

KEYWORD



SEO Keyword SELECTION GUIDE



Selecting good SEO keywords is important because it directly impacts the success of your search engine optimization (SEO) strategy. We have put this guide together to help you navigate the keyword selection process.

3 Elements of Great SEO Keywords



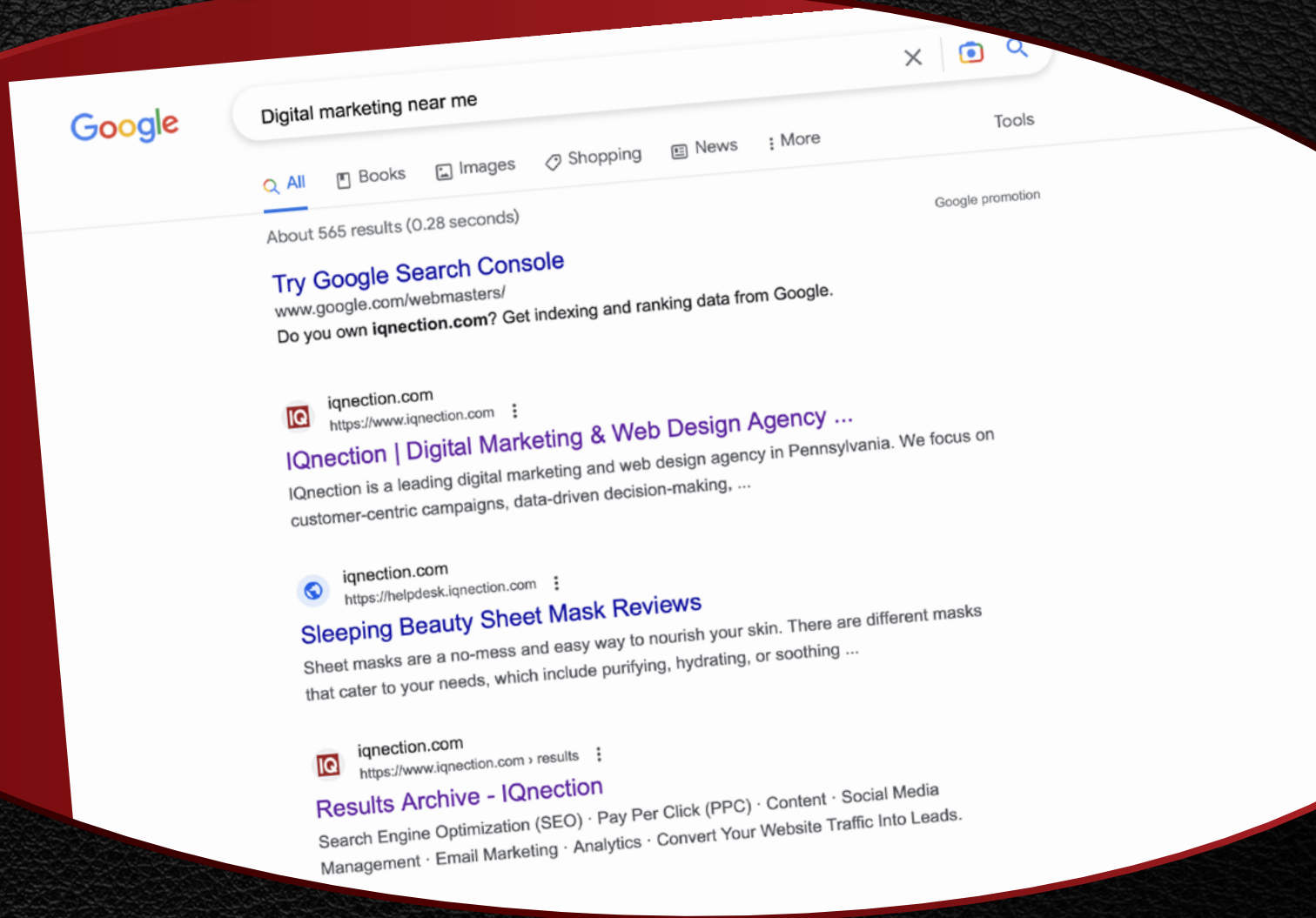
