



DES

**DIGITAL
EXCELLENCE
SCOTLAND**



**business
gateway
fife**

MAKING KEYWORDS WORK – FOR YOUR WEBSITE

**Doing Keyword Research &
Where to Put Them on the Website?**

Brian Mathers Digital Marketing Business Growth Practitioner



invest fife

Reactions Social Tracking
Motivations Ad Buys
Trends Press Releases
Keywords Market Intelligence
Language PPC Bids
Brand Association Creative
Content Value Analytics

Rankings



Create the Need



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"I want
more
visitors
to my
website"

WebMarketingMoreVisitors.png



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I Just Saw What Google is up to!!

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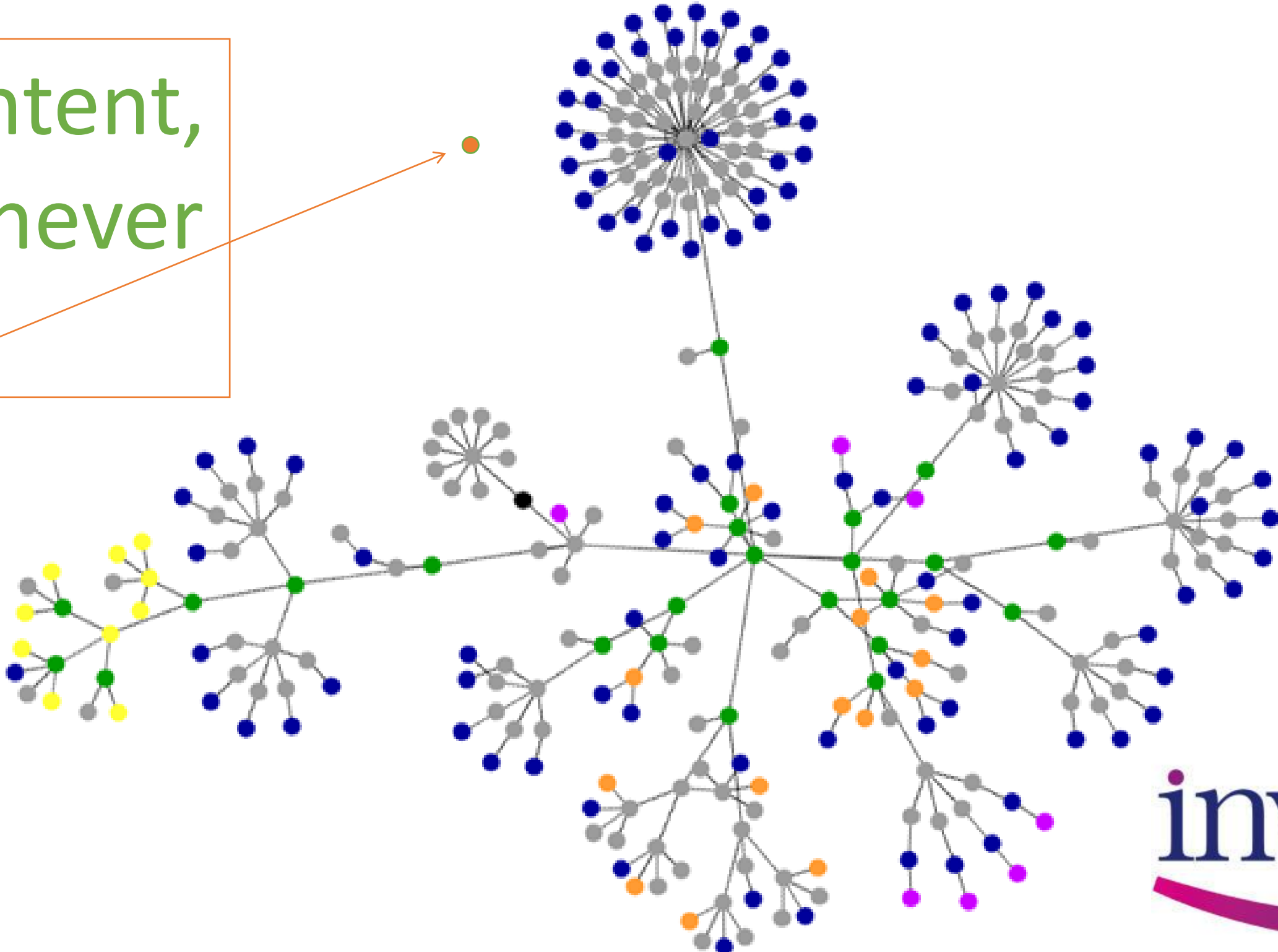


**It's all
about your
customer**

invest *life*

Challenge for Website Pages with Search Engines – Crawling and Indexing

Without linking content, the engines might never find this page



IED Level	How to Optimize
Domains	<ul style="list-style-type: none"> • Correct Canonicalization • Correct use of redirects
Sections	<ul style="list-style-type: none"> • Use of SEO Siloing to Categorize information
Categories	<ul style="list-style-type: none"> • Use of SEO Siloing to Categorize information
Pages	<ul style="list-style-type: none"> • Title Tags • Correct robot crawl directive • Correct Semantic Markup • Limited Code Bloat (CSS and JS in external files) • Quality written content • Page architecture through the use of H-tags
Media	<ul style="list-style-type: none"> • The use of Microformats to label files • Semantic Tagging • Keyword Rich file naming • Linking to media with keyword rich anchors • alt= attributes

