The Definitive Guide to Keyword Strategy:

Planning That Outsmart Search Engines



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SEOPressor Presents:

The Definitive Guide To Keyword Strategy

Planning That Outsmart Search Engines

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Chapter 2

Keyword Planning

In the previous chapter we've learned about keywords and how to make keyword planning and research. In this chapter, we are going to teach you about how to use your keywords for various online campaigns, whether they are based on SEO, PPC or Social Media.

SEO and PPC campaigns, social media and internet marketing in general—all of it!—would be nothing without the use of keywords. That much we know. So while keyword repetition is no longer the most important factor, by no means is keywording in general a bad idea. You must plan for carefully chosen keywords in your content.

In order to have successful online campaigns, you need to know what keywords to use, as well as when and where to use them. This is the planning and strategic part of your campaign that search engines are now paying attention to.

In order to plan effectively, you must always have your target audience in mind. What's even more important is to anticipate the queries they could enter in the search engines, especially Google, so as to find your business and your website.

Thus, the very first step you have to take when creating an online campaign is keyword research and keyword planning.

If you want for a specific web page on your site to be visible in the search results when the prospective client types in a certain keyword, you would be sure to include that exact keyword on your page, and in a prominent location, such as the first sentence of in the <h1> subheadings. The ideal case would be to also include it in your web page's source code, so as to be sure that the search engine will index it.

Keep in mind that a "search engine" could be Bing or Google, or even a social network like LinkedIn, Twitter or Facebook. It all depends on where you want your campaign to be targeted.

Another important point to keep in mind is that you should include a mix of both short keywords and longtail keywords, the phrases that have more than one word or even truncated sentences. Short keywords usually have large search volumes, meaning that lots of people look for them, (and Google Venice will help send local traffic to these pages anyway) allowing you to direct more possible customers towards your website.

The long phrases are less competitive and they allow you to have a niche, thus

they make it easier for the searchers to find you. At the same time, with a long-tail keyword, you can lead them to the exact product or service you have to sell, perhaps an anchor keyword link within the text, which is of great help.

Keywords do go beyond search engines. That's where the concept was born, but nowadays there are countless platforms that use keywords to help you search for specific things or, even more importantly, they offer you various tools to increase your exposure for your targeted phrases.

What is the Importance of Keyword Planning?

It is no surprise that more and more people are using the Internet to discover brands, and the existence of new companies and products. In other words, they are undecided about who they want to buy from—they just know what they want when they find it.

You might notice that search engines today already know exactly what you're looking for, and as you soon as you start typing your words in the search box the search engine is one step ahead of you, offering an array of results from which you can choose the phrase you're looking for.

What does this tell you? The search bot knows what the audience is looking for, and

is anticipating already what SERPs to return based on the query provided.

Figuring out which keywords might be alluring for the possible customers can be quite difficult. Keep in mind that the keyword planning, analyzing and testing is an on-going job. If a certain keyword is successful now, that doesn't mean that it will be successful forever. It's best to create a ledger book so you can determine on a weekly or monthly basis what traffic is doing and what keywords may be contributing to the increase or decrease in traffic.

As stated in the first chapter, we don't always know what keywords are responsible because of the new default keyword search rule, but in some cases the traffic itself can be linked to a new campaign of keywords, and that trend can be recorded and analyzed.

How to Perform Keyword Planning?

The first thing to do is to create a list of keywords that you think are relevant for your business. Include 5 keywords maximum and try to think as your ideal customer would. These are not necessarily your complete list of keywords, but rather strategic words that define your product and business.

Imagine you are the one searching for a service or product and think about what

terms you would use to find what you're looking for. Remember that if you have a medium-sized or small business, there is no point in including your brand name in the search because it is less likely for someone to already know your company and type its name in the search box. Think of short phrases and words that describe your product or service or their characteristics.

The keywords you choose should be based on relevance to the product or service and their level of difficulty. Stay away from general terms such as "business" or "advertising" because they are extremely competitive and it would be almost impossible to rank for them in Google or other search engines. More importantly, these words are really empty and don't tell your customer anything about what you're offering. Be specific.

