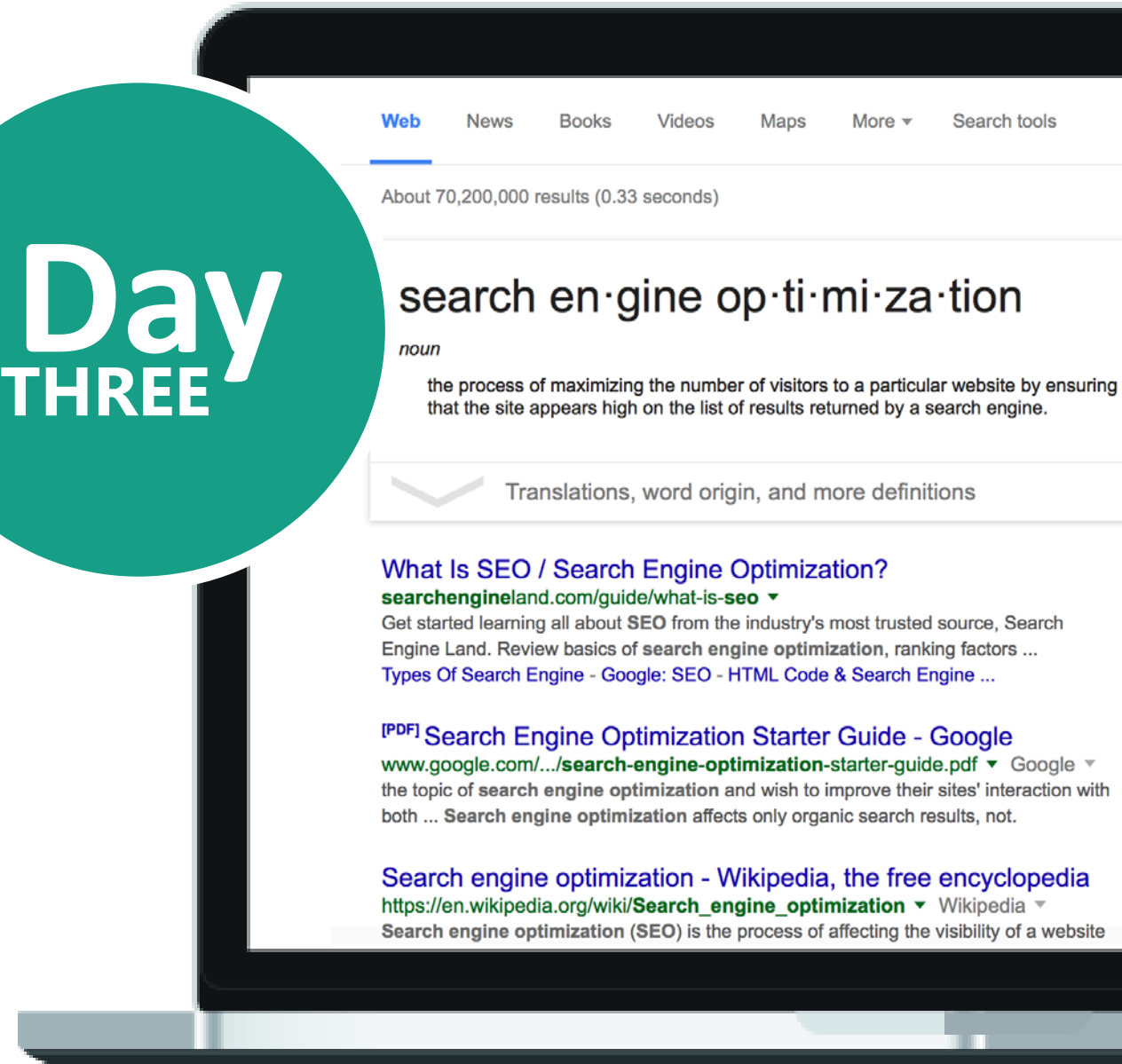


Basics of SEO Webinar Series

Driving Success With an
SEO Plan, Research, and
Focus

Day
THREE



RULE #1

**Don't be Greedy
When
Selecting Keywords**

The Keyword Research Formula

Ten Steps to Get Your Brain Focused on Keyword Rich Content

- 1) **Create list of “seed words” using a variety of sources (we will review that next)**
- 2) Remove any branded keywords (we don't optimize for those)
- 3) Plug seed word list into Google Adwords tool to obtain search volumes
- 4) Extract reports in batches and create one uniform report
- 5) Remove unnecessary data columns so you can focus on the right data
- 6) Consolidate Google's multiple reports into one report
- 7) Remove duplicate entries
- 8) Remove branded keywords (yep we're doing this again)
- 9) Remove keywords that are known to be incorrect (spelling errors)
- 10) Remove keywords that seem to be outside your target demographic and market