How to Optimise Each Level for Search

A WEBSITE CHAMPION

WITHOUT TOO MANY DISTRACTIONS WHEN WORKING ON THE WEBSITE



A WEBSITE CHAMPION

WITH COMMITMENT & DETERMINATION



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This Session - Making Keywords Work for Your Website

DESCRIPTION

- This workshop will cover
- How keywords work?
- What are keywords?
- Where and how to use Keywords?
- Discuss the 4 types of keywords

Part of the SEO process is using Keywords:

- Words and phrases that describe what your content is about
- Google uses that information to determine which content is relevant to a particular search query
- How the page should rank in searches for a particular term?
- What is the approach doing keyword research?
- Where do you apply these keywords within your website?



Growing Your Page Timeline – A New Website

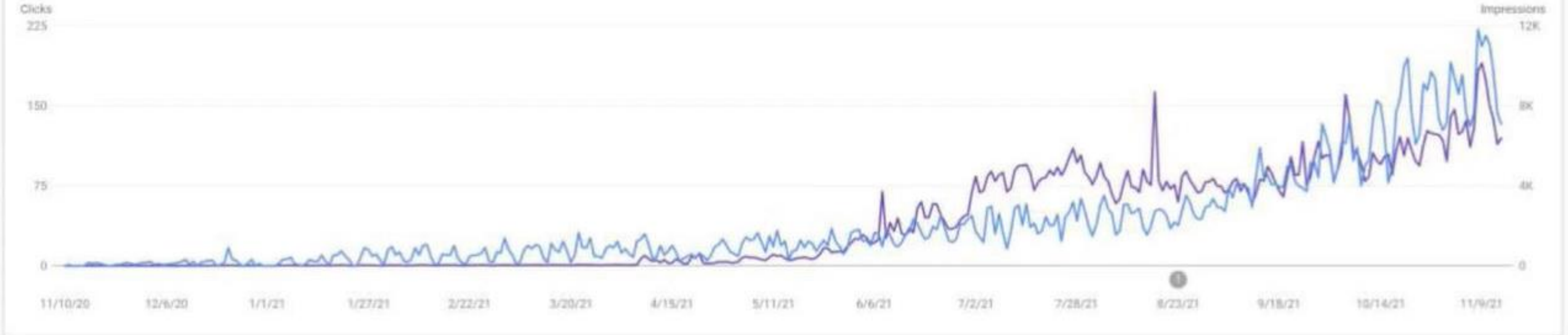
Performance on Search results

EXPORT

Search type: Web | Date: Last 16 months | + NEW

Last updated: 5 hours ago

<input checked="" type="checkbox"/> Total clicks 14.6K	<input checked="" type="checkbox"/> Total impressions 775K	<input type="checkbox"/> Average CTR 1.9%	<input type="checkbox"/> Average position 31.6
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Oct2020 – Nov2021



Improving Your Page Timeline – Established Website

Performance on Search results

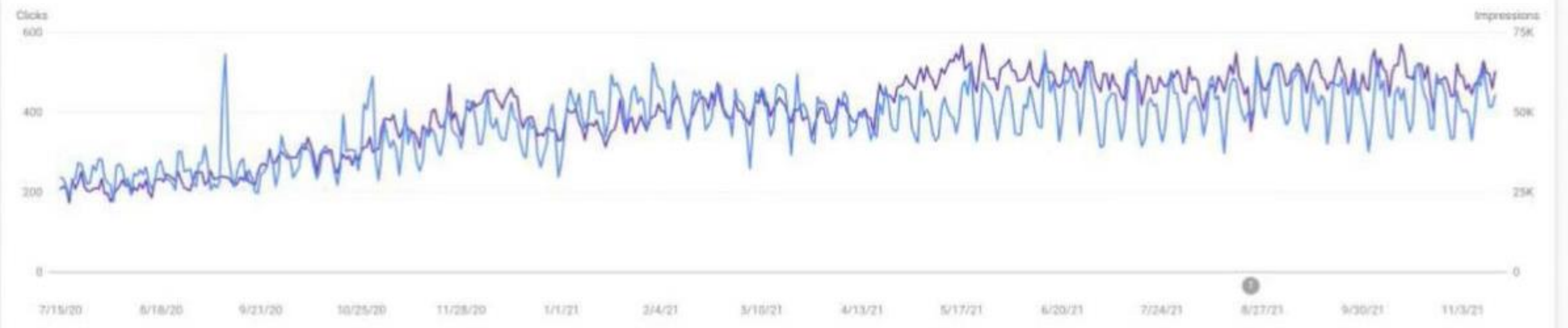
EXPORT

Search type: Web | Date: Last 15 months | Page | + NEW

Last updated: 5 hours ago

<input checked="" type="checkbox"/> Total clicks 182K	<input checked="" type="checkbox"/> Total impressions 24.4M	<input type="checkbox"/> Average CTR 0.7%	<input type="checkbox"/> Average position 36.4
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Chart totals and table results might be partial when filters are applied. [Learn more](#)



Oct2020 – Nov2021





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https://youtu.be/mNlItt5_LbG8

Try your own search using keyword terms for your own service or product(s) entered into one of these search engines

YAHOO!



