

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!



Improving Organic Search Engine Visibility

# What we're up against...

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

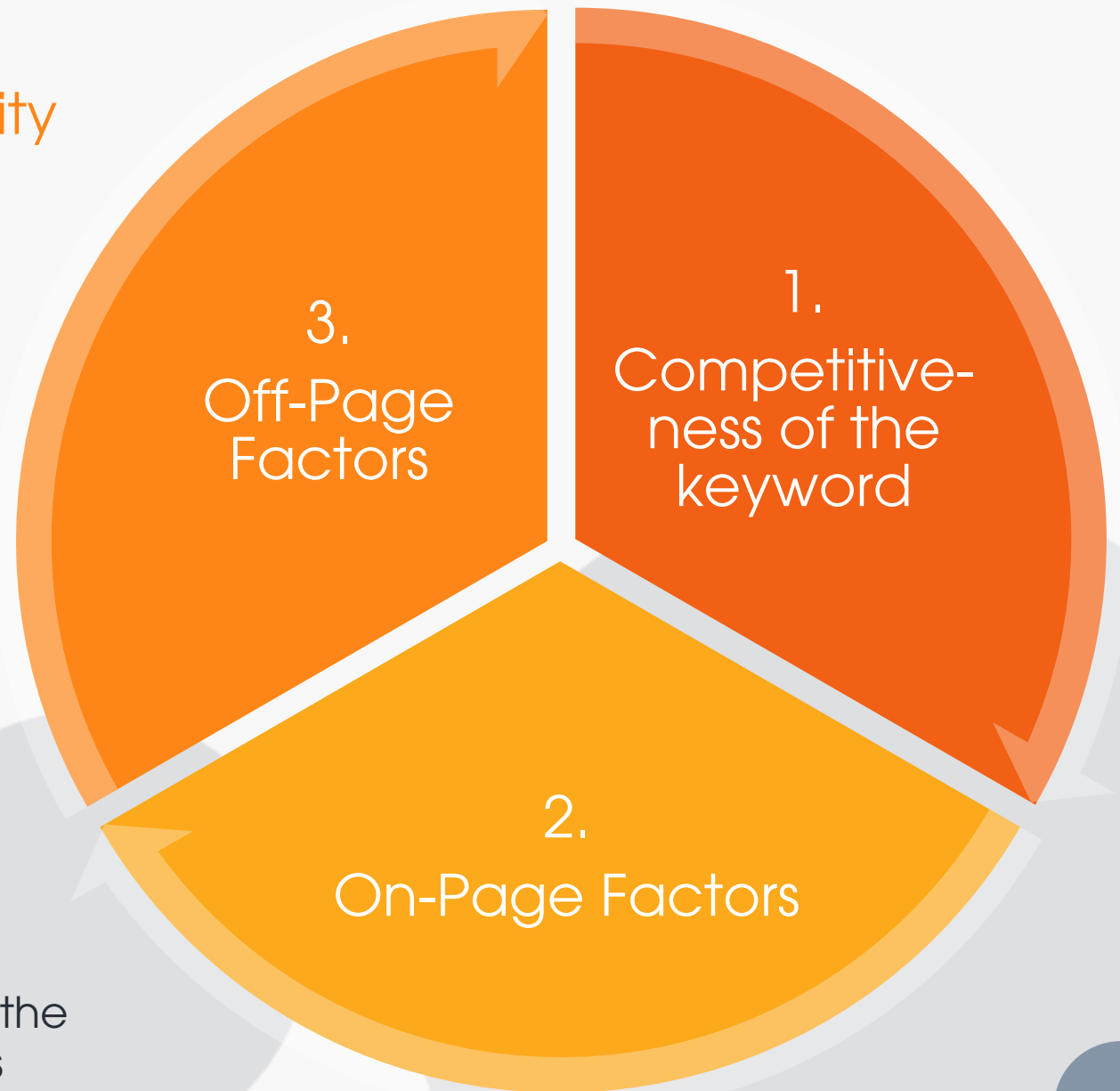
>10 million Google search results for  
“keyword research”

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.



