

KEYWORDS

Your keywords should be long-tail, non-brand-specific and focused on both the problem and the solution for your buyer persona(s). The keywords that are important to you should be used in your blogs and on your website to attract new visitors to your website that are searching for information on those topics.

When Doing Keyword Research

1. Set the columns to show you Difficulty, Rank, Monthly Searches
2. Sort by Difficulty
3. You are looking for keywords that:
 1. Are relevant
 2. Have a difficulty score of less than 50
 3. Have monthly searches greater than "Low"

Optimizing with Keywords

1. Pick out the top 5 best keywords.
2. Include these keywords in your blog posts and website pages – see below for critical placement of keywords.

When Analyzing Results

1. In the Keywords tool, filter by Rank.
2. Click into a keyword to see a chart of how your rank has changed over time for a keyword + what pages are ranking for each keyword.
3. Look in the Page Performance tool to see which keywords your top visited and most important pages are ranking for.
4. Happy with the change you have seen? Start focusing on the next top 5 keywords in your upcoming blog posts.
5. Want to see more change? Write more blogs on those keywords and double check your on-page optimization for those terms on relevant website pages.

PRO TIPS

When researching keywords, you should consider both the problem(s) and solution(s) your target personas could be searching for.

Don't get hung-up on plural vs. singular and present vs. past-tense. Google is smart enough to know when the long-tail phrase means the same thing. Choose the terms that make the most sense to create content around.

The data in the Keywords tool is for someone searching on the exact keyword phrase. Don't be deterred by a low monthly search number.

Find high difficulty keywords that are important to you and try making them more specific (long-tail) to lower the difficulty.

You can group your keywords into campaigns to see how you have performed on those keywords as a group.

If you are already ranking for a keyword, you have a leg up on getting more traffic and getting found for that term.

Even if local searches are important to you, you do not need to have a location in every long-tail keyword phrase.

Optimal Placement for Your Keywords

On your Blog



- 1 Page title – On a blog, this will typically be your blog post title
- 2 URL – Usually includes your page (blog post) title
- 3 When possible, include your keyword in the headers throughout the page/post
- 4 File name and alt tag for your image
- 5 The body of the page/post – use your target long-tail keyword (including variations), naturally, about 5 times
- 6 Anchor text in internal links to other relevant pages or posts on your site
- 7 Meta description - this is the abstract, or summary, of the page and is often your first chance to catch the attention of a visitor

On your Website Pages