Google

images



Bing



DuckDuckGo





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MAKING KEYWORDS WORK – FOR YOUR WEBSITE

How Do Search Engines Work?



How do search engines work?



Step 1 - Crawl



Step 2 - Index



Step 3 - Rank

Crawling

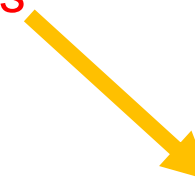
www.my-website.co.uk



www.my-website.co.uk/online-shop
www.my-website.co.uk/contact-me
www.my-website.co.uk/about-us
www.my-website.co.uk/news



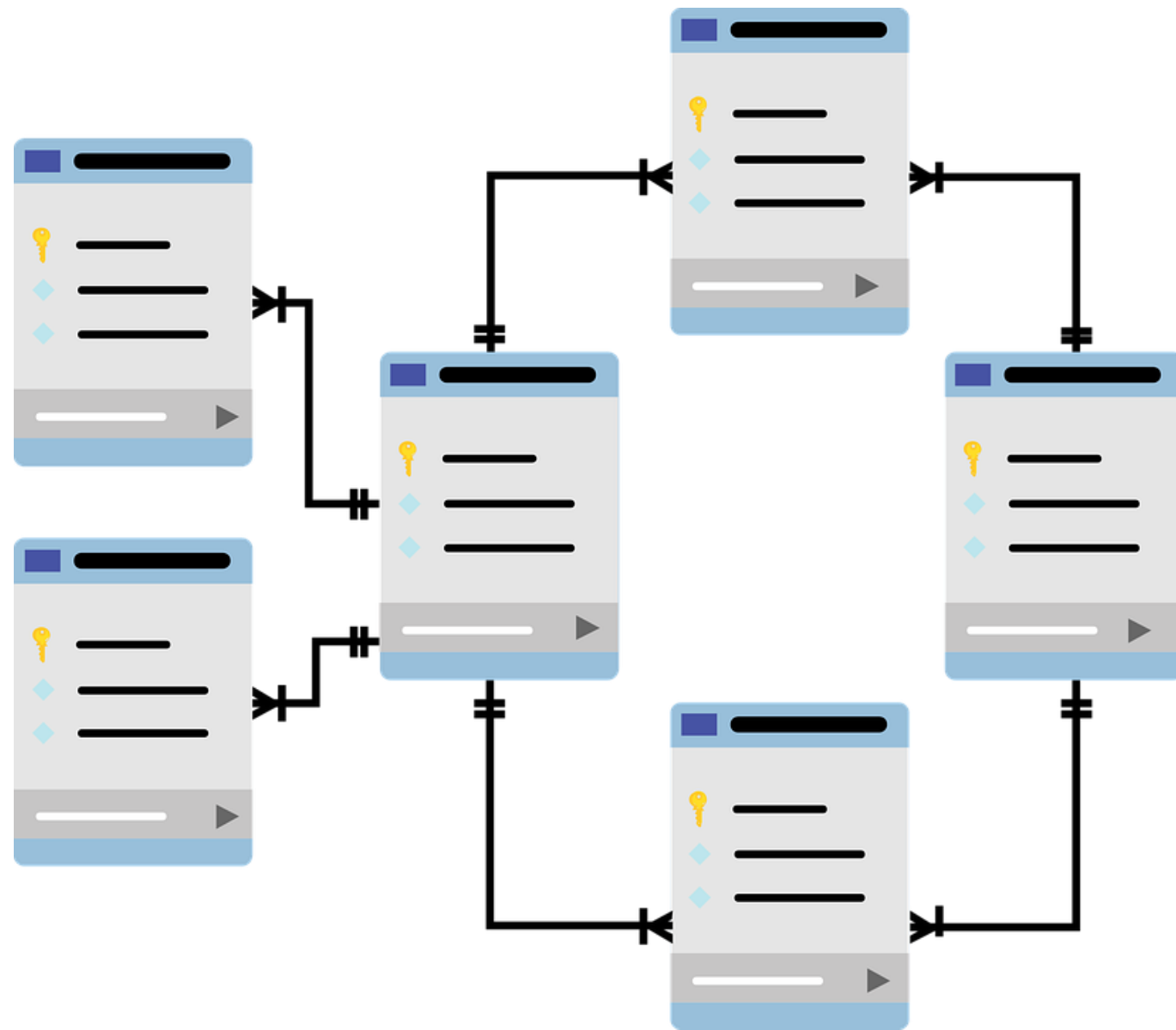
www.my-website.co.uk/online-shop/blue-hat
www.my-website.co.uk/online-shop/red-hat
www.my-website.co.uk/online-shop/purple-gloves



www.my-website.co.uk/news/why-should-I-buy-a-red-hat
www.my-website.co.uk/news/what-are-the-latest-fashion-trends-2019
www.my-website.co.uk/news/Aberdeen-shop-sells-out-of-pink-scarves