Choose keywords that are less competitive and that are actually relevant for your website; for example, "cosmetics marketer" instead of just "business." Create a niche and then make that niche part of your campaign.

Next, make a longer list of long-tail keywords. Sometimes the only way to tell which keywords work is to experiment with a list and see what pages cause a traffic hike, and which ones remain stagnant.

Once you have your keywords ready, make it a point to optimize and design the

entire website around them. Too many people make incidental pages on new keywords without actually designing the site to accentuate the chosen keyword, making it more attractive for hungry search bots to index.

Incorporate these keywords into your content and articles, the site description, meta descriptions, tags, titles and meta titles, but make sure not to overstuff them in any particular page. In general, it is best to limit one keyword to one page, with a few secondary synonym keywords. If you use too many keywords in the same piece of text or even on the same page, the search engines might penalize you and this is the last thing you want when you're just launching a business.

Keyword Planning for SEO, PPC & Social Media

Some might say that performing keyword planning for your own website is not difficult, as long as you know what your business is about and you are aware of the content you publish. It may surprise you to know that some companies really don't know what they're all about; they don't have a brand, they don't have a company mission, or a clear idea on what they sell besides just the "product."

If your marketing campaign seems unfamiliar or confused, spend some time researching and learning as much as possible about the subject and the market so as to understand what drives search traffic for your business.

Search for keywords that are specific for that particular domain and see if they're successful or not in other companies' SERPs. Compare the keywords you have found with the website and see if they match. Can they help you accomplish your SEO goal?

Once you discover keywords that are non-converting or traffic-killing, it's time to narrow down the list you use. In the beginning, you will look for as many categories as possible. Because if eventually you have too few categories, and start eliminating non-performing keywords, you might end up with hardly nothing. You're working by process of elimination.

Always check the search volumes for each keyword and see if they match your goal. Make sure to include all kinds of alternatives, depending on your business: "SEO services", "SEO guide" and "SEO consultant" or "flowers", "florist" and "flower shop".

Once you have found the keywords that match your business, you can now include them in your content strategy. Start with the description of your site and then focus on the home page.

Make sure all text is unique and it represents your company and its values. Try

to answer questions like “Why are you better than your competitors?” and “Why should people choose you over these other companies?”. If you have an original product or service, promote it as unique, because it will differentiate you and make you stand out of the crowd.

If you sell more common products, include keywords in the description of your products and if you offer services, do the same with their descriptions. Many in SEO underestimate the importance of keywords in online stores, catalogs, order pages, and other non-copy pages.

If you also have a blog, try to come up with an article for each particular keyword that it is easy to track success. Make sure to also include the keyword in the URL, meta description and meta title of that specific article. Besides building your business, keyword planning can also help you seize new opportunities and identify new markets that can help you succeed.

Keyword Planning for PPC

A Pay-Per-Click campaign is in fact an advertising campaign that allows you to place a text ad with Google or any other search engine. The ad relies on specific phrases and words that the prospective customer might search. The main goal of a PPC campaign is finding the right keywords to bid on.

Unlike traditional SEO, you bid on individual words and pay each time a customer clicks on your keyword ad. This has the potential to run up costs quickly, but it also produces higher initial traffic than SEO, since you can "guarantee" at least a top 5 spot if you're willing to pay a higher price per click.

In PPC, keywords are just as important and relevant as they are for Search Engine Optimization. Moreover, in Pay-per-Click campaigns, you should always look for words and phrases that suggest either a goal completion or a purchase. This is key, since this is an important part of your long-term strategy. Are the keywords you select inducing a customer to buy? Or are they merely distracting him/her long enough to come visit your site and then click back with no intention of buying?

Go for the keywords that are most **profitable for you** and that are more difficult to rank for in the organic searches. After all, if you can't seem to rank in organic SEO for your keyword (and you have devised an entire campaign for that important keyword) the only option you have left is a PPC ad.