Improving Organic Search Engine Visibility

# 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?



## Homepage Bounce Rate

# 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.



Google

## Semantic Search Example

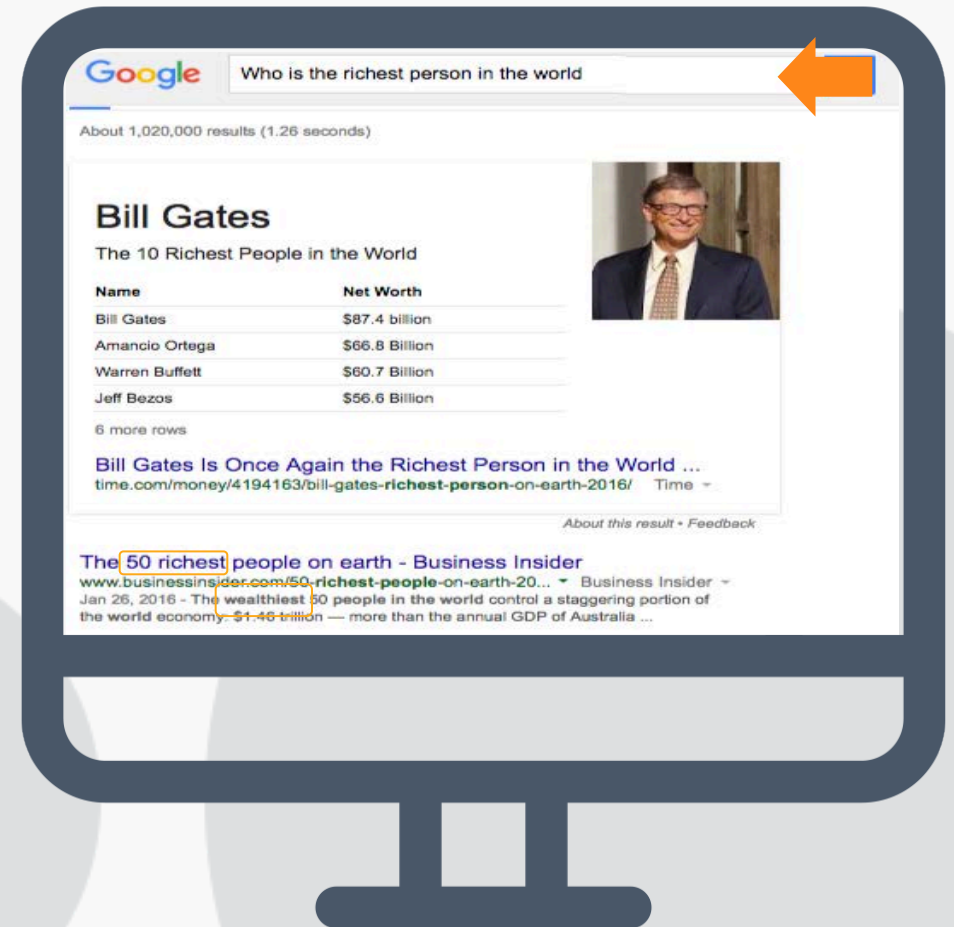
EXAMPLE

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

**keyword research (has the same intent as)**

research keywords  
keyword search  
keyword selection  
keyword analysis  
search for keywords

Google Search

I'm Feeling Lucky

Finding the Right Keywords

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 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 *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.

Identify Similar Keywords and Concepts and Their Search Volume

# Keyword Tools

- **Google Products:** [AdWords Keyword Planner](#), [Search Console](#), [Google Trends](#), [Google Instant](#)
- **Long-Tail & Modifiers:** [Google Auto Complete](#) / [Übersuggest](#)
- **Word Clouds:** [TagCrowd.com](#) / [Wordle.net](#) / [VisualThesaurus.com](#)
- **On-Page Keyword Use:** [ToTheWeb Google Simulator](#)
- **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.



