

The Definitive Guidebook to Keyword Strategy

Map Yourself AROUND Google & Bing



SEOPressor Presents:

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Chapter 4

Keyword Mapping

You might say that creating a list of keywords or search phrases connected to your business is actually the easy part of SEO. The real challenge is building a highly successful SEO strategy that will match your keywords to the pages on your company's website, and doing this for the long-term.

Keyword mapping typically refers to when website owners assign their various targeted keywords or key phrases to the relevant page on their website. If you have a website about bags, your basic or primary keyword would be “bags”; the secondary keyword will be “designer” and the third-level might be “Calvin Klein”.

Next, you would assign “bags” as the targeted keyword for your main homepage, “designer” to the webpage you will use in listing in the types of designer bags you have in stock, and “Calvin Klein” is the keyword to will be assigned to the webpage about Calvin Klein bags. Mapping an instinctive navigational path to be followed by search engines makes the process easier for the crawler and reduces the possibility of accidentally forgetting a page or two due to complicated mapping structure.

The Value of Building a Map-Friendly Site

One of the overwhelming challenges of Search Engine Optimization (SEO) is trying your best to successfully manage a website that has hundreds or even thousands of pages, and figuring out which keywords to link with which webpage. Creating a well detailed keyword map is the best way to successfully manage a website with multiple webpages.

The value of a building a map-friendly website includes:

- Helps you create a well structured and intuitive funnel that will help guide your website navigation successfully. This can be a traffic funnel or a sales funnel; a concept which narrows down mainstream traffic to the perfect targeted individual
- Help create a hierarchy of main topics, sub-topics, and semi sub topics that informs your website content authoring.
- Improves your website's external and internal link development
- It also serves as a legal record of which webpages are linked with which keywords.

- Makes it a lot easier to perform internal linking with the right anchor text
- Helps in developing an HTML sitemap in which website owners can also place on their site
- Helps keeps things structured and well organized

The aforementioned benefits are particularly important if there are different stakeholders involved (SEO experts, copywriters, link builders etc) working on the exact same project. Ensuring that you have a detailed keyword map helps to set the rules and also create a blueprint for multiple contributors across a site – ensuring that everyone is on the same page.

The 3 Main Advantages of Keyword Mapping

1. Navigational

Was there ever a time when you visited a website and actually couldn't find your way around the site because there was no site map? Perhaps you wound up at a dead end or were so annoyed you closed the window or backed out of the site completely. This is precisely what you want to avoid when designing your own site.

Keyword mapping utilizes suitable keywords for tabs and pages, in order to make certain that this does not happen. Visitors should be able to visit a website and find what they're looking for within seconds thanks to identifying page links.

Search engine spiders should be able to locate the keywords that direct the flow of traffic to your website or webpage within seconds—as in, a keyword mentioned prominently within the first paragraph or even the first sentence. Keyword mapping on your webpage, website or blog page will lead to an interconnection between these keywords, which will ultimately take the shape of a sitemap created from your chosen keywords.

2. Informational

Believe it or not, the design of your webpage, website or blog is vital. It can be annoying for visitors to click through to your website and end up on a webpage that does not deliver what is promised. A lot of sites install a search feature, but not every user is interested in using a search bar, since they seldom point the user in one simple direction. It's easier to anticipate where the user wants to go and then create a page just for that purpose.

Your website should be properly structured and organized with the right subtitles,

article titles, and headings, which reflect the keyword and conform to the site map structure. Mega-data must be hierarchal and have keywords that directly relate to the article titles, sub titles and headings.

Keyword mapping offers you the opportunity to select the right keywords for your website site map, thereby increasing your site's functionality. Proper keyword mapping will also give you clues about what keywords don't belong, and certain content pages that might be better suited on another page or even another site altogether.