Before starting the keyword research, you should know the **main objective of your campaign**. Do you want sales, phone calls, or more visitors? Once you've established your goals, you can get on to the keyword research and planning. Examine your competition together with their own PPC campaigns. Notice what

they do in the ad, with their landing pages, and what “actionable” keywords have been selected. This way, you can see which keywords they’re using and if they help them rank in the top. See how their ad copy is structured and what they’re doing to persuade the customer.

Last, but not least, you must **research your audience**. They are the ones who will eventually buy your service or product, so you must understand their behavior and what prompts them to make a purchase. What are their feelings and desires and what do they need most? Depending on the answers you get to these questions, you can start creating your ad copy. If you find reviews from your target audience on Amazon or other review sites, you can even use direct quotes from them in your keyword ads. You will go right to the source and give them what they want.

For a PPC campaign, the keyword list should be quite small: up to 10 keywords. Moreover, you must keep it focused, having in mind the type of phrase people willing to buy will type into a search engine. Use these keywords as an “Exact Match”. This way, the search engine will only display your ad when a person types the exact phrase you used in the ad text. By doing so, you make sure your business will show up only for the most relevant customers and searches. Over time, you will see that some keywords are not getting conversions and clicks. Eliminate them and stick to what performs consistently.

Take into consideration the searcher's intent and group the keywords that are strongly related together. For instance, if you're addressing those persons who are already willing to buy, you can include phrases that contain "purchase", "buy" or "discount". For email lead generation, use words and phrases like "newsletter", "email" or "(industry) news."

You can use the same keywords from your SEO campaign, given that they're really powerful. Include benefits and offers in your ad copy so as to differentiate yourself from the competition and be sure that your landing pages reflect the offers or the messages from the ads. An unrelated-to-the-ad landing page could even be penalized, regardless of the bid amount you put forth.

Keyword Planning for Social Media

Social Media is a broad term describing all the social networks that people use to interact with each other. It also refers to the strategies used by the professionals to promote their businesses via these social websites. The most famous social networks out there are Facebook, Twitter, Instagram, Google+, LinkedIn and Pinterest. Nowadays, "getting social" is a MUST for every business, since most of the potential customers spend their time on one or more of these social platforms.

Advertising where the audience actually hangs out allows you not only to analyze

their behavior, but also to allure and convince them into doing what you want them to do. However, so as to achieve this goal, you need keywords just the same as any campaign—and this is often neglected by social media business enthusiasts who figure social networking is all fun and games.

The way you use keywords on social networks is a little bit different than traditional SEO, that much is true. To begin with, the voice you use on social media should be distinctive, more personal, and more engaging, allowing the users to interact with you. Therefore, you should search for more conversational keywords that match this style. Stay away from technical or jargon terms and try to be as simple as possible so that you can relate to your fans.

The tricky part about keyword planning for social media is that you should keep it simple, but at the same time, use defining words and specific terms for your business. This way, you will convey to the world exactly who you are and what you do. Using the same keywords consistently on your social media platforms will get you coverage and this way it will be easier for people to find you and share your content, which will open you doors to larger audiences. When individuals will start talking about you and your business and will use the same keywords as you did, a social buzz will be created and you can call your keyword strategy a success.

When you perform keyword planning for Social Media, you must also rely on your

fans. You will do your job, which is keyword research and the use of relevant keywords in your posts, but the fans are the ones who decide whether to share your content or not, so give them a reason to do it. Use a unique voice and make them see you as a friend. Make the description or status message witty; something people feel inclined to share because you made them happy.

This is one reason why hashtags have been implemented on the likes of Twitter, Facebook, and others—to draw attention from potential customers with carefully chosen words. These are in fact keywords that people use to find a specific person or subject. Yes, people do search within the social networks, and for this you can utilize your keywords as hashtags, but make sure they are original, engaging and descriptive. Make them as alluring as possible so as to convince people to share them in their posts and thus, indirectly, promote you and your business. A certain keyword or hashtag is successful when individuals associate it immediately with a brand or business.

