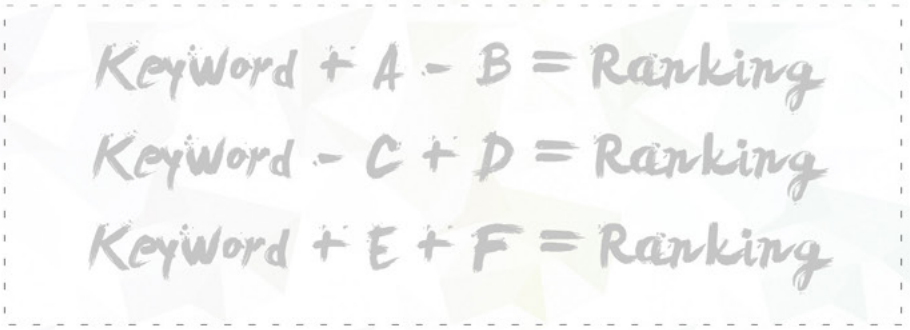
The Definitive Guide to Keyword Strategy:

The Ultimate Supreme Keyword Combos



SEOPressor VERSION 5

SEOPressor Presents:

The Definitive Guide To Keyword Strategy

The Ultimate Supreme Keyword Combos

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Chapter 3

Keyword Combo and Nuances

Part of keyword matching success will come in learning the nuances of SEO technique, including some of the lesser known issues that inevitably do cause problems to inexperienced marketers and company owners who assume too much regarding the technicalities of keywording. For instance, is there a certain way you're supposed to write the keyword phrase? How discriminating is the search crawler program and can it account for mistakes or other "assumptions?"

Let's start by considering the issue of stop words, an issue that continues to confuse many.

Identifying Stop Words

This is the first step in narrowing your keyword list. "Stop words" are the terms that are used to make a phrase sound grammatically correct. You might think the Google bot is hardly the grammar police…but did you know that the newest trend shows that it does consider bad grammar and spelling to be indicative of a low quality page?

Then again, the program also has the capacity to ignore words and grammar issues that are not a big deal, in English, and in customer searching. For instance, it is only natural for the search engine to ignore certain words because they are minor, implied, and do not affect the real meaning of a particular search.

Continue next page :

Typical stop words that are used with keywords include:

A	B	C	D
able	back	came	dare
about	backward	can	daren't
above	backwards	cannot	definitely
abroad	be	cant	described
according	became	can't	despite
accordingly	be	caption	does
across	cause	cause	doesn't
actually	become	causes	doing
after	becomes	certain	done
afterwards	becoming	certainly	don't
again	been	changes	did
against	before	clearly	didn't
ago	beforehand	c'mon	different
ahead	begin	come	directly
ain't	behind	comes	do
all	being	concerning	down
allow	believe	consequently	downwards
allows	below	consider	during
almost	beside	considering	
alone along	besides	contain	E
alongside	best	containing	each
already	better	contains	eight
also	between	corresponding	eighty
although	beyond	could	either
always	both	couldn't	else
am	brief	course	elsewhere
amid	but	currently	end
among	by		ending
amongst			enough
an			entirely
and			especially
another			etc
any			

F	G	H	I
fairly	get	had	i'd
far	gets	hadn't	i
farther	getting	half	f
few	given	happens	ignored
fewer	gives	hardly	i'll
fifth	go	has	i'm
first	gotten	hasn't	immediate
five	greetings	have	in
followed	goes	haven't	inc.
following	going	having	indeed
follows	gone	he	indicate
f	got	he'd	indicated
or		he'll	indicates
found		hello	inner
four		help	inside
from		hence	instead
forever		her	into
former		here	inward
formerly		hereafter	is
forth		hereby	isn't
forward		herein	it
further		here's	it'd
		hereupon	it'll
		hers	its
		herself	it's
		he's	itself
		hi	i've
		him	
		himself	
		his	
		hither	
		hopefully	
		how	
		however	

J	L	M	N
Just	last	made	name
	lately	mainly	namely
K	later	make	near
keep	latter	makes	nearly
keeps	latterly	many	necessary
kept	least	may	ne
know	less	maybe	needn't
known	lest	mayn't	needs
knows	let	me	neither
	let's	mean	never
	like	meantime	neverless
	liked	meanwhile	nevertheless
	likely	merely	new
	likewise	might	next
	little	mine	nine
	look	minus	ninety
	looking	miss	no
	looks	more	nobody
	low	moreover	n
	lower	most	on
		mostly	none
		mr	nonetheless
		mrs	nor
		much	normally
		must	no
		mustn't	t
		my	nothing
		myself	notwithstanding
			novel
			now
			nowhere