3. Transactional

Are you wondering why you still have not gotten success with your website in terms of financial rewards? Are you being paid per click when traffic is directed to your website? You can count on having extra income and more traffic to your website if you implemented a good keyword mapping strategy, which incites purchases by the structure. Keyword mapping can help boost your income if it is done correctly. A properly organized website, blog or webpage always points to the sale, the online purchase, as the final destination in a huge map of locations. This is what can lead to a rise in traffic flow, readership, and the amount of clicks which a website owner is paid, so design the site with the ultimate destination in mind. Some website owners prefer a buy link on every page, and this is acceptable, so as

long as it isn't gratuitously placed on every page without the content to support it. (i.e. Contact Pages really don't need buy buttons, neither do About Us pages)

Working With Multiple Keywords on Multiple Pages and Sites

How does one use keywords on multiple web pages and websites in order to reel in visitors? Top ranking search engines like Google and Bing utilize loads of signals to in order to decode and grade your website's relevance. Search engines even factor in **what others say about your website**; they place the content on your website in a graph of entities and topics, and run all kinds of semantic analysis.

When designing multiple sites and pages remember.

1. Keep Your "End Goal" in Mind

Utilizing keywords on your website is not about trying to get Google to rank your website high on its search results. It is simply about matching the language used on your website to the language that your target consumers use when they conduct a search for the product or service that you provide. It's individual based, it's not PR9 motivated, as in you want the most popular site on the Internet. Focus on the individual and consistently follow through and the mainstream attention will

come later on. Keywords are just how online users conduct a search for products or service on the internet. Your “end goal” is to help your target consumers find precisely what they are searching for.

Search engines like Google and Bing are simply the intermediary between the customers and you. The main goal of search engine optimization and the effective utilization of keywords is to assist search engines in understanding your website. Search engines reward SEO hierarchy that is properly organized.

2. Know the Concept

You are not using keywords “on your site” as a whole, in so much as you are utilizing specific keywords on each individual webpage. Search engines are going to provide individual webpages in search results – this simply means that you will be optimizing individual pages of your website and your site as a whole will reap the rewards of tons of successful web pages. So if you have 10 websites....you do the math! In other words, your website will be optimized when you optimize the thousands of individual webpages for those 10 sites.

Secondly, instead of using individual keywords for one site, it is much better to think in the direction of “themes of keywords”. One website will be about one topic or subject, which can be further described using a number of primary and

secondary (and LSI) keywords. When you have multiple webpages about specific topics, and each webpage is optimized for a theme of keywords, this means a website as a whole will be relevant for not only one keyword but for multiple keywords.

Here is an example. Suppose you want to create websites that rank for “household furniture”. It is not enough to simply focus on “household furniture”, it is impossible to prove your websites’ relevance with just the use of “household furniture”. Your websites have to be the sites that YOU would click on if you are in search of the most relevant household furniture websites online.

Websites like that would not just have one webpage (possibly the homepage) that explains household furniture in general, but you would expect the website to have a webpage about living room furniture, bedroom furniture, bathroom furniture, kitchen furniture, and patio furniture. Sub-categories of one main theme.

The website could also include webpages that offers tips on how to decorate different types of homes, such as houses and apartments. It may have webpages about designer furniture and Do-It-Yourself décor tips.

Every keyword you use works together in order to help tell the “story” of your websites. Content about home improvement may be off topic for the furniture

“story” and so may merit a different website. However, you can always link together websites that are on the same network and that deal with related topics. This would be a quality link, and would only benefit further if you further chained it all together with a social media page.

Keep this concept of theme building in the back of your mind while trying to fit relevant keywords and your website together.

3. Create your Map

As soon as you have figured out your end goal and have a concept in place, you can then start the keyword mapping process – you have to map keywords to each page. This particular step is very vital because it will assist you in ensuring that you do not copy or duplicate keyword themes. Even if you have 100% original content from page to page, multiple pages that say more or less the same thing are not helping your overall SEO. A good mapping strategy can expose pages that are really excessive and fit nowhere in particular on the map.