Twitter is best known for the use of hashtags, but Facebook and Google+ have also started utilizing them and there is no doubt that their usage will highly increase in the following years, so you should take advantage of this tool.

Last but not least, make sure that your keyword strategy for Social Media backs up the strategy used for your entire branding and that it's representative for

your business. This way, when people will start sharing your content and talking about you on the social platforms, you will know that they are conveying the right message—the one you personally promote.

In other words, don't let your customers spread their own version of your message. Manage your reputation and give them promotional slogans and ideas to spread.

Using Metrics to Figure out Which Keywords Have Value

Knowing how to plan and use your keywords is important, but evaluating the results they bring is equally significant and is now easier than ever to analyze your online efforts. Most of the data can be evaluated via SEOmoz, Webtrends, Omniture and Google Analytics. With the help of these tools, you have the possibility to see which of your words are more successful and which ones need a boost or even a removal from your strategy.

When it comes to PPC campaigns, things are quite easy, because they have tools that show you exactly how many people clicked on your ad copy and how many of those clicks were converted on your site. So, for Google AdWords for example, the most important metrics for you will be Impressions, Clicks, Click-through rate, Conversions and Conversion Rate. Also, don't forget to look at the costs, to see if

you have any return on investment.

If you have impressions, meaning that your ad is shown in the search results, but you don't have clicks, it signifies that you should work on the text of your ad. Try to make it more interesting and appealing for the users. If you don't have that many impressions, then you're not using the right keywords for your campaign. It's not time to wait…it's time to regroup. Change the keywords and focus them more on your goal. In case you have both impressions and clicks, but too few conversions, then the problem is on the landing page. Either it does not convey the same message as in the ad copy or it has poor quality (or inappropriate) content and you need to work on that if you want to see the conversions coming.

When it comes to SEO campaigns, things can get a little bit tricky because there are so many metrics to look at. However, the previously mentioned tools are designed to help you, but irrespective of which one you're using, there are three important metrics you must always keep in mind: leads per keyword, visits per keyword and keyword rankings. Let's review what each one means.

• ***The "leads per keyword" Metric***

The metric called leads per keyword shows you the number of visitors on your site and how many of them were converted into leads. In case the traffic is big, but the

conversion rate is low, then you should try to make the content on your site more informative and more attractive. You can increase the number on the conversion rate by improving your overall content or just your CTA's and landing pages. The leads per keyword relate to on-page SEO, thus in order to have great results, you need to optimize everything that's on your web page. You might think this is a daunting task, but imagine that off-page SEO is even harder to do because it's all about increasing your rank in Google and the other search engines. So when both the conversions and the traffic are high, it means that your pages are fully and perfectly optimized. All you need to do is keep your site interesting and attractive.

• ***The "visits per keyword" Metric***

This metric is important because it shows you exactly how much traffic these keywords drive to your website. It analyzes the frequency with which users search for the keywords you utilized in your strategy and shows your rankings. Even if you're the first in the search engine results, but you are not relevant, you won't be getting too many leads. You may be an airport transfer company ranking well for "airport transfer", but 9 out of 10 individuals searching for an airport transfer company are less likely to be in your area. As a result, you will be overlooked.

The more people will overlook you, the lower the conversion rates will be and you will end up ranking extremely bad even on your significant keywords. So, the

solution is to try to focus your terms as much as possible. If you're an airport transfer company in London, include that in your keyword – "airport transfer London". This way, only the people who are actually looking for this kind of transfer in that particular city will find you and eventually enter your website and use your services.

• ***The "keyword rankings" Metric***

This is also a valuable metric because it takes into consideration all the keywords that an eventual client could use to search for your business. Based on these specific keywords, it shows you how your website ranks on SERP (search engine result pages). The ranking depends on your search engine optimization. Thus if you performed SEO tactics correctly, you will rank well, but if it's performed poorly, the rankings will also be poor.

