We will be starting at 4:02 PM ET. Use the Chat Pane in GoToTraining to Ask Questions!

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TODAY’S GOAL:
To learn how to conduct proper keyword research using HubSpot.

KEYWORDS WORKSHOP
After today’s class 5:00pm-5:30pm

ARCHIVE PAGES ACCESSIBLE IN HUBSPOT PORTAL
AGENDA
1. Keywords & inbound marketing [2 min]
2. Why keywords are so important [5 min]
3. How to pick quality keywords [25 min]
4. Keywords tool walkthrough [25 min]
5. Keyword next steps and resources [3 min]

KEYWORDS AND INBOUND MARKETING

INBOUND MARKETING METHODOLOGY

Attract | Convert | Close | Delight

Strangers | Visitors | Leads | Customers | Promoters

Blog, Social Media, Company Pages | Call-to-Action, Landing Pages, Coupons, Contests | Email Marketing, Video, Whitepapers, Ebooks | Social Media, Search, Referral Marketing, Webinars
WHY KEYWORDS ARE SO IMPORTANT.

What is a keyword?

A TOPIC OF IMPORTANCE.

Business Website Pages
Consumer/Prospect

Keywords are the Foundation of your site.

Search engines are the bridges that connect qualified prospects to your site.
KEYWORD RESEARCH IS NECESSARY BECAUSE KEYWORDS:

1. They are the foundation of your website
2. They help search engines to understand the purpose of your page
3. They help users and potential customers understand the purpose of your page

HOW TO PICK HIGH QUALITY KEYWORDS.
3 STEPS TO PERFECT KEYWORD RESEARCH:

1. Uncover and understand your buyer personas’ queries
2. Determine if you can rank for these keywords
3. Brainstorm content to create around each keyword phrase

UNCOVER AND UNDERSTAND YOUR BUYER PERSONAS’ QUERIES

KEYWORD STRATEGY MUST FOCUS ON USERS.
UNDERSTAND THEIR QUESTIONS AND CONCERNS:

1. Who am I? What am I like? (buyer persona)

2. What am I looking for?

3. What problems do I have that your company solves?
UNDERSTAND THEIR QUESTIONS AND CONCERNS:

1. Who am I? What am I like? (buyer persona)
2. What am I looking for? (keywords!)
3. What problems do I have that your company solves? (keywords!)

DETERMINE IF YOU CAN RANK FOR THESE KEYWORDS

Some keyword phrases are more difficult to rank for than others.
**GENERAL KEYWORD**

“Shoes”

**MORE DESCRIPTIVE (LONG-TAIL) KEYWORD**

“Red Nike men’s running shoes”
“Inbound marketing consultants”
“Ballroom dance lessons Boston ma”

**“Marketing”**

- **BROAD** keyword
- General to your business
- High monthly search volume
- Lots of competition
- Difficult to rank & get traffic for
- Traffic is not as relevant, and are less likely to become leads

**“Internet Marketing Software”**

- **LONG-TAIL** keyword
- Specific to your business
- Lower monthly search volume
- Little competition
- Easy to rank & get traffic for
- Traffic is very relevant, and are more likely to become leads
BENEFITS OF USING LONG-TAIL KEYWORD PHRASES:

1. Have less competition
2. Easier to rank and get traffic
3. More relevant to your business
4. Drive better quality traffic leading to higher conversion rates

Rank-ability: how can you be sure?

Add terms into the keywords tool!
Review the “difficulty” level column for **50 or less**.

**BRAINSTORM CONTENT TO CREATE AROUND EACH KEYWORD PHRASE**

To start ranking, you must create optimized content.
THERE ARE 3 KINDS OF KEYWORDS

1. Branded
2. Jargon
3. Non-branded, non-jargon

UNDERSTAND THEIR QUESTIONS AND CONCERNS:

1. Who am I? What am I like?  (buyer personas)
2. What am I looking for?  (WEBSITE CONTENT KEYWORDS)
3. What problems do I have that your company solves?  (BLOG CONTENT KEYWORDS)
But remember:
Regardless of the type of content, optimize it for users.

WATER BREAK.

Best Practices for Keywords
- Uncover and understand your ideal buyer/Buyer Person (this is to whom you're targeting keywords)
- Focus on long-tail keywords
- Optimize content around keywords with a difficulty of less than 50
- Optimize blog content and website pages around one keyword
- Choose keywords for users, not search engines
- Use only one long-tail keyword phrase per piece of content
- But may naturally introduce variations of this term into page by writing/rewriting
- When looking at KW tool, focus only on relevancy and difficulty score
KEYWORDS TOOL WALKTHROUGH.

WHY USE THE KEYWORDS TOOL:

1. Manage current ranking keywords
2. Find keywords in which we can rank (appropriate difficulty level)
3. Find a keyword variation for which it’s easier to rank
4. Determine keywords are converting site visitors into leads

LIVE DEMO.
5 RESOURCES AND NEXT STEPS.

NEXT STEPS
1. Add 50 or more relevant keywords to the keyword tool
2. Create at least two campaigns and add related keywords to organize and track
3. Identify keywords you can write blog articles about, using the recommendations tab
1 How to use the Keywords tool to do keyword research
2 Blog article: The Ultimate Guide for Mastering Long Tail Search
3 Keywords tool FAQ
4 SEO webinar series

ADDITIONAL RESOURCES

KEYWORDS TRAINING CLASS ARCHIVE PAGE

QUESTIONS?
THANK YOU.

KEYWORDS WORKSHOP
After today’s class
5pm- 5:30pm

WORKSHOP GOALS:
To add and organize keywords in the Keywords tool, then brainstorm content to create and optimize using these keywords.
WORKSHOP AGENDA

1. Add keywords to the keywords tool
2. Group keywords into categories
3. Brainstorm content for keyword strategy
4. Sign up for Blog Training Class

ADD KEYWORDS.

KEYWORDS TO ADD:

1. What people type into a search engine to find you—then “Get Suggestions”
2. Competitors, use “Get Suggestions” and URL
3. What problems do your buyer personas have that your company solves?
GROUP KEYWORDS INTO CAMPAIGNS.

ORGANIZING YOUR KEYWORDS.

PRODUCTS
- Airstream RV
- Ford RV
- Luxury RV
- Compact RV
- Hybrid RV

SERVICES
- RV Driving Lessons
- RV financing
- RV repair

BRAND
- Mike’s RV
- Mike’s RV MA

RV BETTY
- Financing an RV when you're retired
- RV Driving Lessons

RV JOE
- Top 10 most fuel efficient RVs
- Maximizing RV storage
- RV Driving Lessons

HOW WOULD YOU BRAINSTORM CONTENT.

- Organize
- Your
- Keywords?