4. Clearly Define Your Webpage’s Value and Relevance

Before you begin the research the keywords for every single page, you will need to clearly define what questions that each webpage provides an answer to and what topic(s) the webpage is relevant for. The Who, What, Where, Why and How is a good

standard, though depending on your market you may find additional questions that should be quickly answered.

For instance, how many times have you searched a site hastily wanting to know just price point, or just location, only to have to struggle with dozens of unrelated pages. Improve your SEO ranking and the customer experience by answering the main questions first, and then creating subsequent map pages for issues that are not necessarily key to the home page, but perhaps of interest to repeat customers. It's the basic funnel theory; you start with mainstream content answering the most important questions and then "funnel" your readers to the individual pages, categorized, and titled appropriately, with NICHE content that might come up later.

Do your webpages really help visitors? Are your webpages providing answers to the questions your target audiences are asking? You do not want to invest a lot of time working with multiple keywords on multiple pages and sites, only to find out that NO ONE is visiting your websites because they are not relevant. Mapping saves time and trouble, so there's no sense in postponing this step.

A lot of website publishers are more comfortable auto generating a site map with a WordPress plugin. This is not always a great idea, especially if you're doing it as a formality, but not really devising any mapping strategy. Creating your own sitemap manually can help you determine areas for improvement.

5. Conduct Keyword Research and Save it as an XML File

Brainstorm keywords that your target audience would use to find your websites, as previously discussed. Use a spreadsheet program to list names, subcategories, monthly volumes and competition.

You can make use of a keyword tools available online in order to conduct your research and find valuable keywords. If your websites have been around for some time, you can utilize the Google Webmaster Tools' Search Queries report in order to find out how Google understands your pages at present.

Even after you have your complete list of keywords you want to target, the vital part of this process is to put them together as keyword themes. For instance, if you have a camping website, a theme of keywords may consist of "camping gear for adults", "camping gear for teens", "camping gear for kids", and "camping gear for group campers".

6. Allocate Keywords to Specific Webpages

At this point, you will need to take your keyword theme (as explained in #4), take a really close look at your notes (as explained in #3) about what webpages are relevant for which topics, and then assign your keywords to the keyword map that

you have created. If your mapping strategy is solid, you won't flood your individual pages with multiple keywords. Your map will tell you what word you should use in natural context.

Many webmasters utilize keyword mapping tools. The tool normally comes up with several possible synonyms and combination of an inputted keyword. For example, if you type in the keyword "restaurant", you would receive added keywords such as "seafood restaurant", "fast food restaurant", "Italian restaurant", "French restaurant" and so on.

A keyword mapping tool is considered valuable because the tool will come up with connected keywords that you might not have even thought about or know about. It may even present a graphical presentation for organizational purposes as with this example.

<http://www.powermapper.com/products/mapper/styles.htm>

Determining Primary Keywords from Secondary Keywords

Here are a couple of factors that you would need to take into consideration when you want to figure out a primary keyword for each webpage, as opposed to simply secondary or LSI keywords:

- *Follow Up on Existing Content*

Utilize existing on-page content in order to assist you in choosing the most suitable terms for new webpages. Utilize historical data like inbound links and page views in order to find out which pages draw more traffic and pique the interest of targeted readers. Doing this will allow you to figure out which keywords already have highly successful corresponding webpages – and which keyword(s) will need you to craft fresh content.

Your most popular pages are worth repeating, but think more in terms of expanding upon articles that were already written. For example, if you had success writing about Planet Nibiru in 2012, then expand upon other space stories, conspiracy stories, and related topics. However, it's not enough to simply run similar stories. Exploit the keyword similarities in what has worked before. For example Geomagnetic Reversal in 2016 is a hot topic right now among conspiracy

audiences so using a similar keyword approach might work.

- ***Match Users Intention***

You will need to take your website visitors' desired end goal into consideration. When visitors land on your website, they expect to see content that is related to the keyword phrase that they have typed in; so you will need to make sure that the mapped keyword meets visitors' intent.