Relevance



Authority



Volume

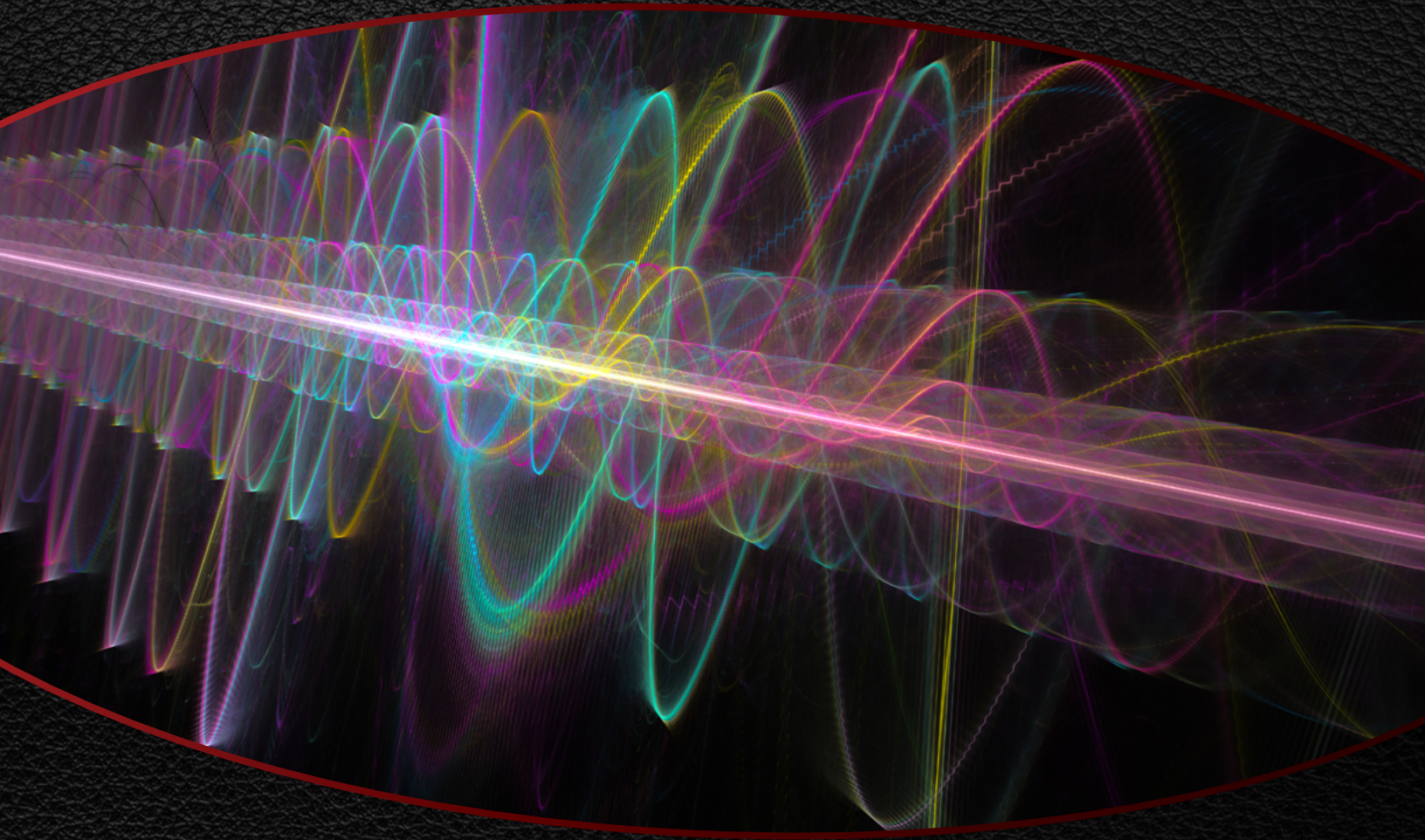


Relevance:

- Your content will only rank if the keyword you're ranking for aligns with the searcher's needs.
- Your website will only show up in Google for specific Keywords if you use them (or very similar keywords words) in your website's content.