Google's crawler will follow links on every page it can find and add it to its index database. It also takes a note of other information on the page

100,000,000 gigabytes of data



Algorithm Changes Resource Links

<https://moz.com/google-algorithm-change>

<https://developers.google.com/search/updates/ranking>

<https://ahrefs.com/google-algorithm-updates>

- **Many updates are not announced in advance**
- **They can be small fixes or major changes**
- **Sites can end up being moved down rankings or up rankings**
- **Don't try and game the algorithm!**

You need to keep up to date with changes in the search engine algorithm



The Rank Brain Algorithm – the personalisation of search results

Search term = **World Cup**

Are you looking for information on the last World Cup?

Are you looking for information on the next World Cup?

Are you looking for the latest scores?

Are you looking for the football / rugby / darts / dominos world cup?

World Cup



Results



The Anatomy of Google Search Results

Search Query



digital excellence scotland



(Google Business Profile)



All



Images



News



Shopping



Maps



More

Tools

About 6,800,000 results (0.53 seconds)

<https://www.digitalexcellencescotland.com>



Traf/mo (us): 0/0 - Kw (us): 0/0

Digital Excellence Scotland

DIGITAL EXCELLENCE SCOTLAND · Digital Marketing SEO & Web Design Company Helping Small Medium Businesses · Digital Marketers and Website Designers in Scotland.

MOZ DA: 12/100 (+9%) Ref Dom: 125 Ref Links: 9.7K Spam Score: 1%

Contact

Online Marketing Company providing affordable Digital ...

Digital Marketing Experts ...

WHY WOULD YOU LEAVE YOUR MARKETING TO A WEB ...

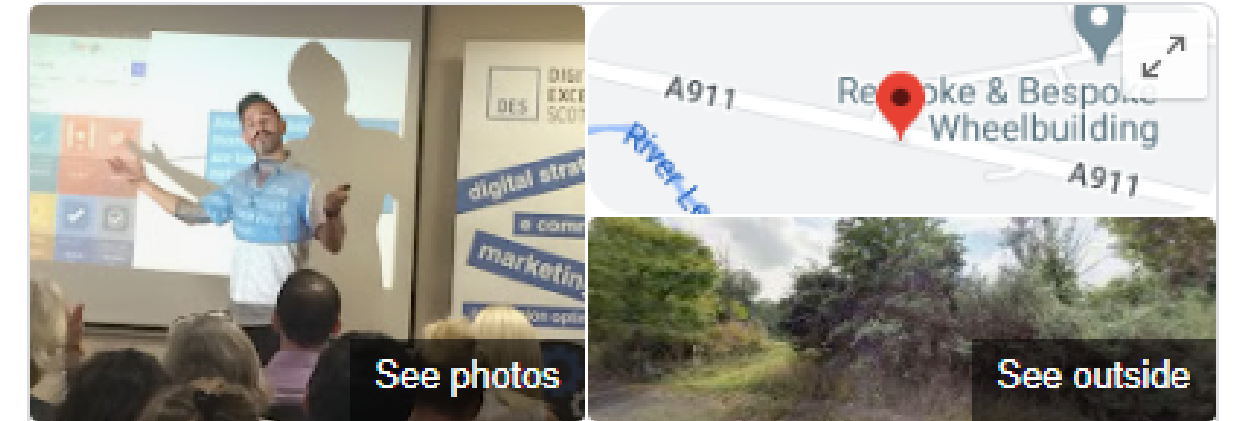
Rand Fishkin

WHAT SMALL BUSINESS OWNERS LEARN FROM ...

Digital Marketing Services

The Digital Excellence Scotland team are trusted practitioners ...

[More results from digitalexcellencescotland.com »](#)



Digital Excellence Scotland

Website

Directions

Save

Call

Internet marketing service in Windygyates, Scotland

Address: West Meetings, Windygyates, Leven KY8 5RX

Hours: Closes soon · 5PM · Opens 9AM Thu ▾

Phone: 01592 745992

[Suggest an edit](#) · [Own this business?](#)



Webpage Address
(URL)

Result Page Name
(Meta-Title)

Webpage Details
(Meta-description)

The Pack
(Popular Pages)

The Rest
(All Indexed Pages)



what is the best way to clean windows



All Shopping Videos News Images More Settings Tools

About 1,680,000,000 results (0.61 seconds)

Mix one part hot water to one part distilled vinegar. Sponge **cleaning**: Moisten the **window**, using the **solution**, then **clean**. Squeegee **cleaning**: Always dampen the squeegee first and **clean** from the top down, wiping the edge of the squeegee after every stroke. **Clean** only when there is no direct sun on the **windows**. 13 Feb 2013