Utilize historical data (i.e. bounce rates, time spent on webpage, conversion history, and user's path) in order to figure out if a consistent visitor intent exists for those who search for a specific keyword. If so, make certain that the keyword is well matched to the webpage that allows users to meet that intent. If bounce backs are high or time spent on the page is low, then obviously there is a problem with intent.

You're bringing them in but for the wrong reason. It's time to redesign the sitemap, or at least address some key issues that are wrong with the current model.

- ***Do Not Lag Behind – Gain Competitive Advantage!***

Having a thorough competitor analysis will help you to target the areas where the competition is outranking your website. It is important to study your competitor's

top-ranking webpages – this will help you to figure out if the competitor is not taking advantage of a good optimization opportunity. Maybe they are not optimizing their anchor text or are not making use of H1 tags – then, this is your opportunity to swoop right in and immediately optimize your top-priority webpage elements around your chosen keyword, while making certain that the your landing page provides quality information or offers that makes your website stands out from the rest of the competition.

One must keep in mind that one cannot always effectively compete on the main-volume queries. Maybe you do not have the amount of inbound links or volume of content to outrank the competition. When implementing your keyword tactic, you need to be realistic. This is precisely why geo targeting is big right now, because catering to a specific location reduces the effect of a competitive market.

• *Meet Advertiser Needs*

A lot of websites rely on revenue from advertisers, and a lot of these advertisers want to have a certain number of eyeballs on the webpage for the advert to “matter”. If a specific section of your website will need to meet a visitor quota, then it is important that you strategize in order to match with top volume (but relevant) keywords .

For example, if one of your advertisers wants to display their product or service on a particular webpage of your news site, make sure that the webpage matches up to a keyword with existing search volume that exceeds the traffic numbers required by the advertiser.

- ***Allow Revenue Drivers to Lead the Pathway***

Figure out which webpage or section of your website drives more actual revenue. Make sure that these web pages are strategically matched with top-volume search terms that will certainly reflect the objective of the webpage – while still targeting a qualified audience. Do not utilize the terms that are considered highest volume on information web pages when you can utilize these terms to drive qualified traffic to conversion web pages.

All through the process, keep in mind that creating a worthwhile experience for searchers is the most sensible thing that a business owner can do. Dynamic, top-quality, and relevant content are known to have awesome effects aside from just drawing visitors to the website; you can also expect the following as well:

- User engagement will increase
- Conversion rates will improve
- Great incentive for other businesses to link to your website

- Great motivation for advertisers to place ads on your website

Using the aforementioned factors as the foundation for your website keyword mapping tactic will ensure that you get nothing but the most valuable keyword webpage pairing, which will allow a search engine to instinctively crawl your website and index it just the way you plan, as opposed to indexing some pages more so than others, which is what happens in default.

Using Keyword Modifiers

Understanding the use of keyword modifiers will help you speed up your search optimization campaigns. As online environment has evolved tremendously, so has the way in which sites are being constructed. It is now easier to build websites with hundreds and thousands of pages a lot quicker than ever before.

The popularity of dynamic websites has led to an increase in the size of a lot of sites. Websites are no longer limited by flat structures; websites can be built to have thousands of pages. A perfect example is a retail website with multiple product webpages. But in order to successfully take full advantage of the effectiveness of these webpages, you will need to implement keyword research and website optimization strategies.

However, this is not exactly practical on the basis of building webpage per webpage.

By understanding the process of successfully applying keyword using modifiers across these webpages, you can greatly reduce the period of time it would take you to optimize the website while boosting the possible visibility of each webpage. Keywords can have up to 3 basic parts, which are:

- The head
- The tail
- The modifier

While a keyword's head and tail apply directly to its meaning, but the keyword modifier simply applies to just one aspect of the keyword.

For example: if an online user is looking for "Cheap motel in Paris", then the keyword would be made of the following factors:

tail | head | modifier

Altering the phrase to "Cheap motel in France" will not overly change the meaning of what the user is searching for, as the searcher is still looking for a cheap motel,

but it has changed just one aspect – that is, the location of what the user is searching for.