Questions to ask yourself:

- What new information can I provide searchers?
- What are my target customers likely searching for to find businesses like mine?
- Is my keyword-rich content quality content?



Volume:

You want to be ranking for words that people are looking for. Checking the volume of monthly searches will help determine if the words are worth ranking for.

Questions to ask yourself:

- Are enough people interested in this topic?
- Would a small volume still result in a large sale?



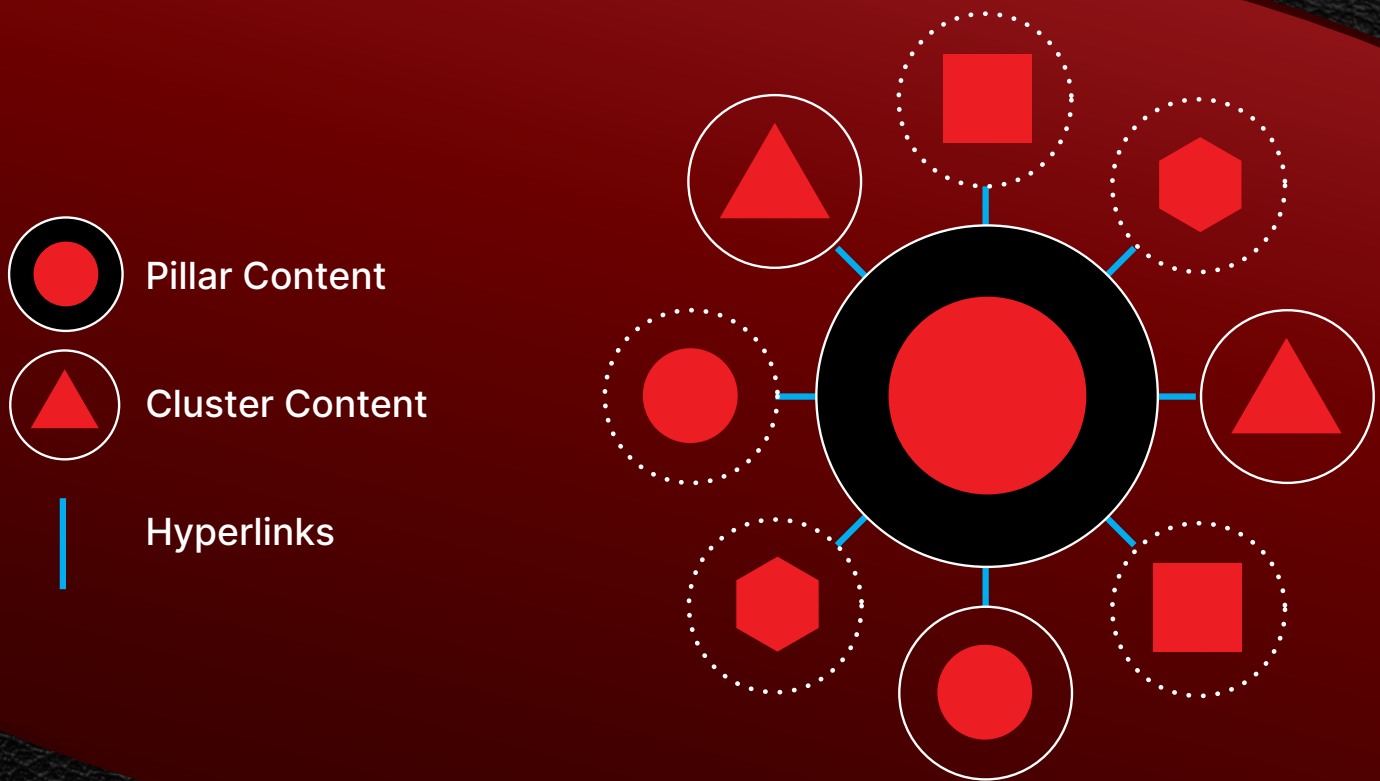


Authority:

Search Engines like Google will favor websites that are deemed authoritative. You want to pack your site with helpful, informative content. Fluff pages carry little weight online anymore.