You must analyze these terms regularly and watch their rankings over time. Depending on their positions, you will know how effective your SEO strategy is. Some keywords might rank well, while others not so much, and in this case, it's time to alter the SEO techniques for the poorly ranked keywords, or find different keywords as a last resort.

Your aim is to have your company name ranked first on the SERPs. If someone

is looking for your company called “XYZ” using the exact name of the firm and it appears 2nd in the results, then you risk losing that client. When people are looking for you, they almost always click on the #1 SERP because psychologically, we all feel comfortable clicking on a #1—even if it’s a niche that is far from mainstream.

Make sure to monitor every one of the metrics regularly so as to see how your keywords are ranking and if they’re generating leads and visits or not and take immediate action if necessary.

Growing Your Most Successful Keywords

To review what we have said in the previous chapters, a keyword is successful when it has great search volume, a fairly low competition, commercial value and a high commercial intent when someone types your keyword in the search engine box. These are the types of keywords you should be targeting. So, now that you have selected your most successful and profitable keywords, you can start optimizing them so as to get them on top of the SERP.

Before giving you any tip on growing your most successful keywords, you should know that the golden rule in SEO is not using too many keywords on your site. We know that you want your website to be the first in Google and other search engines, but introducing high amounts of terms in your content could put you at risk of

"spamming" or "over-optimizing" as Google calls it, and you could be penalized.

• Using Keywords in Your Content

Content is gold in SEO, but content without the right keywords is nothing. Every page you have on your website, whether it's a post, an article or the Home Page itself, must have between 500 and 1000 words. Don't create pages of 100 words because the search engines will not even bother to index them due to low quality. That's not to mention the fact that you definitely want your visitors to find valuable information on your site.

Stick to one keyword per article, post or page and use that keyword at least 3 – 4 times in the text so that the search engines can see it and rank it. Some marketers are actually using it once or twice at maximum because it's not worth the penalty risk to them.

The usage of only one keyword will give relevance to your page and will also prevent you from keyword stuffing. The same keyword should also be used in the title of your post, page or article to offer more emphasis on it. Moreover, when you write your content, make sure to use the keyword you're focusing on in both the beginning and the end of your post, article or page and place at least 2 sub-titles within the text. Maybe it's already obvious, but you must also include your keyword

in those sub-titles. Use H3 and H2 headings.

Every page, article or post must have a unique meta description that should also include the successful keyword you're focusing on. Use it at the beginning of your meta description. Moreover, when you're writing your text, include that keyword once in Italic and once in Bold to make it stand out. Search engines do notice "emphasized" words, and some believe they even notice bullet pointed keywords.

Don't forget to optimize the permalink of each article, post or page. Let's say you have an article about social media tools and the keyword you're using is "social media tools", then the permalink for this article must look like this: www.mywebsite.com/blog/social-media-tools. As you can see, the keyword is placed at the end of the URL and it's separated with hyphens.

Optimizing Your Images with Keywords

Always use at least one image per post, article, or page. It is more attractive for the visitors and makes it less tiring to read long paragraphs of uninterrupted text. Moreover, images can help you grow your keywords. The search engine spiders can read only text, so by naming your image(s) accordingly you can boost your SEO for your terms.

Use only relevant images that are in strong connection with the article, page or post. Remember that there is an editorial human factor in what determines Google placements, so ensuring proper formatting and appropriate images for pages can't be underestimated.

Name the image with the keyword you're using for that page or article. For example, an image for the article about social media website tools will be named "social media tools". If you have more than one image per article, use variations of the same keyword – "social network tool" or "tools for social media". The same keyword should also be included in the ALT Tag of your images so that the search engines can read it, find it, and lead to your site.

Grow Your Most Successful Words with LinkBuilding

At some point, you will also have to invest some money in link building. The on page SEO is great for optimizing your keywords, but if you want to see impressive and lasting results, then you should take this technique into consideration.

