

SEO Essentials

Description

Keyword Analysis

- **Brainstorm list of ideas of words/phrases.** Speak to your co-workers, friends, suppliers to your business of keywords and phrases they would associate to the content you are looking to create.
- **Imagine you are the customer.** Put yourself in the shoes of your customer. What types of keywords and phrases are you going to refer to? Phone or email your customers, be open with them and ask them for their thoughts and ideas too
- **Competitors.** This is a great resource tool. List out all your competitors who are selling the same product/service and begin to form research into the words and phrases they are targeting. Check out the source code of your competitors website products page â?? here you can search for Meta Keyword and Description tags where they may provide you with hints on keywords they are targeting.
- **Analytics.** Consult your analytics and make a note of all the relevant keywords users have used to arrive at your website relating to the specific product/service.
- **Define your list.** By now you should have a list of keywords and from this research you can now take it forward. Do not make the list too exhaustive, try to look to define and identify 10-15 keywords.

Defining the List

- **Relevant and Popular keywords.** From the initial selection of keywords in Step 1, now you need to define the list of keywords you want to target that you see as relevant and popular for search tactics.
- **Sign into the [Google Keyword Tool](#)** which provides you with an insight into the search volume available for the range of keywords you have identified through Google e.g. how many searches are conducted on a monthly basis for that specific word or phrase.
- **Paste the keyword list** you created in Step 1 into the keyword tool and choose â??Exact matchâ?? and set the region you are looking to target.
- **Record results.** The Keyword tool will then generate a list of keyword search volume generated for a monthly average.

Category

1. Digital Marketing

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