RULE #2

**Don't Rely on Google
to Brainstorm YOUR
Keyword Phrases**

Brainstorm Keywords

Keywords are Everywhere So Keep Your Eyes Open!

Your Own Ideas

Manual Variations of Initial Search Phrases
Reports, Presentations, Prospect Emails

Google Search Console's Search Analytics

Google Analytics Reports
Google Adwords Reports
Google Auto Suggest in Search
Google Related Searches
Google Trends
Bing Webmaster Tools

Competitors' Visual Content

Competitors' Sitemaps – HTML & XML
Competitors' Meta Titles and Descriptions
Competitors' Index Content in Google

SpyFu, semrush, keywordtool.io



Google Adwords Keyword Planner

Keyword Planner
Add ideas to your plan

Targeting ?

All locations

All languages

Google

Negative keywords
animals

Date range ?

Show avg. monthly searches
for: Last 12 months

Customize your search ?

Keyword filters

Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include

Your product or service

erp software

Get ideas

Modify search

Ad group ideas

Keyword ideas

Columns

Download

Add all (801)

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Add to plan
erp software		49,500	High	\$10.84	»

Show rows: 30 1 - 1 of 1 keywords

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Add to plan
erp		550,000	Medium	\$4.20	»
erp system		60,500	High	\$7.98	»
erp systems		18,100	High	\$11.08	»
what is erp		18,100	Low	\$5.21	»
erp solutions		2,900	High	\$8.78	»
erp solution		1,300	High	\$8.40	»
what is erp system		2,900	Medium	\$6.53	»

The Keyword Research Formula

Ten Steps to Get Your Brain Focused on Keyword Rich Content

- ~~1) Create list of "seed words" using a variety of sources (we will review that next)~~
- 2) Remove any branded keywords (we don't optimize for those)
- 3) Import the list into Google Adwords Keyword Planner to obtain search volumes
- 4) Extract reports in batches (Google caps the number of phrases displayed)
- 5) Remove unnecessary data columns so you can focus on the right data
- 6) Consolidate Google's multiple reports into one report
- 7) Remove duplicate entries
- 8) Remove branded keywords (yep we're doing this again)
- 9) Remove keywords that are known to be incorrect (spelling errors)
- 10) Remove keywords that seem to be outside your target demographic and market



RULE #3

**Keywords Should
Equal Your Customer's
Verbiage and Should
Not be Industry Jargon**

Key Points to Remember

- 1) Don't optimize for branded search terms, because Google already knows this is you.
- 2) Don't optimize for spelling errors, because it degrades your authority with Google.
- 3) Zero search volumes isn't always zero. Google will show this even when we know searches have occurred for actual client websites.
- 4) Low volume searches are still good searches, because they:
 - o Make great blog posts
 - o Are easier to rank on in the short term
 - o Help support cornerstone content
 - o Provide options for fresh content.



Key Points to Remember

- 5) PPC dollar should be reviewed because they help provide insight on search terms that convert into sales. A term with lower search volume and higher PPC amounts is always of interest.
- 6) As you work through next steps you want to look at the phrases and think about where we could apply these to actual content:
 - o Cornerstone pages
 - o Supporting pages
 - o Products
 - o Blog posts
 - o Training or resource materials
 - o White papers or eBooks



RULE #4

**Pick Your Battles!
You Can't Win Every
Keyword Phrase So
Don't Waste Time Trying**

The Site Mapping Formula

Thirteen Steps to Get Your Website Structured

- 1) Create a new column in your master keyword spreadsheet for **Relevance Score** and start assigning a relevance ranking to each keyword:
 - o High – Very relevant to your target market and audience
 - o Medium – Fairly relevant to your target market and audience
 - o Low – Semi relevant to your target market and audience
 - o None
- 2) Once done, sort your spreadsheet by relevance so you can see how many phrases apply to each level.
- 3) If you have thousands of keywords and/or hundreds of phrases per relevance level, separate them into different tabs so you can focus on one group at a time.



