that closely relate to the search query.

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▶ META DESCRIPTION (CONT.)

How Should You Approach Writing a Meta Description?

- Use approximately 25 words and include important keywords used on the page within the Description. (Note that Google will automatically bold any keywords that match the searcher's query).
- If the page focuses on 2 core keyword phrases, write one sentence for each keyword phrase.
- Use action-oriented, benefits-driven copy to compel the reader to respond with a click. Example: *"Learn how xxx does keyword research better"*
- Each page requires a unique Meta Description. If you can't do that, leave it blank. (This is a Google recommendation)
- Google will truncate Meta Descriptions in the same way it does with Titles. It is believed that a Meta Description is truncated at about 920 pixels.

It is important to write a great Meta Description for each page that contains that page's keywords even if you exceed the visible pixel count.

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KEYWORD USE IN BODY COPY

▶ IDENTIFY KEYWORDS

- **Determine the “primary” keyword phrase(s) for the page.**
Hint: It is likely to be two, three to four-word phrases.
- **Include long-tail keywords and add qualifiers:** For example, to the primary phrase “*link building*” add: strategy, expert, company
- **Include related keywords and their synonyms.**
- **Think about the different personas for your product and answer their questions in your content.**

“Boost your website’s link popularity by following these link building strategies.”

▶ HEADLINES/HEADINGS

Use clear page headings and sub-headings that contain keywords to allow the search engine to identify the page theme. This applies to the headings of web content, videos, white papers, press releases, webinars, tweets and other social media content.

- Understand coding conventions for headings (H1, H2, H3, etc.) and optimize the page accordingly.
- Avoid overusing <H> tags, meaning overdoing the use of subheads for the sole purpose of including keywords within them.

▶ PAGE COPY

Important keywords should be used in the first paragraph, high up on the page as well as close to or at the beginning of a sentence. Emphasize keywords by using them in bulleted lists and in bold text.

Break up content into easy-to-digest, bite-sized “junks” for a better user experience (Think, 2-3 sentences per paragraph).

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KEYWORD USE IN BODY COPY (CONT.)

▶ KEYWORD STUFFING

Repeating keywords excessively—and often, unnaturally—is an outdated practice. Keyword stuffing puts you at risk for being penalized by Google.

▶ FILE NAMES/URLS

Include keywords in the page file name (using dashes), to make the content user-friendly and search-friendly. Search engines display the page URL as part of the search result and your URL can help increase click-throughs from a search page.

▶ INTERNAL LINKS

When linking to pages within your site, use keywords in the link text that match the keywords the source page is optimized for.

▶ IMAGES

Include keywords within the alt text and in the URL, making it more likely they will be displayed.

▶ CAPITALIZATION AND PUNCTUATION

Keywords are not case sensitive and search engines ignore punctuation.

The most effective way to increase visitors arriving from organic search is to write content using the keywords that prospects type into Google.

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OPTIMIZATION TOOLS : VISIBILITY

▶ TEST PAGE TITLE & META DESCRIPTION VISIBILITY IN GOOGLE SEARCH RESULTS

Use this free Google SERP snippet optimization tool as a guide when creating your Title and Meta descriptions.

Get creative – the page title that appears in search engines is like an advertisement for the page.

RUN VISIBILITY TEST



EXAMPLE | Title
Viewable Title 549 pixels

Title & Description Pixel Checker: Preview Google Title & Description ...
https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/ ...
 Test Page Title & Meta Description Visibility in Google Search Results. Bookmark this awesome Google SERP Snippet Optimization Tool. We measure in Pixels. Home B2B Search Marketing Tools & Articles Google Meta Title & Description Length Preview Tool Measures in Pixels ...

EXAMPLE | Snippet
This description is 1529 pixels

▶ SEE WHAT GOOGLEBOT SEES

This tool simulates how Google “reads” a webpage by displaying the content exactly how it would see it.

Why is this Important?

Use this simulator tool to identify if your content contains your primary keywords used in the most important way – in your title and meta data, in <H> headings, in bold text and in bulleted lists.

TIP: Use our tool on your page. Then on the result's page use your browser's “Edit > Find” function to locate your key phrases.

RUN GOOGLEBOT TEST

Sample Frequency of Words on a Single Page

1 Word	Count	Density	2 Word Phrase	Count	Density	3 Word Phrase	Count	Density
search	15	1500.00%	search engine	9	900.00%	engine optimization	3	300.00%
lead	13	1300.00%	lead generation	6	600.00%	seo		
site	13	1300.00%	advertising ppc	3	300.00%	website lead	3	300.00%
website	12	1200.00%	keyword research	3	300.00%	generation		
engine	9	900.00%	social media	3	300.00%	search engine	3	300.00%
client	8	800.00%	engine optimization	3	300.00%	optimization		
totheweb	7	700.00%	fast track	2	200.00%	social media b	2	200.00%
seo	7	700.00%	analysis keyword	2	200.00%	client		
marketing	7	700.00%	driven strategies	2	200.00%	fr		
clients	6	600.00%	clients totheweb	2	200.00%			
leads	6	600.00%	san francisco	2	200.00%			
generation	6	600.00%						
strategies	5	500.00%						
ppc	5	500.00%						
keyword	5	500.00%						
create	4	400.00%						
advertising	4	400.00%						
custom	4	400.00%						
results	4	400.00%						
drive	4	400.00%						



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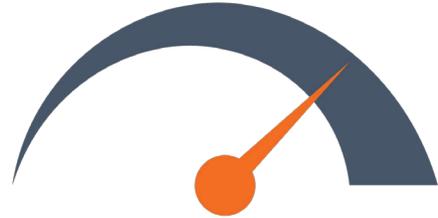
OPTIMIZATION TOOLS : SPEED

▶ SITE SPEED TEST

Search engines favor faster sites and potential visitors are prone to bail on slow-loading websites. Aim to optimize your website so pages load in 3 seconds or less.

Test your site's speed with Pingdom, GTMetrix, and Google Mobile Friendly.

Google's score is based on mobile users accessing your site with a 3G connection.

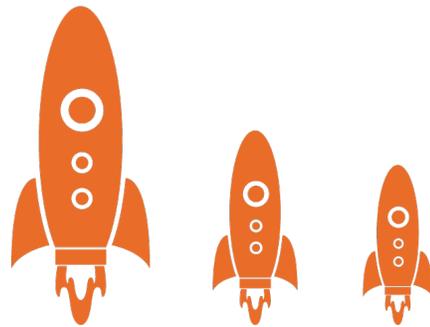


▶ REDUCE IMAGE FILE SIZE FOR OPTIMUM PERFORMANCE

LOAD TIME COMPARISON

- 2 seconds = faster than 70% of sites
- 3 seconds = faster than 54% of sites
- 6 seconds = faster than only 27% of sites

Source: Pingdom



▶ EVALUATE WORDPRESS PLUGINS

Identify bandwidth hogs and reduce Image file size.

Plugins can reduce loading time.

GTMetrix.com identifies these problems.





Is Your Website Your Best Sales Tool?



It Should Be!

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