Questions to ask yourself:

- Are there too many authoritative competitors for those words?

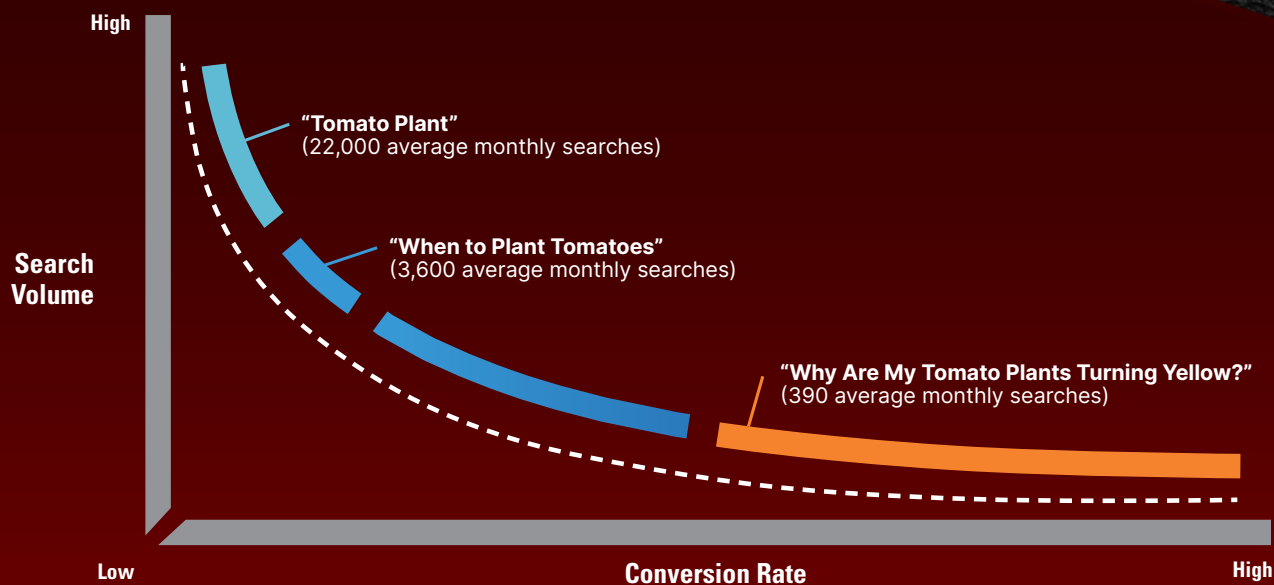


Topic Clusters:

To help you select your VIP Keywords. Think of them as the names of the main product/service or pages on your website which many subpages, blogs, articles and videos will link. We call these Pillar Content.

Questions to ask yourself:

- What are the main products/services that we offer and in what combination of terminology would my ideal customers use those terms to find me in search?

