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HOW TO RESEARCH SEO KEYWORD PHRASES

Like A Pro!



Keyword phrases are essential building blocks for search engine optimization (SEO).

These words that are used to initiate a search in a search engine are called keywords or keyword phrases (because often, people type more than one word when performing a search).

Search engines, like Google and Yahoo!, work to find the best matches on the Internet that contain the words used to start the search—The more useful the results, the more people will depend upon using that search engine.

From an Internet marketing standpoint, your job is to include the most precise keyword phrases in your online posts so that your target audience can find you when they search the Internet. Not using keywords is like a restaurant with no address or name above the front door. Sure, people may happen upon it accidentally, but it can't be found on a map, when people are actively searching for a local place to dine.

You need keywords for your META titles and descriptions, so that search engine spiders can readily index your site in their databases. You need keywords for the copy in your website and blog posts. You also need keywords for your social networking profiles and posts. So one or two keywords isn't going to do the job—you'll want to vary them according to the audience on Facebook vs. LinkedIn vs. your website, for instance.

Searching for the best keyword phrases for marketing your company is an art, not a science. Keyword research begins with your innate knowledge of your industry and the customers and clients you serve, plus an understanding of what makes your company stand out from your competition. Discover what your rivals are doing online—Look up their websites and social media profiles. Then, describe what makes your company different, and create some niche descriptions of your company. Do you offer

products and services that others do not? Are you priced more competitively? What words can put the spotlight on your company?

This begins the process of brainstorming to create a list of keyword candidates.



Write down ideas at lightning speed, without qualifying them as “good” or “bad” as you write. By the way, writing, not typing, is the best way to brainstorm. There is a quick, direct connection between your writing utensil and your mind. Drawing bubbles and offshoots of word phrase ideas is ever more instantaneous when you use pen and paper, too. Allow yourself plenty of time for this process: Our recommendation is to brainstorm for an hour or two, take a break or hit the sack, and then return to it fresh for a second round before completing this task.

You may have some 50 words and phrases, or more, but you’ll want to boil the list down to five of your favorites, the terms that really describe your company’s products

or services precisely. Are you stuck and need more keyword candidates? Visit sites like www.ubersuggest.org for longtail variations of your keywords (lengthier phrases) and www.hashtagify.me for social media keyword candidates.



Take your five favorite keyword candidates and use Google AdWords to make them blossom into a list of useful marketing phrases that paints your business niche. **Here’s how:**

1. **Start here.** If you have a Google account, sign in. If not, you may need to create an account.
2. On the “Welcome to AdWords!” page, click “Create your first campaign”. (Don’t worry—you won’t be paying for an ad.)
3. Once logged in, click “Tools” at the top of the page, and then choose “Keyword Planner” from the dropdown menu.
4. Under “Find new keywords,” choose, “Search for new keywords using a phrase, website or category.”

5. Enter your first keyword candidate into the "Your product or service" box. You can choose a product category or skip that part. Make sure the location targets your area, and keep the date range for the last 12 months. Then click "get ideas." Click on the "keywords" tab on the results page (not the "Ad group ideas" tab).

6. The idea is to sort the list according to high "Avg. monthly" searches with Low "Competition". This means that many people are using that search term, but your competition is not utilizing it as a keyword. In other words, you can create a niche using keywords that have low competition.

To sort this list, click on "Avg. monthly searches." The most frequently used search term will show up at the top, and the rest will be listed in descending order.

7. Export this list to work with it offline. To do this, click "Download" in the upper right hand corner of the page, and choose "Excel CSV" from the pop up window that appears.

8. Now you can manipulate your spreadsheet and begin the selection process. Delete all the columns except "Keyword", "Avg. Monthly", and "Competition" on your spreadsheet.

9. Any keywords with low competition (at or below .35) and

plenty of monthly searches (at least 100) should be considered. Go through your spreadsheet and highlight all phrases that qualify.



Congratulations! You have your first list of keyword phrases.

Granted, even if a keyword phrase qualifies, you may not wish to use it, because it doesn't describe the way you wish to brand your company. Handpick the ones you want and copy and paste them into a Word doc. Continue using the Google AdWords Keyword Planner for the other four favorite keyword candidates that you came up with when you brainstormed.

Keep these Excel spreadsheets, because you'll want to vary your keyword favorites, depending upon where you plan to use them. For instance, you may wish to use certain keywords that describe products for your website storefront, but use entirely different keywords to describe your company's upcoming business events on Facebook.

These search terms are dynamic and change with time. Update your keyword search at least once every six months, and when you have new products and services to introduce.

Yes, this is a time-consuming process, but it yields results. Here at **Moore Than SEO**, we use some shortcuts to get the job done. Contact us for assistance on everything SEO, including keyword research, and using the keywords appropriately for your website, blog, and social media marketing content.

Ready to Get Started?



Use our brainstormer worksheet on the next page to walk through this process.



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SEO Keyword Research Brainstormer

Start by writing down ideas with your buyer persona(s) in mind:

1

Visit your competition for more ideas. Write down the good ones here:

2

Visit additional websites like ubersuggest.org, perform Google searches (check the "Searches related to" showing at bottom of search page results)

Write down the good ones here:

3

4

Test your ideas for search performance potential and competitiveness in Google Adwords. Download a spreadsheet to evaluate results and determine your business' power keywords for better search marketing.