# Tips for Finding the Keywords and Theme of a Page

## Search Engine [Spider Simulator](#)

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

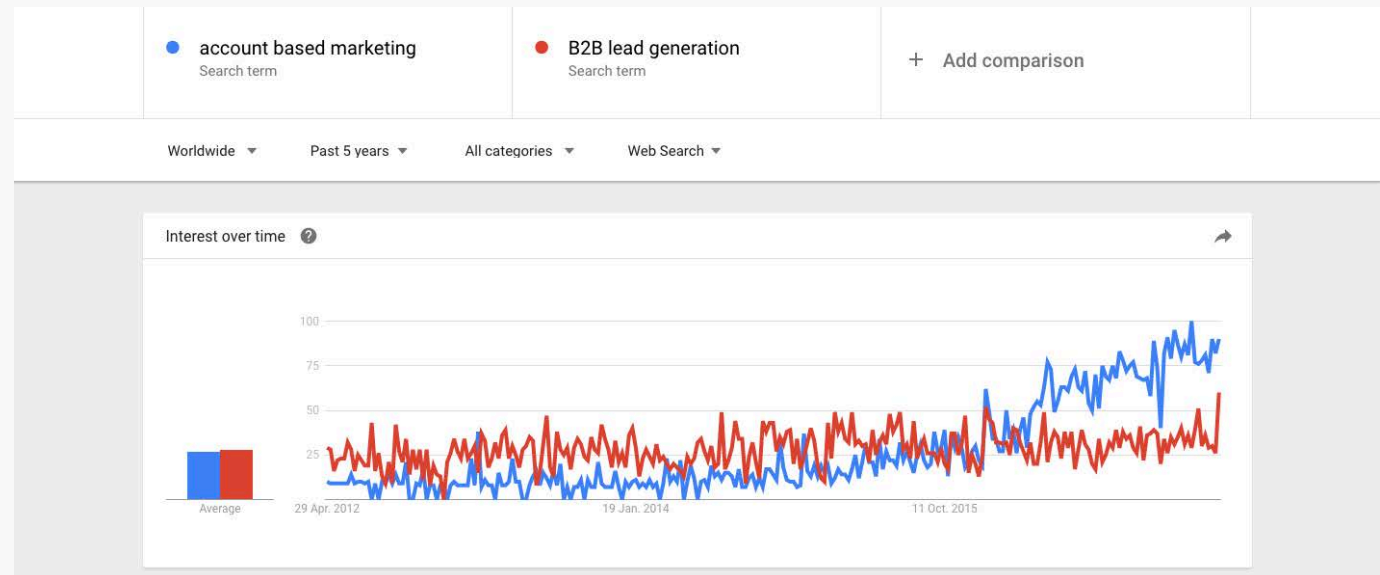
It shows the frequency count for words on the page. Use this tool in conjunction with [TagCrowd](#).

Use ToTheWeb's Spider Simulator to see word frequencies.

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 seo	3	300.00%
lead	13	1300.00%	lead generation	6	600.00%	website lead generation	3	300.00%
site	13	1300.00%	advertising ppc	3	300.00%	search engine optimization	3	300.00%
website	12	1200.00%	keyword research	3	300.00%	social media b	2	200.00%
engine	9	900.00%	social media	3	300.00%	client		
client	8	800.00%	engine optimization	3	300.00%			
totheweb	7	700.00%	track lead	2	200.00%			
seo	7	700.00%	fast track	2	200.00%			
marketing	7	700.00%	analysis keyword	2	200.00%			
clients	6	600.00%	driven strategies	2	200.00%			
leads	6	600.00%						
generation	6	600.00%						
strategies	5	500.00%						
ppc	5	500.00%						
keyword	5	500.00%						
create	4	400.00%						