O	P	Q	S
obviously	particular	que	said
of	particularly	quite	same
off	past	R	saw
often	per	rather	say
oh	perhaps	really	saying
ok	placed	reasonably	says
okay	please	recent	second
old	plus	recently	secondly
on	possible	regarding	see
once	presumably	regardless	seeing
one	probably	regards	seem
ones	provided	relatively	seemed
one's	provides	respectively	seeming
only		right	seems
onto		round	seen
opposite			self
or			selves
other			sensible
others			sent
otherwise			serious
ought			seriously
oughtn't			seven
our			several
ours			shall
ourselves			shan't
out			she
outside			she'd
over			she'll
overall			she's
own			should
			shouldn't
			since
			six
			so
			some
			somebody

T	U	W	X
take	under	want	none
taken	underneath	wants	
taking	undoing	was	Y
tell	unfortunately	wasn't	yes
tends	unless	way	yet
than	unlike	we	you
thank	unlikely	we'd	you'd
thanks	until	welcome	you'll
thanx	unto	well	your
that	up	we'll	you're
that'll	upon	w	yours
thats	upwards	ent	yourself
that's	us	were	yourselves
that've	use	we're	you've
the	used	weren't	
their	useful	we've	Z
theirs	uses	what	zero
them	using	whatever	
themselves	usually	what'll	
then	V	what's	
thence	value	what've	
there	various	when	
thereafter	versus	whence	
thereby	very	whenever	
there'd	via	where	
therefore	vs	whereafter	
therein	vs.	whereas	
there'll		whereby	
there're		wherein	
theres		where's	
there's		whereupon	
thereupon		wherever	
there've		whether	
these		which	

As you can see, many of these words are merely connectives, verbs and other incidental words that are not directly related to the query and so search engines ignore them, focusing only on the intended meaning. There is an exception: if the user types in a keyword phrase in quotation marks so as to require the exact appearance and phrase as indicated in the text.

More often than not, a web site that targets a keyword that has a stop word should be able to rank better for that same keyword when it the stop word is not included. For example, instead of using second hand cars for sale, it will be a lot better to simply use second hand car sale.

When a particular stop word is essential to the actual meaning of the phrase, that you have no choice but to include it in like the famous phrase “to be or not to be” of Shakespeare, then quotation marks might not even be necessary. Search engines do “read” and do get all of these literary references you’re dropping!

Your Choice of Singular or Plural Keywords

Google generally treats singular and plural terms just the same. If you can rank for a singular keyword like “Alabama Dentist”, you are more likely to rank the same for its plural counterpart “Alabama Dentists”, so as long as you have keyword content for both. In order to narrow down your keyword list, identify the keywords whether

it is singular or plural and find out which gets higher volume of searches. Based on the data you get, select the most relevant keywords that get more searches.

On the other hand, if you only use singular instances of Alabama Dentist then you can't expect to receive a lot of traffic for Alabama Dentists or vice versa. However, in natural writing using both plural and singular instances of a word is common in an in-depth article.

Remove Keywords with Wrong Spellings

Most of the time, searchers often misspell the keywords or put the words in a wrong order. For the most part, Google definitely has improved when it comes to identifying the proper grammar construction for a particular phrase or sentence. At present, Google just displays the results that it believes the searcher wants and provides the option to check out the results for the actual search using misspelled words.

For example, you want to search for **"reliable Alabama dentist"** but what you typed was **"reliable Alabama dentits"**. You misspelled the word dentist as dentits. The search will recognize this mistake and it will show a results page for the grammatically correct spelling. For this, you have to understand that Google eliminates misspellings from every search so you should also do the same for your keyword list.

In the past, some marketers intentionally misspelled words hoping to catch the traffic that accidentally mistyped the query. However, this is not advisable with the new, intelligent algorithm that assumes what readers are thinking. If you do mistype or misspell content, the search site is likely going to assume you simply don't know how to spell—and penalize you for it.

Target Easy to Read Keywords

Try to filter out hard-to-read keywords. If you have in your list two keywords that have the same words but are written in a different order, you don't have to target both keywords for the same page. You will end up with keyword stuffing and Google does not particularly like it. It is most likely that one variance will be more appealing to a particular reader simply because it is much easier to read. This is also usually the more popular variation with higher search volume so you need to choose that one.

You have more chances of capturing traffic for the hard to read keyword when you target and create easy to read web content in context of the word.

If you have a keyword you want to use, but the order of the word is unnatural; perhaps even illogical and grammatically incorrect, yet has the higher volume in

terms of searches, try searching that keyword in Google and see what you fine. The results you will get can give you some ideas why that particular keyword has higher volumes of searches. While it is smart to aim for grammar, Google is not above rewarding simple sentence websites over needlessly complex pages that have difficult sentence structures—even if they are academically correct, they might not be as search-worthy as a more helpful site.