This is the reason why this aspect of the keyword is called “the modifier”, as the search phrase can easily be altered to change one aspect of the search without altering its meaning.

Modifiers & Search Volume

A major aspect of understanding a keyword modifier is knowing just how it affects search volumes. Let’s take a close look at the following sample keyword:

- Restaurants in Las Vegas
- Diners in Las Vegas

- Restaurants in Minnesota
- Diners in Minnesota

- Restaurants in Minneapolis
- Diners on Minneapolis

You can utilize Wordtracker Keyword tool's "Quick research" in order to check out the search volume for the aforementioned groups of keywords in Google, utilizing the most correct exact match setting. All you need to do is input your keywords into the Search box, and click on the search button.

The results that show for the different location will expose a pattern. Regardless of the location modifier that is utilized, the word "restaurants in...." will definitely produce a higher volume of searches than the word "Diners in....." Though, the precise amount of searches change, the keywords that have the larger volume clearly do not.

Finding the best keywords that are within a singular group of keywords may not be stressful. But, if you have to cover over a hundred cities or towns, then the task may be a tad bit harder. Example: Going out in Minnesota, restaurants in Minnesota etc. Being aware that the location is actually the keyword modifier will help you change this aspect for every city or town.

If you choose the following keywords to go out:

- Places to visit in Minnesota
- Parks in Minnesota
- Minnesota activities

You can now identify the keyword modifier in each of these keywords:

- Places to visit in {location}
- Parks in {location}
- {location} activities

So, all you need to do now is to simply exchange the {location} aspect for the correct city/town when you optimize each webpage of the website.

Please Note: This can actually be achieved where the keyword is not specific to the location and generic. For example, Arne's Pizza Spot in Minnesota is relating to a "particular" place in Minnesota. Changing the term "Minnesota" would mean that the keyword will no longer become relevant to the location.

Building Keyword-Friendly Inbound and Outbound Links

The internet is a wide sea of information and boasts of uncountable hosting data. Every domain/blog/website has its very own ranking, its very own reliability for the content/information that it offers.

It is important to understand that links are search engine optimization currency, so

you will need to invest in them, exchange them, and place them – links are simply the main key to creating online networks that are extremely important to your ranking in search engines such as Google and Bing.

There are 2 kinds of links: The Inbound and Outbound Link

Inbound Links

Inbound links (also referred to as “backlinks”) are known to be “SEO Gold”, however they have to be top quality. Experts define inbound links as foreign domain (blog, website etc) linking towards your website’s content. The benefits of using backlinks is not just the amount of traffic that it drives to your website; but also in that it gives search engines two thumbs up from your online neighbor saying that your content “is worth reading”. Well, it is also depends on who your neighbors are, as “authority” sites would have a great effect on how search engines like Google digest the info. Relevance is vital; search engines will have no problem turning up its snobbish nose at a fashion blog backlinking to an IT blog because they share a couple of keywords. Quality backlinks come from similar websites, with similar keywords.

The most important factor is the search engine ranking of the website that you are being linked from. Take some time to carry out some research on who is an

authority in your chosen niche – the person or brand must be trusted by Google. Having links positioned on these websites will be extremely beneficial to the search engine ranking of your website. You are sort of taking advantage of the site's great ranking in order to boost your own website's credibility.

If you can't seem to land any big name friends, you can still simply choose to build your very own backlinks by just positing links in your social channels (particularly Twitter, Facebook, LinkedIn and other top sites), related forums and asking domains to link to your network of sites.

Share your content, share your content, wait a minute? Did we mention that you should share your content? The latest statements from Google seem to support that social media links are automatically authority sites and special attention is being given to webpages that "go viral" since they are legitimately making news, as opposed to companies simply buying press releases.

As long as you produce quality content, you can count on having your content passed around and see links appearing. Even if you don't go viral, you can still count on regular traffic coming from your social networks and for that traffic to spread onto your official webpage if you guide them along the way, explaining and clearly mapping out your marketing message.