## Free B2B Tools + Articles

Google Trends

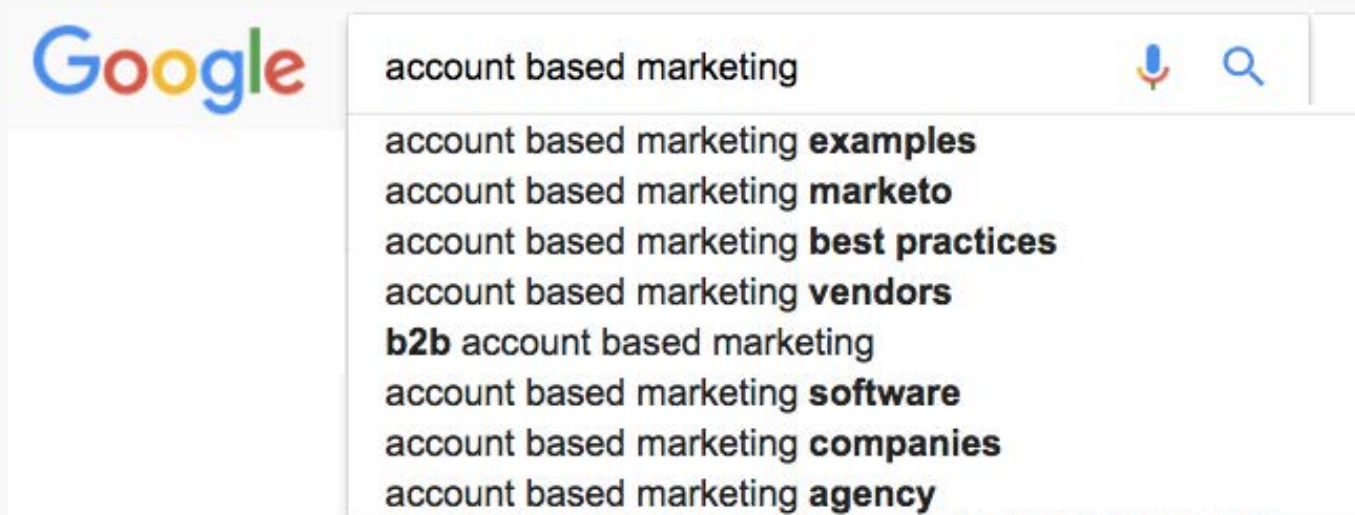


## Free B2B Tools + Articles

# Google

### Google Instant

See results as you type



## The Right Keywords: Think About The Buyer's Journey

Start by selecting keywords based on:

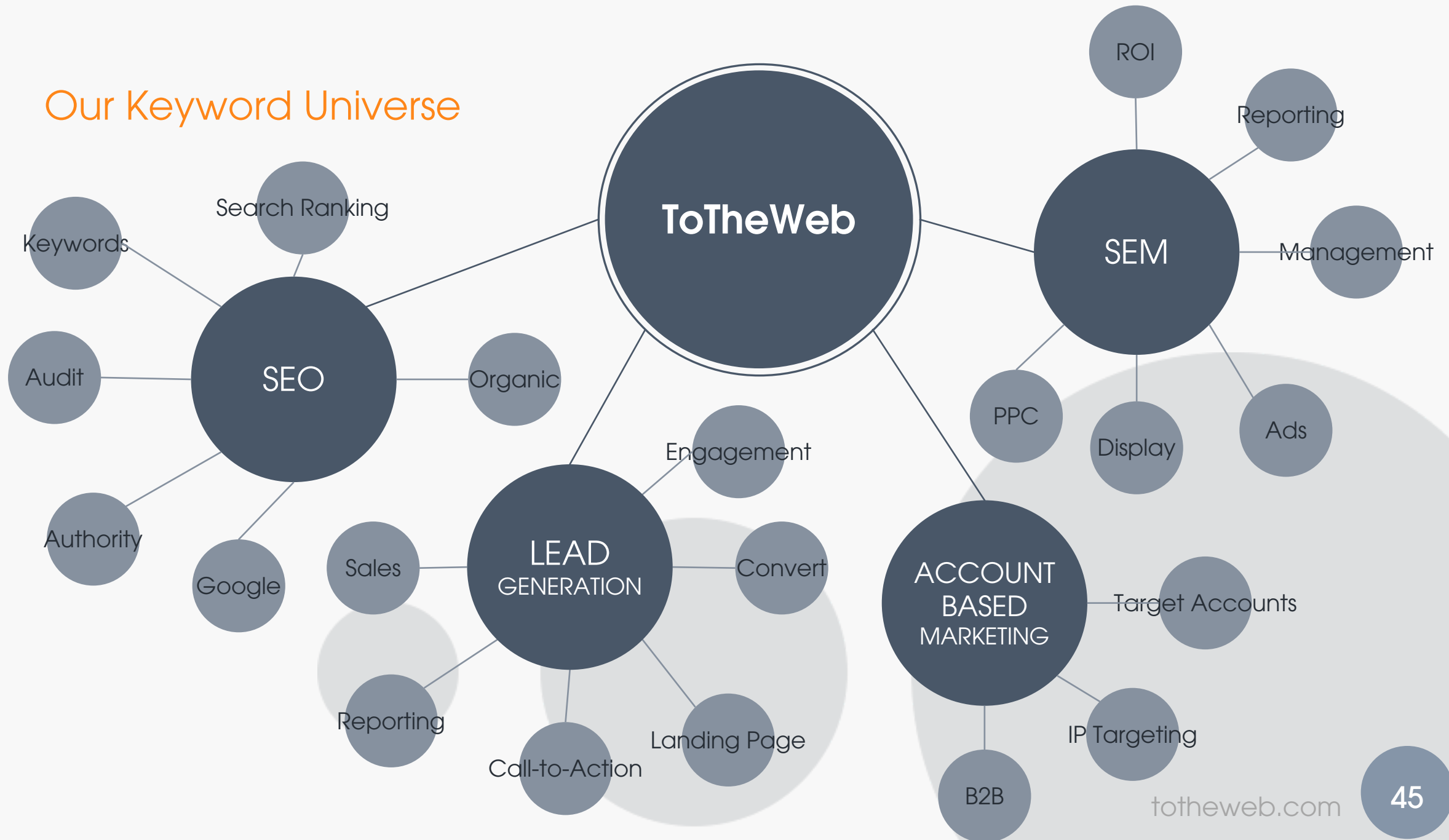
- **Language** your customers use
  - Words customers talk about when describing a problem.
- **User intent** – are visitors likely to convert?
- **Topical relevance**: Keywords associated with your topic that typically co-exist on top-ranking pages.
- **Search volume** and **competition** – do buyers 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**.

