

CHOOSING FOCUS KEYPHRASES FOR SEO RANKING

OUR GOAL:

Learning how important quality, keyword rich content is to SEO?



INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

1. SEO requires quality content. Content is “king”.
2. SEO is not a black and white process.
3. SEO takes time. How long does SEO take?
4. Every website and situation is different.
 - Business, organization, non-profit
 - Some factors to consider are marketing focus (local, national, international), your competitors (competition), products (e-commerce) or services offered, audience

GETTING STARTED

1. We will ...
 - Review keyword basics
 - Look at how to create quality content
2. We will not delve into ...
 - Google Analytics (free) used to:
 - Generate tracking code. View website traffic results. Develop a marketing strategy.
 - Search Console (free) used to:
 - Submit to Google for indexing. Monitor, maintain, and troubleshoot your site's presence.

STEP 1

KEYWORD BASICS

1. What is keyword research?

- Method of looking for words/phrases to rank a website
 - Based on a target audience
 - Never finished

2. How to go about it. Keyword Research Tool (SEM Rush)

- Know what your audience searches for and are interested in
- Select a focus keyword or keyphrase. [puppy training]
- Long-tail keywords are less competitive [positive puppy training for Labradoodles in Amsterdam]

KEYWORD BASICS (cont.)

3. How is keyword research done?
 - Determine your mission/goals for your website
4. Determine your keywords and research them
 - Know what your audience searches for and are interested in
 - Analyze your competition
 - Prioritize your keyword list

STEP 2

HOW TO CREATE QUALITY CONTENT

1. Why is content important?
 - Helps get visitors
 - Lowers bounce rates
 - Results in higher conversions
 - Most importantly, higher rankings in search results
2. Is your content written for your users?
 - What are they interested in?
3. Is your content easy to read?
 - Good sentence structure
 - Use of headings
 - Use of understandable terms
 - Pay attention to spelling and punctuation

HOW TO CREATE QUALITY CONTENT (cont.)

4. What is your user's search goals?
 - Do you target what they want? (answer a question, provide a need)
5. Are you trustworthy?
 - Do you know your products or services?
 - Is your website secured (SSL)?
6. Is your content up-to-date?
 - Keep it fresh and up-to-date.
 - Important to Google.

RESOURCES

Links/articles contributing to the presentation

- [Keyword Research Tool \(SEM Rush\)](#)
- [Keyword research for SEO: The ultimate guide](#)
- [SEO copywriting: The ultimate guide](#)
- [What is quality content and how do you create it?](#)
- [Google Analytics for Beginners](#)
- [Google Search Console \(formerly Google Webmaster Tools\)](#)