There will always be a set of exemptions to any most effective practice methods so it is also equally important to keep an eye out when you notice changing behaviors from different search engines whether it's Yahoo, Google or Bing. A good way to check out if two keywords are most likely to be viewed as one and the same is to search them both on the search engine.

Make sure you are using either a private browsing window like the incognito option of Google to eliminate the chances for personalized search results. If the first twenty to thirty results you get match closely, there is a good probability that the terms can be put together and combined.

Targeting Primary and Secondary Keywords

The content you publish needs to be relevant to your site in order to help with your rankings. If you are doing SEO articles on changing a transmission in a car, but for

an outdoor sports web site, it's probably not going to help you in the rankings. What is suggested is that you decide on a few main keywords that you want people to reach this page using, and then come up with a short list of words, phrases, and sentences that you think people would use to search for your article.

For example:

The process does not end with keyword selection and narrowing down your full keyword list. You need to decide and the primary and secondary keywords and how can target the most relevant for your website.

Organizing Your Pages

After you begin with your keyword research, you are most likely to be tempted to use all the keywords you will find on your website. Since it is highly probable for you to be able to target it all, you need to use the best method that will also enable you to choose the best keywords. Implementing a well organized, clear structure for you website will help Google to easily find your content. In addition, this also provides better navigation for your visitors when browsing your website.

So when you create new pages for your website, make sure that you organize these pages into different categories depending on your preferences. Each of these

pages must target one keyword and do not make the mistake of targeting the same keyword over and over again on different pages. After you organize your pages, you will have a better site structure and make sure that you have an organized site structure before you even decide to create a content for each of your pages.

Identify Your Keyword Target

The keyword you are targeting for each of your pages will establish the fact whether that particular page has a good potential of attracting traffic. This is why the keyword selection process is important because the pages on your site that has well selected keywords also have the best potential of attracting traffic to your website.

Google keyword tool will help show you what the average monthly searches are for anything you type in to it. It will also show you visually how much competition there is. After you've pressed search look on the left side of the page for a section that has broad, exact, and phrase in it. Uncheck broad in this box and checkmark exact. By doing this you are telling the tool that you don't want to know searches for something close to what you've put in, but the exact number of searches. A lot of newbie bloggers fail to recognize the importance of this tool and what it can do to their ranking.

After you have your set of keywords, begin by charting one target keyword to one of your pages. It will be up to you what page you will use as long as it is relevant to the keyword. This is one of the reasons why you need to first distinguish the main theme of a particular page before choosing the keyword to target. The theme will be the main subject of that page so when you write a content about it, it must reflect the subject matter. You have to understand that Google loves relevant content because they want their users to get the most relevant searches when they are using the search engine. Because of this, it is pointless to actually use keywords that are not relevant to your main theme.

After you identify your target keywords, you can now choose the primary and secondary keywords to use. When choosing your primary keyword, you need to make sure that it is not only relevant to your theme but it must also have the highest search volume or ranking. Of course the one next to it will be your secondary keyword but it must also be relevant to your theme. Depending on the type of page you have, it is more practical to go for non brand specific keywords so you will not be bound to a single brand.

Most of the time, the most popular or well searched keyword is the most ideal to use as a primary keyword because it has the best potential of attracting traffic to your page. You absolutely want to decide on one primary keyword although you may possibly pick out at least two secondary keywords. All these keywords must

match up with the content of your page.

Identifying Weak Keywords

The content that you put up needs to be unique and original. We cannot emphasize this enough, because if Google's spiders crawl your content and find content that is not unique/original, it may actually dilute the page and could lower your rankings. This being said, you must also be able to identify weak keywords so you can avoid including them in the mix. Although there are no major impacts with integrating weak keywords in your content when you have strong primary and secondary keywords, Google may rule that you are stuffing keywords in your content if all of your words are weak, and yet you keep adding more under-performing words, while not eliminating the former.

Weak keywords are also known as low-volume keywords. There is no guarantee that the high volume keyword you are using right now will remain that way for years to come. There is always the chance that it will become a weak keyword in the future. When this happens, this can be quite frustrating particularly when the keywords are highly relevant to your web site. But there are ways to get around this. First off, you can leave the keyword as it is without altering it in any way. When there is a big turn around and the searches for that particular keyword improve, it will no longer be marked as a low volume keyword. You're basically waiting it out.

This solution seems sensible particularly if the “weak” keywords are for a product or brand that is new and is expected to pick up traffic sooner or later. If you are launching a new web site, it is only natural that your terms will not have that much traffic at first but it will soon improve in volume ranking once searchers become aware of it.

You also have the option to change the match type of your keyword. It is very typical for long keyword phrases to be marked with low search volume making them appear to be weak keywords.

