Keyword Strategy in Hubspot

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A keyword is generally a word or phrase that is a topic of significance. Searchers use keywords as a way to identify and verbalize their problem or topic in which they're looking for more information. Businesses create content around relevant topics to their business which helps them rank and be the content in which searchers find.

HubSpot's Keywords tool can help you manage and keep track of keywords that are important to your business. Inside of the tool, you are able to see which keyword phrases are working for your business to attract and convert leads. The software will also provide you with information about which ones are worth pursuing if there is an opportunity to rank, as well as provide intelligent suggestions around variations, conversion opportunities, and even opportunities to rank better. Read this article to learn about the importance of keywords and the different types.

Keywords FAQ
Understanding Keywords
How to decide which keywords to focus on
How to use the Keywords dashboard
Keywords Training Videos

Are keywords important? Yes! It's a starting point, a building block to your overall strategy.

Interactive:

Look for Opps/Keeping current

- Look at AppRiver.com/ Services/ Spam & Virus
- Search: **email security service**
- Go to HubSpot: Reports, Keywords,
- Search: email security service
- Add as keyword

Stay Competitive:

- Email Encryption: Search on Google
- Look in Hubspot
- See ranking/look at competitors

https://www.virtru.com/

Look at Hosted Exchange and Office 365-Keywords

Web Analytics Easter Egg:

RankBrain is a machine learning artificial intelligence system, the use of which by Google was confirmed on 26 October 2015. It helps Google to process search results and provide more relevant search results for users.[1] In a recent interview, Google commented that RankBrain is the third most important factor in the ranking algorithm along with links and content.[1][2]
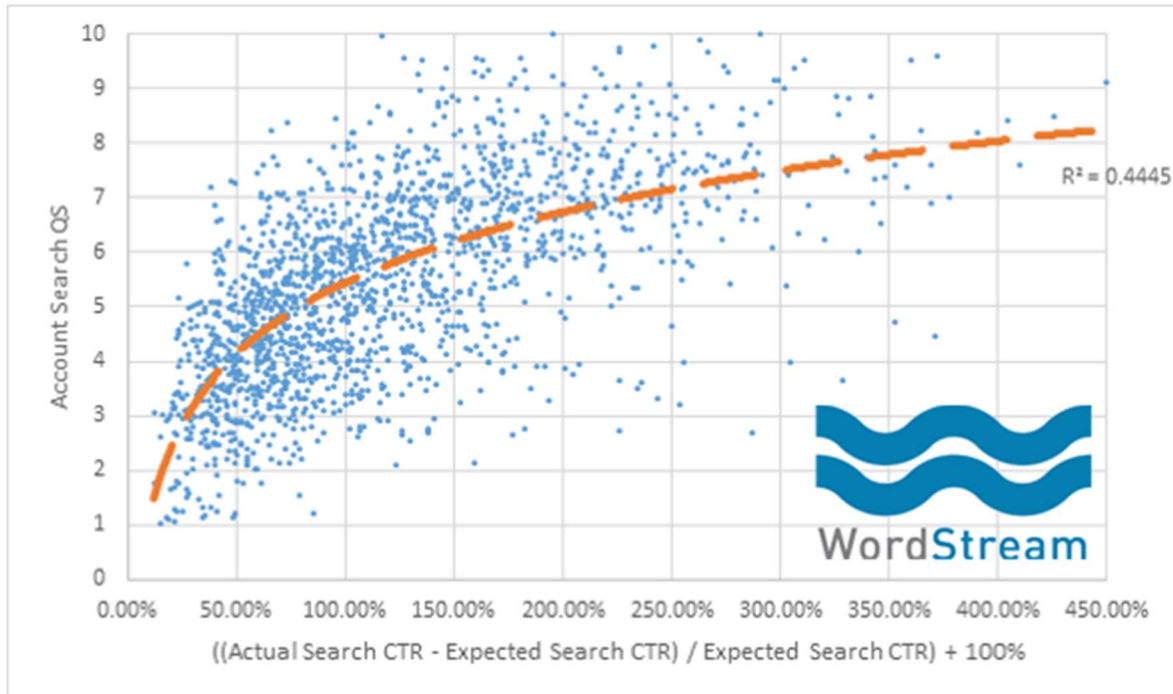
RankBrain Judgment Day: 4 SEO Strategies You'll Need to Survive

1. High Organic CTRs: Your Highest Probability For SEO Success

Google uses its Quality Score algorithm to rate the quality and relevance of your keywords and AdWords ads. Click-through rate, the relevance of each keyword to its ad group, landing page quality and relevance, ad text relevance, your historic AdWords performance – all of this ultimately determines your cost per click and your ad rank in the ad auction process.

The key to beating the Quality Score algorithm is just a matter of beating the expected click-through rate for a given ad spot. Important: There is no *one* expected CTR – CTRs will vary by time of day, device, location, and other factors.

This graph (based on WordStream client data*) maps Quality Score against the ratio of actual click-through rate to expected click-through rate by position. As you can see, the AdWords Quality Score algorithm is largely just a matter of beating the expected click-through rate for a given ad position.

The better your ad does compared to the expected CTR, the higher your Quality Score.

By looking at millions of ads (from WordStream client accounts*) and averaging their click-through rates by ad position, we were able to reverse-engineer the expected CTR of an ad, and this is what we found:

If your ad is in position 1, you don't have extra points for having a 5% CTR – Google expects your CTR to be that high when you're in that position. You need to do even better than expected to prove to Google that your ad is especially high-quality and relevant to users.

What does this have to do with SEO, in a world where "content is king" and backlinks are critical to better rankings? Well, that's where you need to start adjusting your thinking.

The future of SEO isn't about beating another page based on content length, social metrics, keyword usage, or your number of backlinks. **Better organic search visibility will come from beating your competitors with a higher than expected click-through rate.**

Google Analytics: Reporting, Acquisition, SEO, Queries,

Create advanced filter.