

169

Bk II Chapter 2 - Choosing the Right Keywords
 For now, keywords/phrases = focus of successful SEO
 Someday may be able to index + rank sites on concepts
 Until then - need to make specific choices
 SEO = long undertaking: results may take months

I. Thinking Like Your Visitors

- ≠ optimizing for keywords you like
- ≠ words you think should be assoc. w/ yr. service

Optimizing for keywords that potential customers
 associate with your product/service

ex. mixed greens vs salad

170

Don't shove your own beliefs down their throats
 ≠ work

Understand what your visitors will use to find you
 Educate them after they arrive

II. Understanding the Long Tail: (check traffic as well as rankings)

- ≠ optimizing for a single word

Optimizing for a keyword + all its permutations

Long-tail phrases = longer, niche phrases that
 ≠ get as many searches

= beauty of SEO

Optimizing for 1, you get a rankings for many more

Ex. broccoli - inc. cream of b, b recipes, b coleslaw

Ex. mixed greens → mixed sp. greens, mg online, buying

1. Optimizing for many by focusing on 1 shorter phrase
2. Searchers who find you using long-tail phrases
 = better targeted } more likely to want to buy
 = better customers } what you have

171
 Why
 long-tail
 phrases
 work

III. Finding the Right Tools

171 A. Using keyword services

1. wordze.com
2. <http://keyworddiscovery.com>
3. wordtracker.com

all cost a small monthly fee, but - good investment

Provide at-a-glance reports showing
keyword demand
competition
quality

Be sure to know where they get their data!

≠ access Google organic search numbers

So, use other tools too

B. Working with Google AdWords Keyword research tool

Updated to show search volumes -

= only source for G. keyword search data

172

1. Go to <http://adwords.google.com/select/KeywordToolExternal>

2. Type in a phrase, Click Get Keyword Ideas button

a. Searches performed in previous month

b. Average monthly search vol. over past 12 mos.

c. Advertiser competition

3. Click Choose Col. to Display - show search Vol. Trends

Shows trended search data by month

4. Go back to list & select show Highest Vol Occurred In

174

5. Filter results to remove some keywords - Filter My Results

6. Get keyword ideas based on Web site content - Website Content

Tool = designed for PPC click marketers

C. Using Google Trends

174

Go to [google.com/trends](https://www.google.com/trends).

Type in any phrase

See if search vol. = $\uparrow$ or $\downarrow$

Even shows specific news stories + whether they affected search volumes

Top section = search volume index

Bottom section = news reference volume

Get a more advanced report at [google.com/insights/search](https://www.google.com/insights/search)

Includes seasonality, geography, categories

More Hot Trends - show top 100 phrases

D. Watching the News

175

We are media-driven!

If relevant story = gaining ground

Work it into your website

E. Using Your Brain

Keyword tools + your insight into your customers

Can only use the data they have

Miss imp. subtleties - auto (car) vs. (automatic)

Brain = last line of defense vs. keyword paralysis

IV. Picking Great Keywords - know the criteria!

176 A. Judging Keyword relevance

After choosing a keyword, test it - use all the tools

Make sure v relevant meanings + creep in

No keyword is 100% relevant - over 50% = good!

- B. Comparing competition + search volume

Go to 3 main SE: Google, Yahoo!, Live Search

Look at 3 competitive factors

1. # of competing sites: 10m. + = uphill battle

2. Where you rank - on 2nd page already? who cares!

3. Your ability to compete - advantage comes from adding new, highly relevant content daily

Always balance competition vs. search volume

177 Best strategy: mix keyword list + optimize for both

1. high vol, high-competition keywords

= take a long effort to gain in rankings

2. low-vol, low-competition keywords

= produce results faster

C. Checking demographics with AdCenter Labs

<http://adlab.msn.com/demographics-prediction>

Type in keyword

Does the demographics match your customer base

If not - rethink keyword choice

Or - cater to new-found audience!

178 D. Checking Your Industry with Google Insights

google.com/insights/search - type in keyword

for mixed greens, check Food + Drink vs. Home + Garden / Home Improvement
to make sure you're not getting paint searches

E. Testing with pay per click

This is a fast method to use while you wait for SE Drums
PPC campaigns can be set up in minutes

Variables: budget

ad wording

competition

landing pages

} can show results

Use your head when you review results!

IV. Building Your Keyword List

Keep a record!! Use spreadsheet

180

Take notes of new ideas

IV. Sizing Up Your Competition

Always keep your eyes on 'em!

Watch their rank for particular keywords

Watch what they're doing to try to beat you

Look for places where you have advantage

There's only one #1 spot!

A. Finding your keyword competitors

Go to top 3 search sites: Google, Yahoo!, Live Search
search for your keywords

Consider the top 10 sites to be your competitors

Use the following tools (Book II chapter!)

1. seoQuake - tells how many links they have,
shows their keyword density, how many pop. in index

2. Yahoo! Site Explorer - shows where links are

3. Yellowpipe Lynx Viewer - shows if they're pulling
tricks - showing something diff. to SE's

B. Discovering your competitor's weaknesses

Chances are - several of top 10 are there by luck
Optimizing your site better + you can replace them

1. Use Seo Quake - try to ↑ keyword density
= % of total page text occupied by key phrase
+ go above 5-7%

But if competitors have 200 w per pg + 10 keys.
you can go to 250 pages with 15 keyphrases

2. Use Web Developer Toolbar

See if competitors have built a good relevance hierarchy
(see Book II chapter 1)

If target key phrase + title tag or headings
you have a huge advantage

3. Use Web Developer Toolbar to check for ALT tags
Don't worry - vast majority of web sites
+ optimized for search engines!

Research the basics + chances are you can outrank them

C. Ignoring your competition

You know your business + your customers

If competition optimizing for keywords + make sure
and + evidence that customers use those phrases

Trust your judgment + ignore them!

The success of your business - what really matters
+ top spot for specific phrase