This is because the chances for an internet user searching for a particular keyword with more than five or six words in a specific order are somewhat low. In cases like this, modify the match type so you will broaden the term.

If nothing works, you can always find new keywords that are more relevant to your website and are more likely to attract traffic to your site.

What is LSI, Latent Semantic Indexing?

This refers to a system pioneered by Google that crawls the content of web pages and looks for the most common words and phrases and then collects and

combines them, while also looking for synonyms related to the theme of your page. Therefore, if your website was about ebooks, related words might include “pdf”, “downloadable books”, “kindle books”, “new books”, and so forth.

Many publishers will underestimate the importance of the title page, despite the fact that Google repeatedly reminds us to take the <h1> title tag seriously. When it comes to LSI words or keyword synonyms, realize that the search engine can recognize these words apart from strictly content related words and can place greater importance on these LSI keywords for your benefit.

So you have three classes of keywords now:

• Primary keywords (usually one per page, 2-3 times)
• Secondary keywords (mentioned once, usually longtail keywords)
• LSI keywords (synonyms for the search engine to wave in search engine spiders a little less blatantly

LSI Keywords and Why They’re On Your Side

In contrast to the many publishers that will still be stuffing their way to the top (or bottom, as they will soon find out) using Latent Semantic Indexing to your advantage is a smart move, and will also help impress upon the mind of your

audience what your page is about. LSI words are not only for ranking. This can also make your visitors to actually read your content because it is not stuffed with keywords.

LSI keywords make a content appear much better and it will also improve the trust rate for your website. The synonymous words can help make your content sound more organic and that is what search engines likes the most.

For instance, a website about foods may have some articles regarding various cuisines from around the world. The target keywords for such an article may use several words that are exactly the same in meaning as individuals do look for more diversified content, or different dynamics of writing.

A good and well written content keeps your reader fused to what they are reading instead simply clicking another link that may contain the same information. For a reader, it can be quite irritating to see a lot of keyword repetition.

It's the same reason writers use pronouns, similes, and metaphors when describing familiar characters or things. It's not always "Dean said this. Dean said that. Dean went over and waited." They mix up words, using alternative descriptive nouns like "The man", "The boy's father", or even a simple pronoun like "He." The principle is the same with LSI, it's easier for us to read, and that is the true motivation of a

search engine, which tries to give us more of what we want.

You do not need to duplicate the same word over and over again which will only make your content look like it has been created for search engine optimization purposes. When you use other closely related terms or words, you'll not merely get linked to a particular search term but you can also rank for other searches or queries related to the LSI keyword.

LSI keywords usually use as much as six words continuously following a phrase pattern. When you create your content, you will have the option to arrange these words in different order that will still keep in line with the typical ways in which a user will make his or her search query.

When creating your content using your chosen keywords, always ensure that what is published is written in a natural, easy to read way that would make individuals want to keep reading it. In other words conversational, or perhaps formal if that is the theme of your site. However, it should read like a magazine or a newspaper, and not like a website created for SEO purposes.

The content needs to have an inviting title, an introduction and a conclusion like formal writing suggests. Make sure each paragraph is engaging and relevant to your overall site. Keep your reader interested in finishing what they've started. The

longer a visitor stays on your website, the better it will be for your ranking, as this is also a factor in determining rankability.

LSI keywords are more than capable of being changed in many different ways to create new phrases, so experiment and spend some time researching good writing as opposed to sneaky SEO tricks, which are mostly out of date nowadays.

When LSI is Not Relevant

LSI will not matter if you have no worthy content worth indexing because of poor quality or inappropriate subject matter. For example, how many websites can you think of that have page titles of interest (Learn to ski, for example) but then go into unrelated subject matter (the history of skiing). This might be okay for multiple pages or even multiple websites, but it's not fair to do that to an individual page, because in this case the title does not match the content. You cannot manipulate the search engines by going after keywords only, without providing valuable content.

Naturally, the call for higher quality writing eliminates the options of using spinning software (which is invented for SEO purposes and a word recycler), and which is now fairly obsolete since few pages that "spin" receive any ranking or reward from Google). At the same time, hire quality writers if you choose to outsource

your work, since good LSI strategy depends on coherent writing created by native English speakers. You can also visit Google Webmaster Tools and see what keywords your pages are ranking for.

In our final chapter we're going to discuss keyword mapping and how this can help you to plan a more responsible and effective strategy.

Your Powerful Guide To Keyword Strategy.

This is a well written book that provides many tips and techniques for selecting those keyword combos and also for providing a good framework for optimal keyword usage for campaigns.

- Denzel

I think the skills I've learned from this book will help me immensely with my keyword strategies for the long-term.

- Rinnie



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