

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.

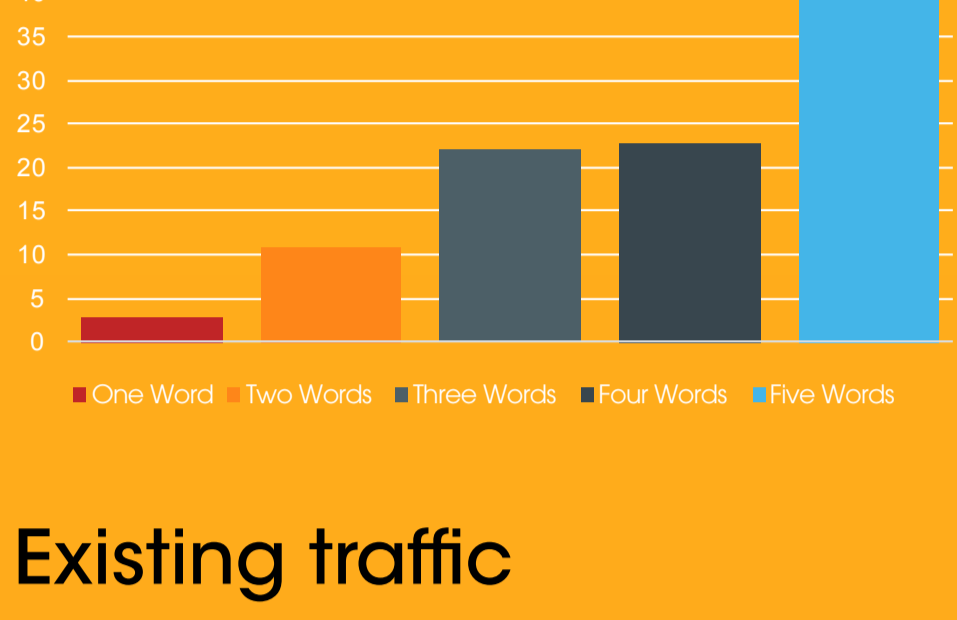
Review search volume

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

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>