Organize  
in Excel

## Our Keyword Universe



# TOPIC

## CONCEPT #1



## CONCEPT #1

### HIGH-VALUE KEYWORDS

- Top Keywords
- Top Keywords
- Top Keywords
- Top Keywords

### RELATED MODIFIERS/SYNONYMS

- Modifiers/Synonyms
- Modifiers/Synonym
- Modifiers/Synonyms

Concept #2

Concept #3

Concept #4

Concept #5

Concept#6

## SITE-WIDE

### MODIFIERS/SYNONYMS

- Modifiers/Synonyms
- Modifiers/Synonym
- Modifiers/Synonyms

## Optimizing Content with Keywords

Select a highly targeted keyword theme that will form the main 'topic' of your page.

# Topic: Search Engine Optimization



## Concepts



## Related Keywords Modifiers & Synonyms

- Keyword Research
- Content Optimization
- SEO Agency Search

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

- 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**

Optimizing Content with Keywords

# 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.

\$49  
click



Core Page Topic  
**PPC Management**

- Management
- Cost/Fees
- Adwords management
- Reporting & ROI
- Display/Text Ads
- Track, analyze and optimize
- Targeting, positioning
- Remarketing

Optimizing Content with Keywords

# Think “clusters” of related keywords

Answer the buyer’s questions.



## **Account-Based Marketing**

- B2B strategy
- Target Accounts
- Sales, Marketing, Flip the Funnel, Benefits
- Personalization, Execution
- Account-based content/targeting
- Technology Stack

# The Basics

## Keyword Selection Fundamentals



## 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).

# 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



# 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!



# 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".

# 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.

# 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 “**megamenu**”) are a type of [expandable menu](#) in which many choices are displayed in a two-dimensional dropdown