Cleaning Windows with Vinegar Without Streaks - ---

<https://www.greatdayimprovements.com/cleaning-windows-with-vinegar.aspx>

About this result Feedback

People also ask

What do professional window cleaners use to clean windows? ▾

What do window cleaners use to clean windows UK? ▾

How do you deep clean windows? ▾

How do you clean inside windows? ▾

Feedback



Glasgow Train Station



All Maps Images News Shopping More Settings Tools

About 79,800,000 results (0.64 seconds)



Rating Visit history

Glasgow Central Station

4.3 ★★★★★ (443) · Train station

Gordon St · 0845 748 4950

Railway station spanning a city street

WEBSITE DIRECTIONS

Glasgow Queen Street

3.8 ★★★★★ (205) · Train station

N Hanover St

WEBSITE DIRECTIONS

Argyle Street

4.1 ★★★★★ (23) · Train station

8DL, 35 Argyle St

WEBSITE DIRECTIONS

More places







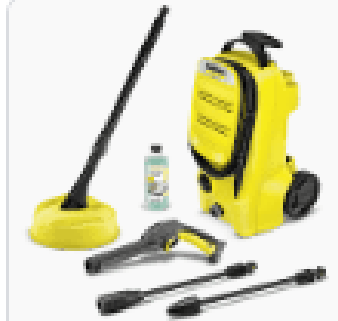

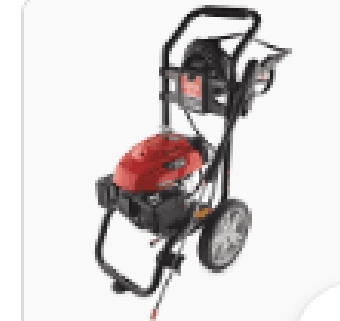
pressure washers



All Shopping Images Videos Maps More Tools

About 69,600,000 results (0.68 seconds)

Ads · Shop pressure washers

 <p>SALE Petrol Pressure Jet Washer - ... £208.99 £220 ParkerBrand.com By Productca...</p>	 <p>Hyundai 2500W 2610psi 180ba... £179.99 Hyundai Power... By CSP</p>	 <p>SALE Kärcher - K 3 Compact Hom... £119.99 Kärcher ★★★★★ (125) By Google</p>	 <p>SALE Hyundai 4000psi 498cc 15L/min... £1,699.99 4,9... Hyundai Power... By CSP</p>	 <p>Scheppach Petrol Pressur... £179.99 ALDI ★★★★★ (113) By Productca...</p>
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Ad · <https://www.avastore.co.uk/>

AVA of Norway - Pressure washers made to last

The new experience - made to last. Explore our **pressure washers** and accessories here. We offer user-friendly, practical and efficient solutions in high-**pressure washing**. Made to Last.

★★★★★ Rating for avastore.co.uk: 4.7 - 70 reviews - Return policy: Most items 30+ days

[Pressure Washers](#) · [Accessories](#) · [Product Awards](#) · [Warranty](#) · [About us](#) · [Pistol](#)

Ad · <https://www.screwfix.com/cleaning/washers>

Screwfix Pressure Washers - Market Leading Prices

Explore The **Pressure Washers** Range At Screwfix. Trade Prices You Can Trust.

Pressure...