The Site Mapping Formula

Thirteen Steps to Get Your Website Structured

- 4) Next start with the highest relevance tab and sort this list by keyword.
- 5) Create a new column and label it **Content URL**.
- 6) In this new column, assign any existing content to applicable keywords by placing the URL of the content in the appropriate row.
- 7) If you have a large site and you're struggling with the above step, use Google Search Console to locate ranking keywords and content combinations.
- 8) Sort your spreadsheet to separate phrases with existing content from those without content.
- 9) Now create a new column and label it **Focused**.



The Site Mapping Formula

Thirteen Steps to Get Your Website Structured

- 10) Review the list of phrases and determine which ones you'd like to add to your website or blog and mark them in a new column.
- 11) Next review this list of focused keywords one by one in Google search to see what lands on page one of SERP. Ask yourself if you can beat content in this list with organic SEO. This step is painful.
- 12) Keep phrases you feel confident about as focused phrases in your sheet and remove any you question.
- 13) Now assign a new content piece to the focused keywords.
Remember these could be pages, posts, products, etc.
 - Assign higher search volumes to products and pages.
 - Assign lower search volumes to blog posts.



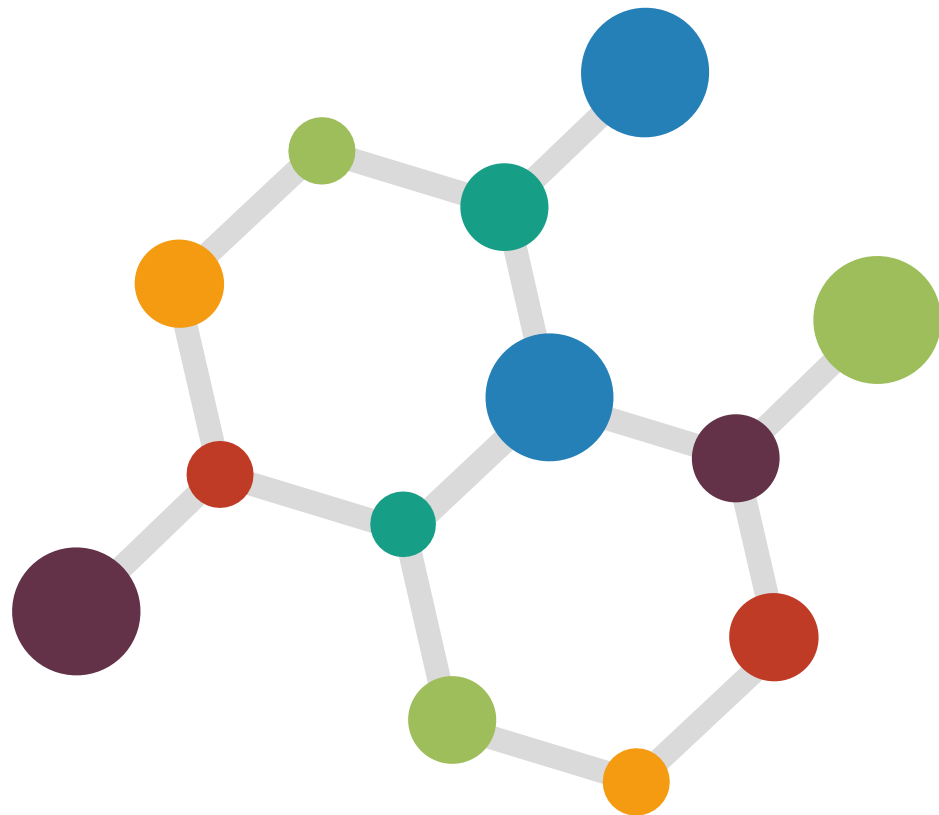
Example Keyword Sheet

Keyword Phrase	Search Traffic	PPC	Relevance Score	Focused	Existing or New	Content Type	Content URL
ERP	550,000	\$4.20	High	No	n/a	n/a	mywebsite.com/erp-software/
ERP Software	49,500	\$10.84	High	Yes	Existing	Page	
ERP System	60,500	\$7.98	High	No	n/a	n/a	
ERP Softwares	1,000	\$6.20	None	No	n/a	n/a	
ERP for Small Business	480	\$15.76	Medium	Yes	New	Post	mywebsite.com/blog/erp-for-small-business/

RULE #5

**Find Your Sweet Spot
and Master it Like No Other**

Success Through Data



Plan

Brainstorming keywords forces you to take a step back and plan your SEO strategy. If you stop yourself from jumping ahead into content writing, you'll find greater success with SEO.