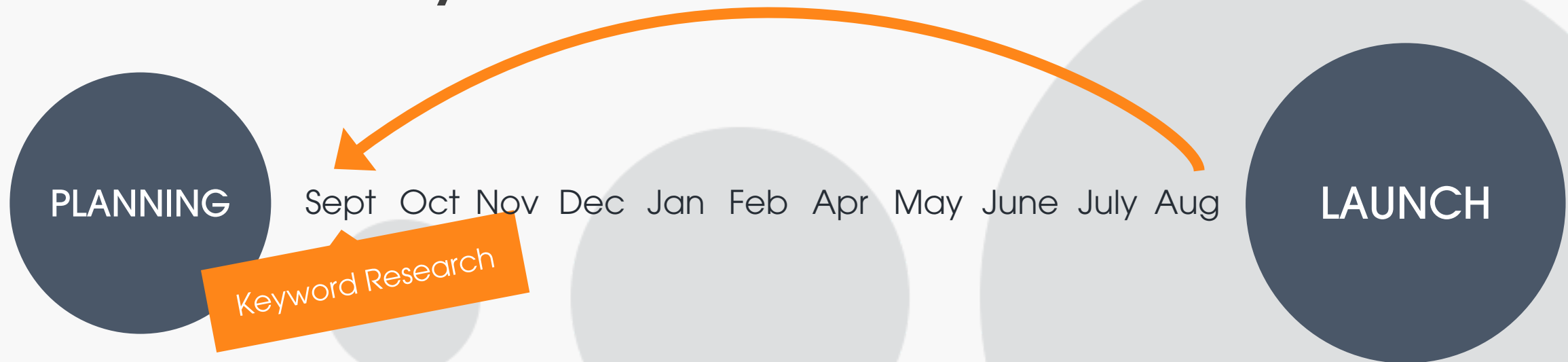
Including **both spellings** for MegaMenu is awkward and unnecessary.

# Stop words in keyword phrases

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

“Optimize your PDFs” is the same as “Optimize PDFs”

# Relaunch: When to Start Keyword Research



Optimizing Content with Keywords

# Get Started with Optimization

Use our SEO Content Template

Download our template to simplify the SEO implementation process.

SEO CONTENT TEMPLATE

Optimizing Content with Keywords

# Where will you use your keywords?

Everywhere.

## Optimizing Content with Keywords

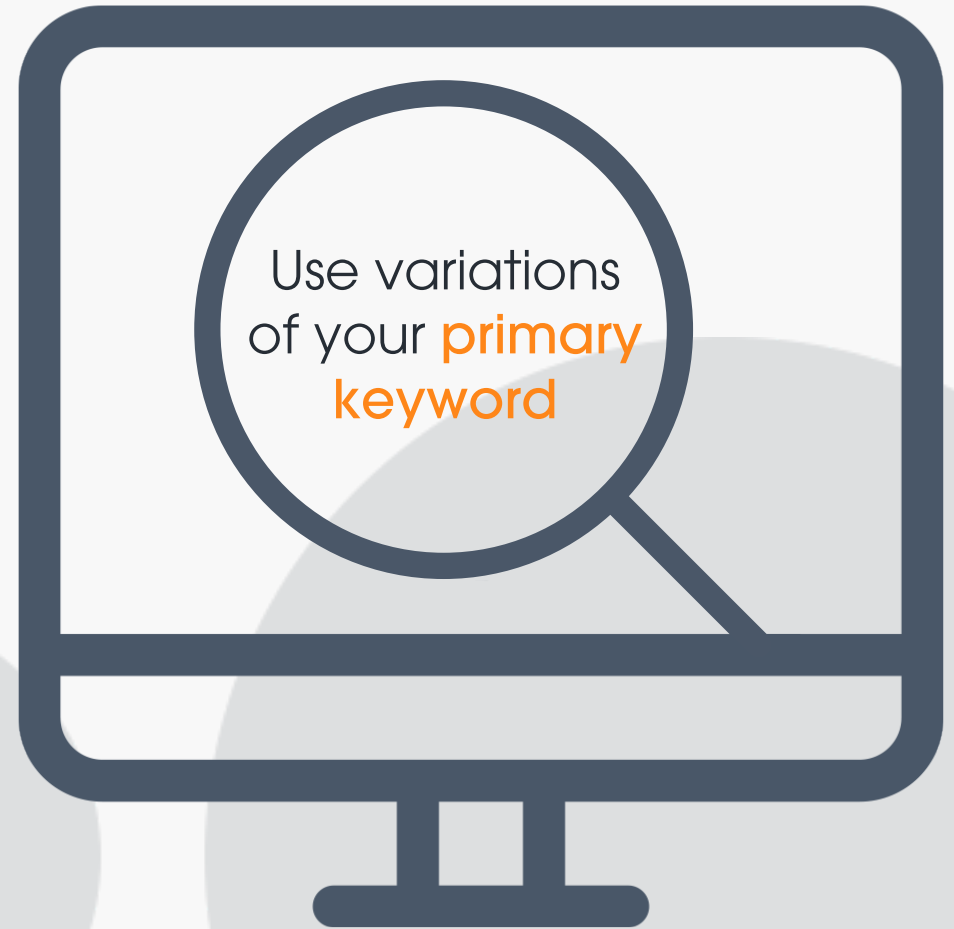
- All corporate website content
  - Web pages, microsites
  - Data sheets, white papers, case studies
  - Blog content, email broadcasts
  - Webinar, event content
  - Press releases and announcements.
- When talking to the press
- Social media and
- 3<sup>rd</sup>-party blogs and in SlideShare
- Online forums such as on LinkedIn (groups and profiles)
- Corporate messaging document
- Video Scripts, Podcasts.