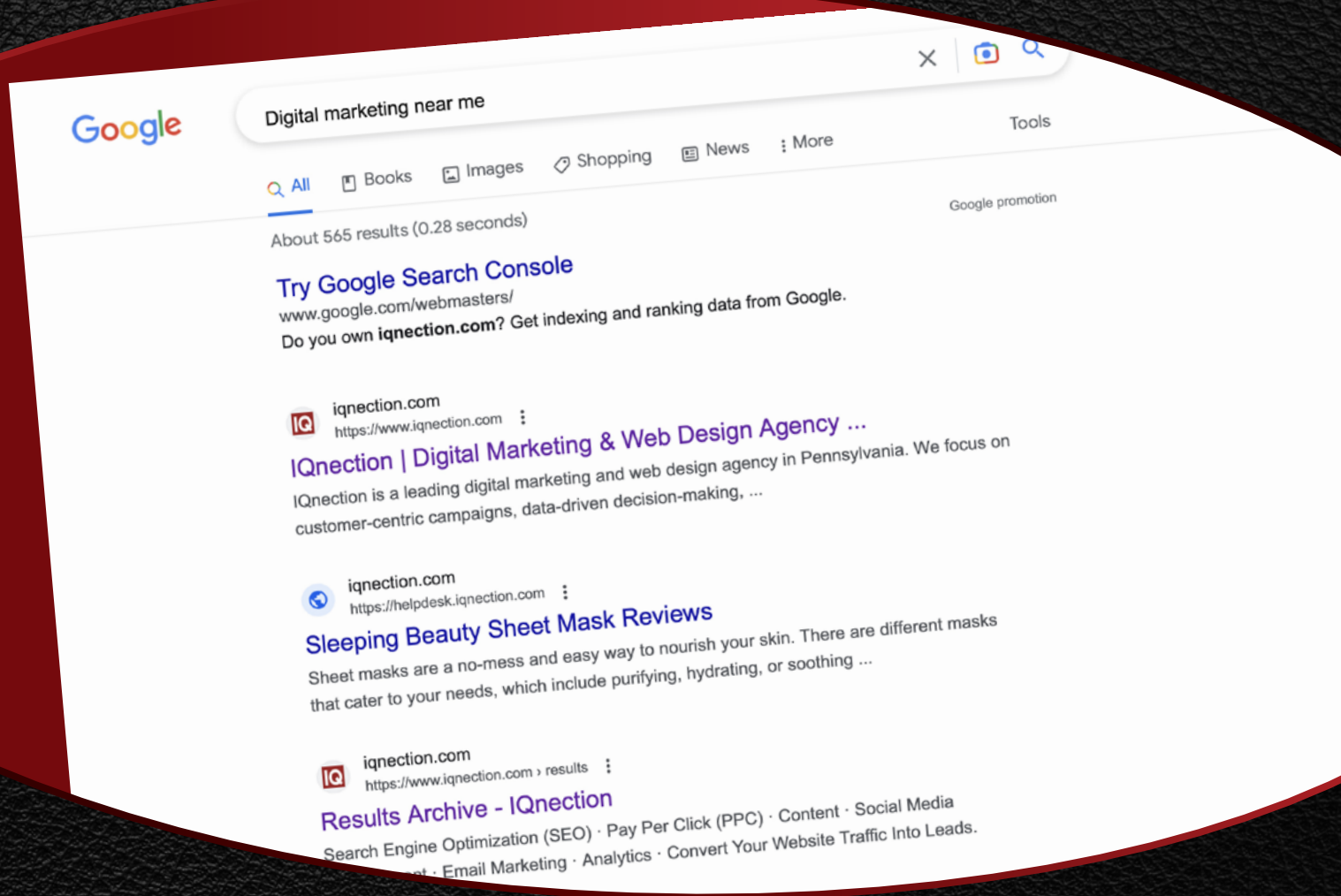


VIP Keywords, Long-tail Keywords & Keyword Pool

Narrowing your primary keyword targets to a short list of high value VIP Keyword terms provides focus for our team to develop Topic Clusters around, as well as a clear path for tracking and reporting purposes.

Long-tail keywords are longer, more specific phrases that potential customers might use when searching for your products or services online. Long-tail keywords can be easier to rank for because they have less competition. However, they are valuable keywords to optimize your website for because of their highly targeted nature.

- Long-tail keywords are longer and more specific phrases that users only search less frequently than "broad match" keywords.
- We call them long-tail because they fall in the elongated part of the keyword search volume graph.
- Individually, long-tail queries don't drive much traffic, but collectively they make up a significant portion of search traffic.



The **Keyword Pool** is a large bank of keywords which relate to your service but are not necessarily primary targets for optimization. Oftentimes keyword pools can contain hundreds or thousands of keywords of varying value. When creating new content for your website, our team will focus on your VIP Keywords but also include as many of the terms found in your Keyword Pool as appropriate.

Questions to ask yourself:

- How can we sum up our benefits with a select group of long-tail keywords?



**Want to Learn More?
Contact Us Online or Call.**