Research

Researching keyword volumes, scoring keywords, and assigning content provides a structured method for content creation. When you use data it will help illustrate real opportunities for winning in organic search.

Focus

Mapping your future website to desired keywords and doing so based on existing content, market conditions, and known data will help you stay focused on the content that really matters.

IN CASE YOU MISSED IT

**Let's take another look
at the core principles we
discussed on day one.**

Remember the Formula

The Free SEO Tools are Used in the Entire Optimization Process

#1 – Research Keywords

Audit website, review competitors, research keywords and search volumes.

#2 – Map Keywords to Content

Map your preferred keywords to specific pieces of content within your website.

#3 – Write Content

Write content based on keywords, but stay focused on the user experience.

#4 – Optimize Content

Optimize URLs, headers, text, links, meta titles and descriptions for the keyword.

#5 – Build Internal Links

Build internal links to the content via your navigation menu, footer, sidebar, content.

#6 – Build Social Shares

Share content on Facebook, Twitter, LinkedIn, and Google+.

#7 – Build Off-Site Authority

Get your main URL noticed and mentioned via external sources to strengthen authority.

#8 – Check Ranking Progress

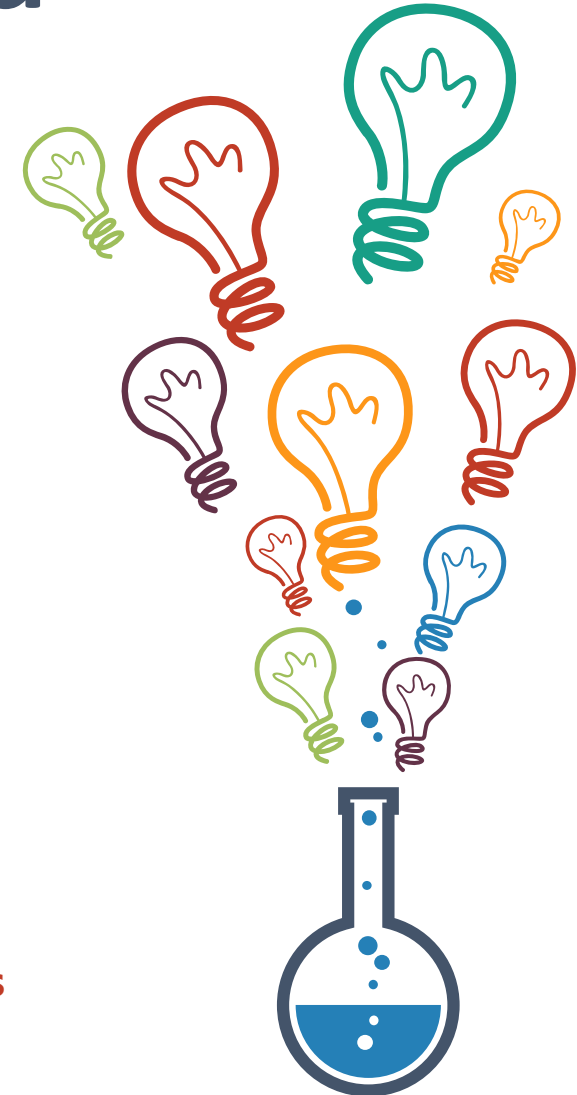
Give Google time to index and rank the content, then check on your progress.

#9 – Optimize Further

Fix what you missed. We all miss something and we can always improve efforts.

#10 – Document and Repeat Success

Document what ranked, reverse engineer why, and repeat process on other content.



Remember the Keys to Success



Research & Plan

Everything is based on research, data, and planning. Don't write content until you research and explore possible keywords.



Create and Optimize

Create quality content that is closely tied to your target market and the data discovered with keyword research.



Strengthen Process

The process doesn't end when content is published. Continue to optimize on and off-page as needed until desired results are obtained.



How Can We Help You?



Cory Miller



Rebecca Gill