# 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.



## Semantic Search Example

Use **variations**  
of primary  
keywords.

Google understands  
that they have the  
same meaning.

Old Way w/ 1 Phrase

A diagram of a document with a folded top-right corner. It contains several horizontal lines, some of which are pre-filled with the text "paid advertising".

\_\_\_\_\_

\_\_\_\_\_

paid advertising \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ paid advertising \_\_\_\_\_

\_\_\_\_\_

paid advertising \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

New Way w/ Synonyms

A diagram of a document with a folded top-right corner. It contains several horizontal lines, some of which are pre-filled with synonyms for "paid advertising".

\_\_\_\_\_

\_\_\_\_\_

paid advertising \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ ppc \_\_\_\_\_

\_\_\_\_\_

pay-per-click \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ SEM \_\_\_\_\_

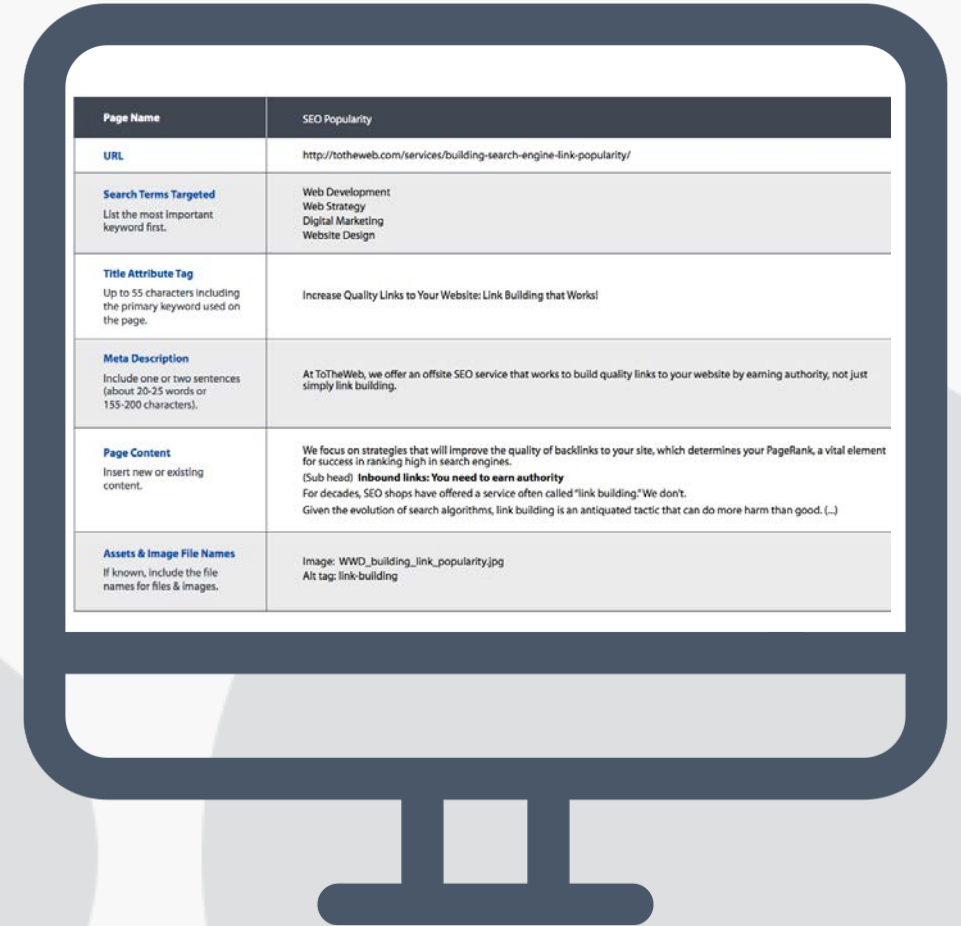
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ paid ads \_\_\_\_\_