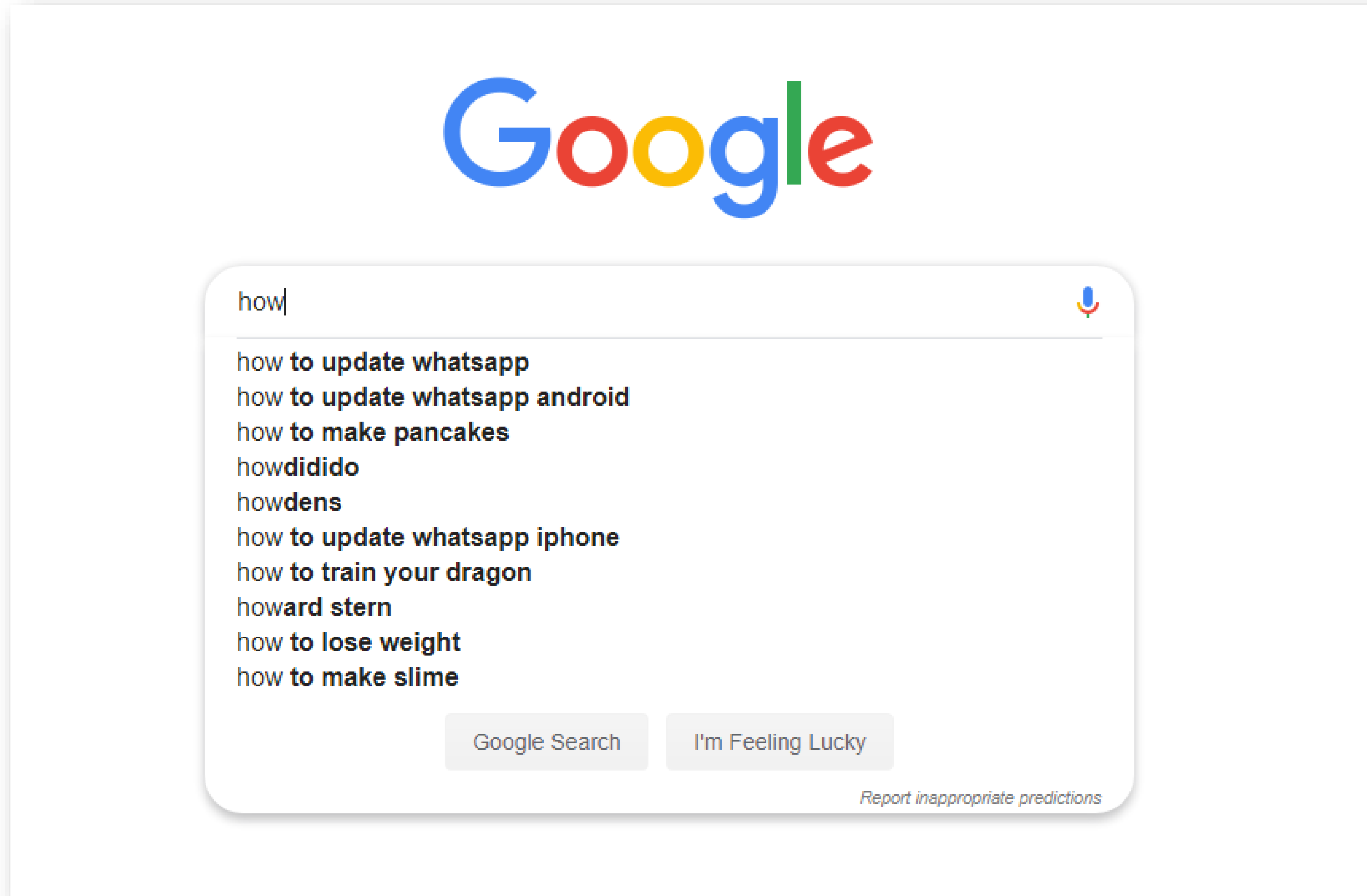
Google Paid Ads

Google Shopping Ads

Google Search Ads

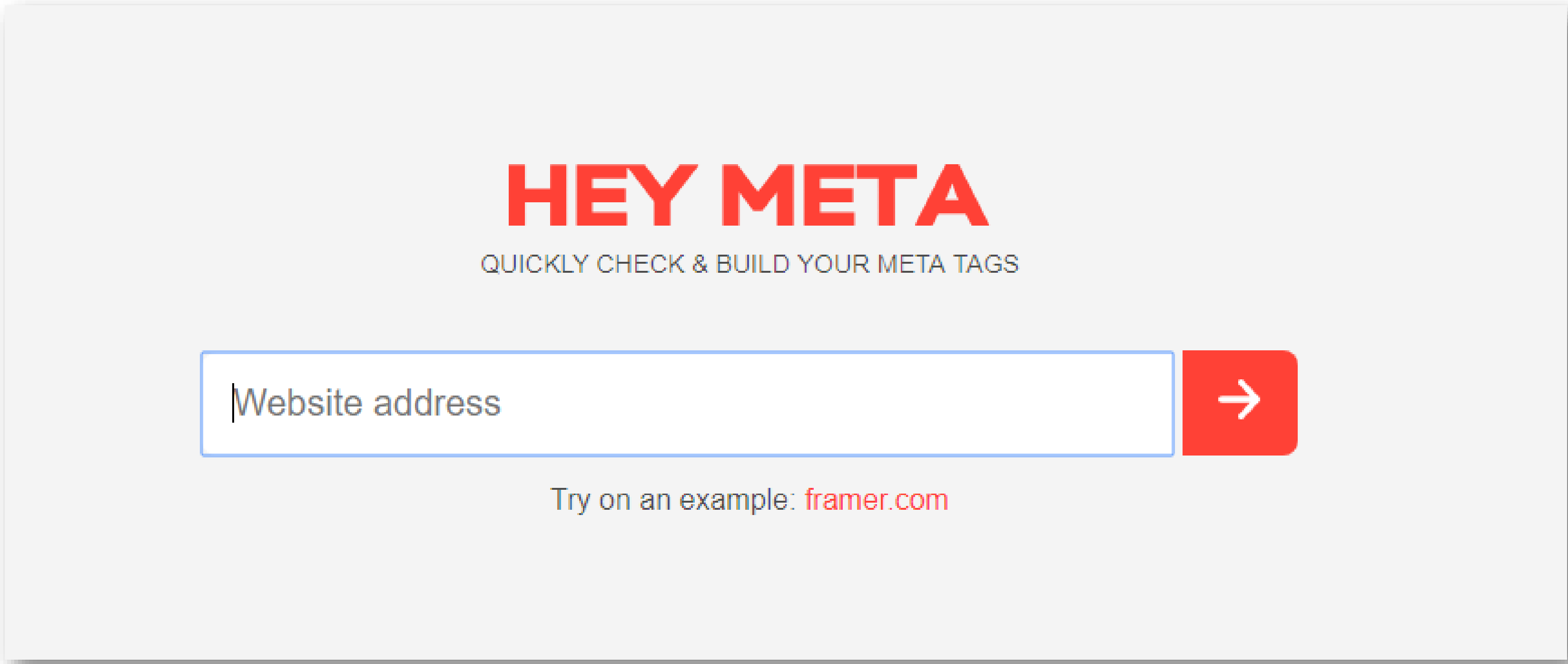


Search Bar using Autocomplete



What Does My Google Search Look Like When Shared Online

On your mobile or laptop, visit: <https://www.heymeta.com/>



Optimising for Google

SEO Factors:

- **Security**
- **Keywords**
- **Content**
- **On-site SEO**
- **Off-site SEO**
- **Other items**

“Search engine optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site’s user experience and performance in organic search results.”

“Creating compelling and useful content will likely influence your website more than any of the other factors”

CHAT GPT – HOW TO CREATE CONTENT

<https://chat.openai.com/>



What Do You Use Chat GPT for?

Chat GPT launched in November 2022, and since then AI chatbots have been the talk of the internet.

GPT – meaning - **Generative Pre-Trained Transformer (GPT)**. A GPT language model first created in 2018, which is an AI algorithm designed to understand and generate human-like language.

Chat GPT's abilities to generate text, talk conversationally, write code and do so much more has caused a huge demand for the chatbot.





AIPRM FOR CHAT GPT



Built for Small Businesses
ChatGPT powered by AIPRM makes it so you don't have to be a professional marketer or writer.

1-Click Verified Prompts
Outrank your Competitors recent posts

Custom Tones and Writing Styles
Analyse Writing Styles

Summarise Content Quickly
Elevate the Quality of Your Content Output with the latest insights

What Do You AIPRM for in CHAT GPT?

Video Link: <https://www.youtube.com/watch?v=LFF2cWly0b8&t=48s>





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MAKING KEYWORDS WORK – FOR YOUR WEBSITE