One thing is for sure: The internet has more than enough half-baked content and lame, trite infomercials. Try your best to put an entertaining spin on your campaign. Think outside the box and use your industry knowledge, along with some creative brainstorming to come up with a good idea.

Outbound Links

Outbound links can be tricky, as these are links that actually draw visitors away from your site, as opposed to keeping them put and reading your own calls to action. Site owners may have very different views on this matter, and no one is entirely right on the subject; it's just a matter of strategy and personal opinion. Some site owners believe in sending business to other sites, and someday hoping for a favor in return. Others oppose the idea of sending potential customers away at all.

Some compromise by opening a new window for the new site in a separate browser, letting users keep both the original site up as well as the new referral site. Naturally, linking to competitor sites is a problem, as this not only shows mindless SEO practice, but may actually be sending over buyers to another company at your own expense. It's just a fundamental teaching in business: you don't ever send people away.

Give them something they want. If they don't want anything you're selling, find out a need they do have and try to fill it with what you can. The same is true of website hosting and virtual real estate.

Don't make your site purely informational and direct people away from you when you could come up with a Plan B on how to explain something, without sending them to another site. Maybe you could add additional commentary after you cite a link, directing attention to one or two sentences. In other words, even when you do create outbound links, never miss the opportunity to promote your own company. Outbound links boost your website ranking as long as the targeted websites are relevant share your content's keywords. For example, if you are crafting content about a baseball team, link to the team's official website and it will increase your reputation. Many experts say that outbound link does help you improve your ranking on search engines. Sometimes other websites will notice if you link back to them via pingbacks and may return the favor

Anchor Text

The days of the old "click here" prompt are over. Today's audience is far more familiar with Internet technology and digital requests and know where to click—if they're interested. That's where you come in as the professional marketer. Your job is to design words and phrases that are not only keyword friendly but also

converting; they prompt action. They emotionally induce the user to take action.

Remember if they don't click the anchor text, then most of your message is lost. There is nothing driving them to learn more.

Now maybe you're asking, isn't the "buy now!" button more important than anchor text? Yes, of course, but few people are going to "buy now" just because you tell them to. It makes more sense to create a linear, map of pages to gradually persuade the visitor and make the sale, culminating in a buy now purchase. Some website owners may even find that text buy now link buttons work better than graphically based buy now buttons, which are overly showy.

Furthermore text links can be made to direct attention to other pages on the site (making a series of connected pages), or even help with building repeat customers and branding. Anchor text can be used to create context ads, or divert traffic to another website or social network.

Remember when planning anchor text:

- Lead them with anchor text, as if this is your virtual hand that they take in touring your site. Otherwise, they may be left feeling confused or uncared for.

- Always consider the reader and the intention when creating anchor text, as if the next anchor destination is the next “step” in the sales cycle.
- Have a variety of inbound links, meaning do not use the same phrase over and over again. Use variations of the primary keyword and secondary keyword.
- Always aim to use descriptive words but keep them concise. We’re talking less than a sentence.

Negative Keywords

Years ago negative keywording was more of a curiosity than a legitimate business strategy. If you wanted to see ____ but without any mention of ____ then adding a few minus keywords could send you back more specific results.

However, as a marketer, have you ever really considered how to make negative keywords part of your keyword strategy? Many users are now using negative keywords because they are frustrated at the SERPs they are getting. In an act of desperation (well, not that desperate, kind of easy, actually) they add minus words into their queries so that they can get tailored results. Here’s how YOU as the marketer can actually anticipate when users do this and capitalize on Google and Bing’s flaw of returning inappropriate information.

Add negative keywords into your campaign then that means your ad will not show to people who are searching for those specific keyword terms and sites. This way, you can prevent showing your add to people who are sure to be looking for something else other than what you offer, based on their query request. Avoid using too many negative keywords, but focus on the right keyword in addition to the negative few.