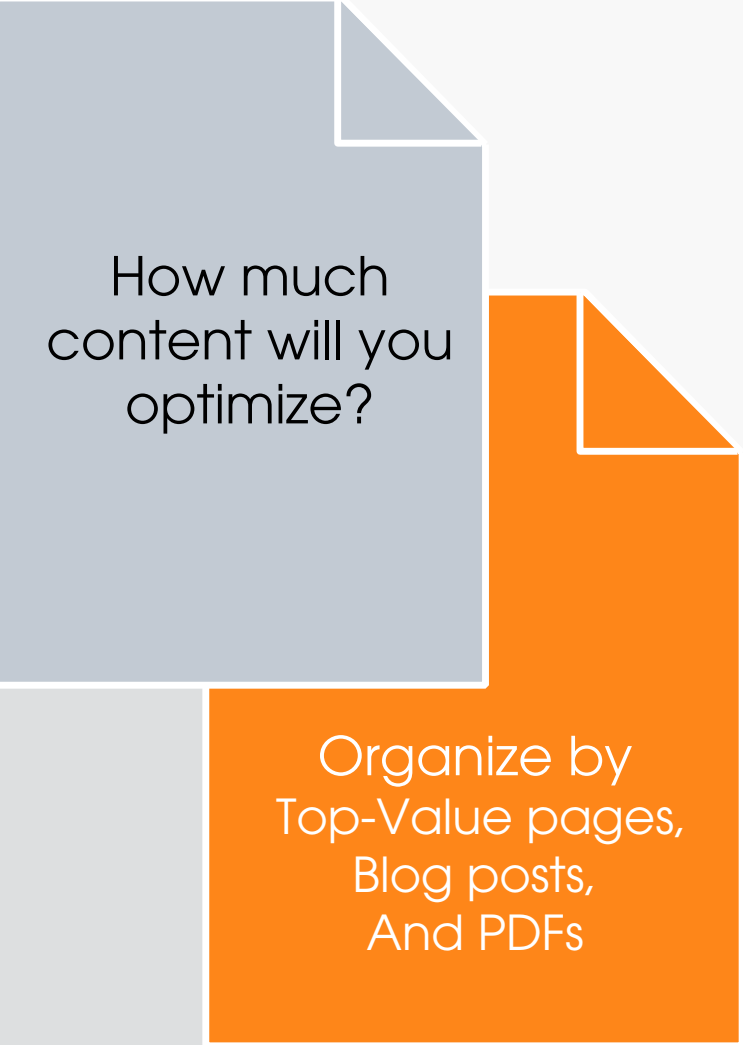
# Optimization - Where to Start

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 1<sup>st</sup> 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.**



How much content will you optimize?

Organize by  
Top-Value pages,  
Blog posts,  
And PDFs



## Optimizing Content with Keywords

Start every piece of content considering the keywords for which you want the content to rank

Improving Organic Search Engine Visibility

# Why don't we rank for *"fill in the blank"*?

WHY?



## 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.



Improving Organic Search Engine Visibility

# 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](https://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.

**CALL 650.627.8800**



Is your website  
your best sales tool?

It should be!

**Questions?**

RB@ToTheWeb.com

650.627.8800

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