Link building means convincing other websites to post links that will lead to your content and your site. The most important aspect you must be careful at is for those websites to have authority, to be relevant for your own business and to have

valuable content. If you have a website about car rentals, you must not request a link back from an architectural firm—that makes sense, right? It simply makes no sense because you don't have the same audience and it will be a waste of money and time. A link with no relevant means nothing and may even be hurting your reputation or search ranking.

Use tools such as Open Site Explorer and Majestic SEO to analyze your competitors and see where they are getting their backlinks from. You don't have to steal their link profiles, but you can look at some sources and use them or identify unused sources that you can take advantage of. A great and professional link building campaign can grow your SEO score and keywords with up to 80%, so you might want to think more about it.

A very effective link building technique that you could use is guest posting. It implies getting in touch with the most relevant websites in your domain and offering to write a guest blog post for them. In return, they will offer you a link to your website.

Sometimes, you will have to pay for your guest blog post, but it can be worth it if you research the target audience and especially if you're working only with the top influencers in your business. They can offer you highly-relevant and high-quality backlinks that will grow your keywords in the rankings and will bring you lots of

traffic. Whenever you're using a link building technique, make sure you're including the link in the keyword you're focusing on. Also, that link should lead to the web page optimized especially for that keyword.

The latest news coming out of Google is that guest blogging is going under fire because of too many blogs becoming content mills, much like with article directories. This has even led some guest bloggers to start using a "no follow" tag, which would signal to search engines not to count the link, because of the risk of the link being counted as spam.

Keep this in mind…although guest blogging is still encouraged, it is definitely time to put more weight on authority links, as in high PR6-PR9 sites, and not article directories which are indiscriminate about quality.

Thinking Outside the Research Tool Box

SEO tactics evolve on a regular basis and if you want to maintain your keywords on the top of the search engine result pages, you will have to adapt your techniques to whatever is new in the industry. However, you don't always have to do what everyone else does and thinking outside the box can be in your advantage sometimes.

As mentioned in the beginning of this book, the keyword research is the base of every SEO campaign, but in order to find the right and most relevant phrases, you have to look for the most efficient and original keyword strategies. You really need to put yourself in the shoes of your potential customers and see exactly what their needs are and what their behavior is from the beginning till the end.

Be sure you use more than one tool in figuring out their mindsets. Here are some outside of the box research tools that you can make use of:

• ***Look for the Q&A Sites***

If you're searching for long-tail keywords, then the Q&A websites make a great market research took. The best known site of this type is Yahoo! Answers. Here you will find hundreds of categories with thousands of questions people ask. You will most definitely find something that fits your business and that you can use, even the wordings and colloquialisms that you observe others using. Based on the questions you find there, you can extract some of the most relevant long-tail phrases and insert them in your keyword strategy. The greatest aspect about this source is that you will know for sure that people are actually looking for those exact keywords and if you use them as mentioned in the previous chapter, potential customers will find you.

• ***Use Amazon***

On Amazon, clients have the possibility to use applicable keywords in order to tag products. In some cases, such as with books and films, these keywords can get specific and touch on appropriate themes and matters. Unfortunately, this technique is not applicable to every industry and business, but for those selling products similar to those on Amazon, it can be an extremely powerful resource.

• ***Searching on Bookmarking Sites***

Amplify and Delicious are bookmarking sites that cover a large variety of themes and topics. They feature hundreds of categories with millions of articles submitted by users. The trick is that each article comes with relevant tags that you can use as keywords and include in your campaign. As it was the case with Amazon, these sites won't be valuable in all cases, but it's definitely worth a try because it provides valuable insights. You can search for more bookmarking sites on Knowem.com.

• ***Use Social Media Data***

Pinterest, Twitter or Facebook are not only for posting photos and statuses. You can also use them as unconventional keyword research tools. They can offer you great insights on what users are talking about and looking for and they can

help you create a valuable keyword list. They can also help you see who your competitors are. For example, if you use Facebook and type in the search box the tag “coffee shop”, you will get a list of coffee shops and you can see how many people are talking about them, what their location is and how many fans they have. With a simple search, you can find people, services, products and groups. The groups are particularly important because they offer insights on the discussions between the members of the groups and help you notice what their behavior and their needs are. A social media search can also be valuable for your business’ social profiles, as you can see how to better optimize them.