As an example, if you sell vintage clothes but insert the word “-vintage pants” then your ad would still show for “vintage clothes auction” and “vintage clothes store” but not for any pages or searches that contain any phrase too similar to vintage pants, even if that’s “vintage pants auction.”

It should be noted that this is for PPC campaigns and other networks similar to Google Adwords. PPC ads operate in a different than traditional SEO. Traditional SEO is algorithm based, and does not operate with a filter based on Google’s own reckoning. Instead, users get SERPs according to the relevance of the keyword search.

At this time, Google does not have the ability (or at least does not desire the ability) to allow website owners to manage their own visibility in filtration. While it’s obvious that a website owner wouldn’t get much credence in how to index his sight,

it is reasonable to say that a website owner does deserve to have filtering rights, as in using organic search fields as the funnel they need to welcome more targeted traffic.

Perhaps webmasters would like to add minus words to their tags, in hopes of attracting users who are using those minus keywords. There is no way to influence Google in this but in terms of organic SEO, you could try deliberately not using those minus keywords anywhere on your page, which is essentially the same as adding negative keywords to a PPC campaign. At least in that case, could attract visitors who want something specific and niche-oriented. It's not guaranteed to work but it's a minor trick you could try and see how search engines respond.

Maybe in the near future, Google will devise a way to add a special meta command or even add a new webmaster tool where users could simply specify keywords they don't want included for their site during a mainstream search. All in all, negative keywords are for everyone's benefit, since searchers in theory can find more of what they're looking for by getting rid of what they don't want.

Conclusion

We've come to the end of this book. It's been a long road journey but with a satisfying pay off that you can take with you to your next business transaction. By now you understand most of what SEO consultants and online marketing firms can tell you. You can understand what they mean about impressions, click throughs, algorithms and latent semantic keywords.

You can also understand what to expect realistically from an SEO firm that offers assistance. You know what product you have and how to present it. Rather than relying on the SEO firm to simply "take care of the production" make sure to get specifics on what can be done, and what duties the firm will have, and you will have.

You can also help the marketers you do work with, as you will be able to talk specifics and give them the information they need to truly analyze your product, your site, and your network, and collaborate on a workable strategy.

What have we learned in summary?

- Organic SEO is a trial, which the search networks realize will draw more traffic to their PPC networks. For the best result, promote your site through PPC, SEO and

social sharing.

- You don't always have your most successful keywords handed to you. Sometimes you have to make an educated guess by the pages you receive the most traffic to throughout the month.
- The importance of internal linking and people-friendly content.
- How longtail and local keywords can help you compete in a smaller market.
- Recommendations for free or inexpensive keyword research tools.
- Ways to optimize your site so that the web crawler can index your site easily.
- Website content
- The importance of original content as well as content that speaks from an educated perspective.
- It's not keyword density—it's excellent and informative keyword writing.
- Strategize your keyword usage, don't bother with keyword stuffing.

- Use selected keywords in social media as well as organic SEO.
- Plan PPC landing pages to be content related and to give viewers exactly what they want.
- Use the words that have the highest traffic and conversion value more often and use synonyms. Grow your best keywords while eliminating your weak performers.
- Link out to quality third party sites, but be careful about the external links you build with your keywords.
- Scan your opponent's pages and determine what keywords he is ranking for, and how he is effectively using strategy to leverage his site higher in SERPs.
- Keep your site navigationally friendly and your site map uncomplicated. Structure each page in a hierarchy of pages that allow you to see the consecutive and connected relationship each page has with the next. Plan articles around this hierarchy rather than just randomly publishing articles.

There are many tricks in SEO but when it comes to long-term success, there is only one sure way to win and it's the same principle you learn in marketing. Give the people what they want. Find out what their need is and then offer them what they

need. Fulfill that need by presenting a professional, simple and product-focused website and social network.

The keywords you select are not just random or your business name. They're not even descriptive words. They are branding words that you create after spending hours, days, or weeks, researching what message you have to share.

So by all means, don't rush this part of your company's growth. Focus on learning the keywords that matter and all the rest will come to you in time.

Thanks for reading!