• Google Trends

Another tool you can utilize for your keyword planning is Google Trends. This shows you the search volume data for one or more keywords over a specific timeframe. Introduce a couple of keywords that you think your potential customers will search for and see how popular they are in a certain date range and geographical location. Google Trends is extremely powerful for seasonal products and campaigns as it offers you monthly results. For example, you may notice that the keywords for your product or service are popular around summer, but their popularity decreases during the rest of the year. According to this, in order to be successful, you will have to schedule your campaign in the summer. This tool will help you think ahead and create your campaigns and keyword strategy in advance.

Evaluating the Competition's Keyword Strategy

Once you have found your niche and searched for keywords that you believe can make you profit, you need to start evaluating your competition's keywords so as to know if you really have a chance in that market. You will have to evaluate the terms and phrases that have a strong connection with your niche.

• ***Free Tools***

The competition's keyword strategy evaluation can be performed manually, by simply using Google search and an Excel document. This will inform you about the traffic that you should expect for your keywords. Open a spreadsheet, put all your keywords there and add details such as: the Google monthly and daily estimated reach, the site that's on the top of SERP for each term and the broad match or the number of results in the search engine. You can perform this analysis by using the keyword difficulty tool offered by SEOMoz. This will also provide you with the PageRank for each site. The ideal case is when the number of results in Google is low and the monthly or daily estimated reach is high. That is when you know you have a strong keyword and low competition for it.

After that, you should start searching for your direct competitors. To achieve that, you must type your keywords into Google or any other search engine you use and observe the websites that rank high frequently. They will be the competition you will need to beat in order to be No. 1. Perform a thorough analysis of your competition by also evaluating their on-site optimization such as their tags, titles, internal site architecture, headings, etc. See what they have done wrong and do it better on your page. This will give you an advantage.

• ***Paid Tools***

You can also choose to evaluate your competition's keyword strategy with the help of various paid tools. One of them is Compete.com. It uses metrics such as "keyword share" (the percentage of referrals for a particular keyword versus other keywords referrals), "keyword effectiveness" (all people referred by a certain keyword versus the time they spent on the website) and "keyword engagement" (the average time people usually spend on a website once they're referred by a term). This tool will help you learn about your competitors' visitors and referrals.

Another great tool that you can use is SEMrush.Their dashboard offers much more than keyword research tools. They also provide insights on backlinks, organic search, AdSense, ranks and advertising research. If you want to use it for

researching the competition's keywords, all you have to do is type in the URLs of the websites you want to evaluate and SEMrushwill immediately offer you metrics.

This includes the keywords they're targeting, the expected search volume for those terms, their AdWords budget and the search traffic they get. Moreover, you have the chance to see the site's competition in paid advertising and organic search. Some of that can also be your competition. This great tool allows you to analyze your competitors' strategies for both PPC and SEO campaigns and extract valuable information from there, information that you can use to make your website and keyword strategy better.

So, now you have your niche, your competition's keyword strategy, your most powerful keywords and the ways to use and grow those keywords to your advantage. All that is left to do is to actually get down to business and perform your keyword and content strategy and make your business known all over the internet. Just remember that you have to continuously monitor your results and always change or add new strategies along the way to keep up with the latest SEO industry news and algorithm updates.

Thus far we've discussed plenty of keyword basics. Now it's time to shift the focus a little and discuss the importance of keyword combos and using other "nuances" to put yourself ahead of the pack.

Your Powerful Guide To Keyword Strategy.

Thanks for the great strategy, it truly helps me in saving a lot of my time in understanding those what search engine wants.

- Dan

This guide is easy to read & understand, even for those with a limited knowledge of the subject. It spells out in simple terms, the exact steps you need to take to make your website visible to the search engines.

- Jessie