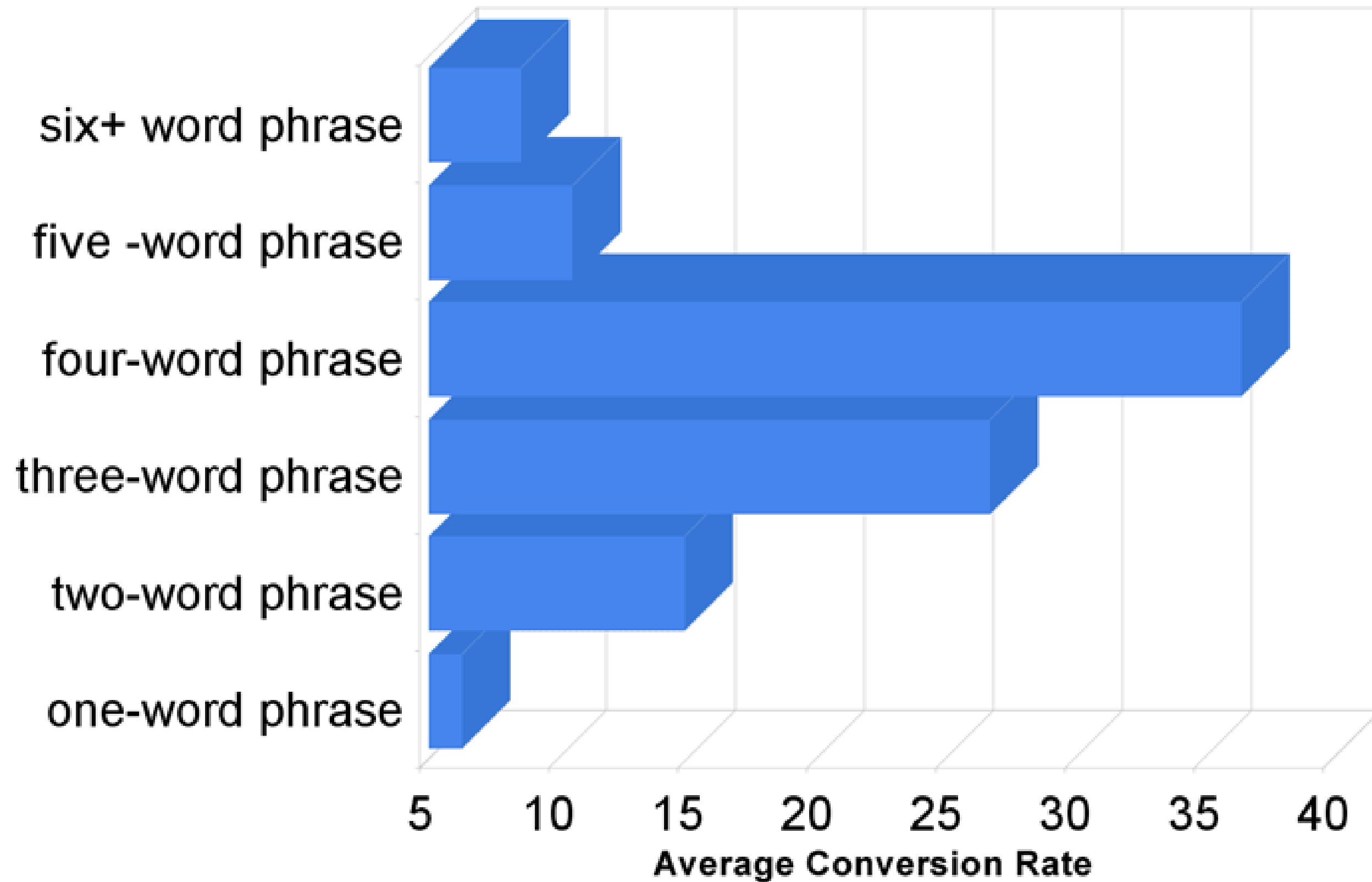
Where and How to Use Keywords

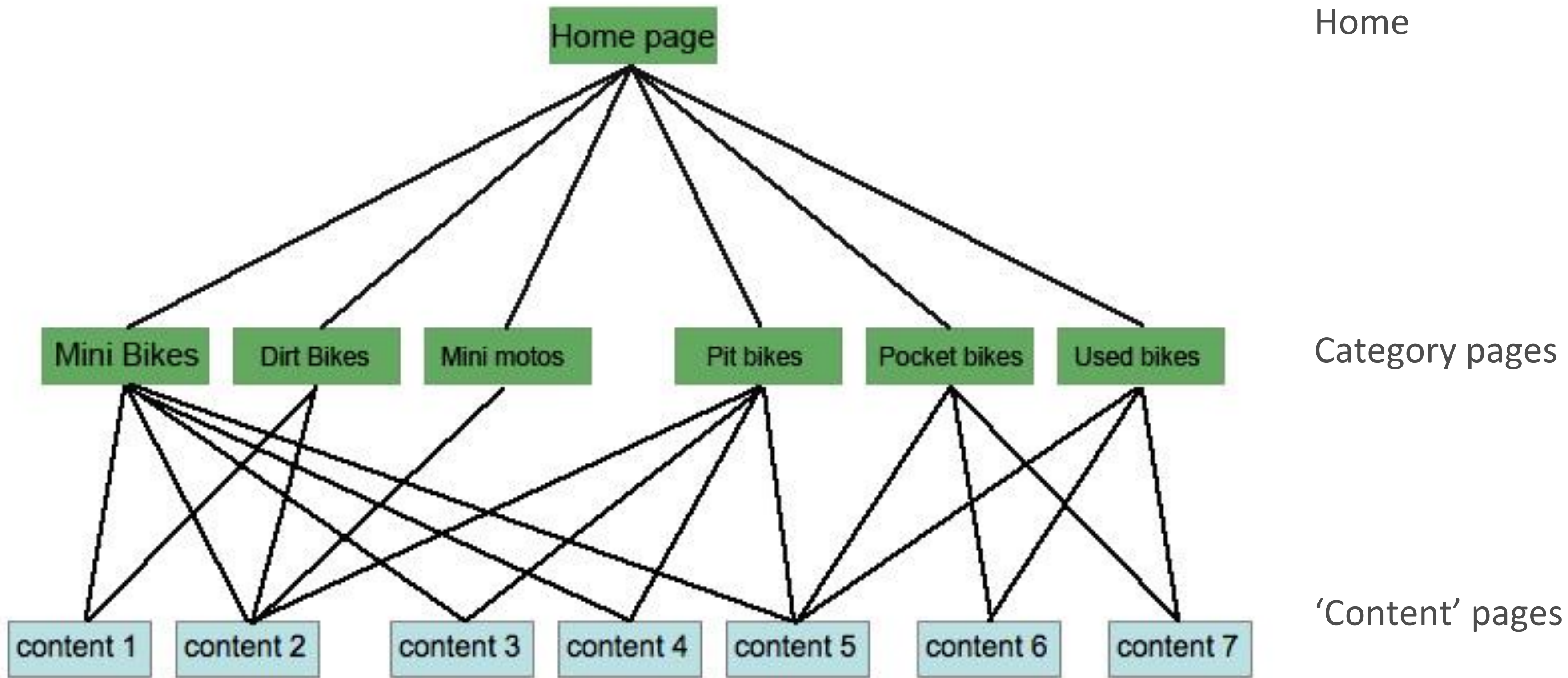


Understanding Keywords & SEO

- **SEO is optimizing your web pages for better ranking in search results pages (SERPs). Part of the SEO process is using keywords: words and phrases that describe what your content is about.**
- **Then Google uses that information to determine which content is relevant to a particular search query, and how the page should rank in searches for a particular term. That's what gives a web page its search ranking.**

Conversion Rate by KW Phrase Length





- Remember we must target groups (niches) of keywords
- ... we do so with groups of pages
- There they are - the categories *are* niches



Keyword Research for Site Planning

A niche = a category ... example niche:

‘mini bike’ = keywords containing ‘mini bike’

Category home page targets the niche seed keyword, eg
‘mini bike’

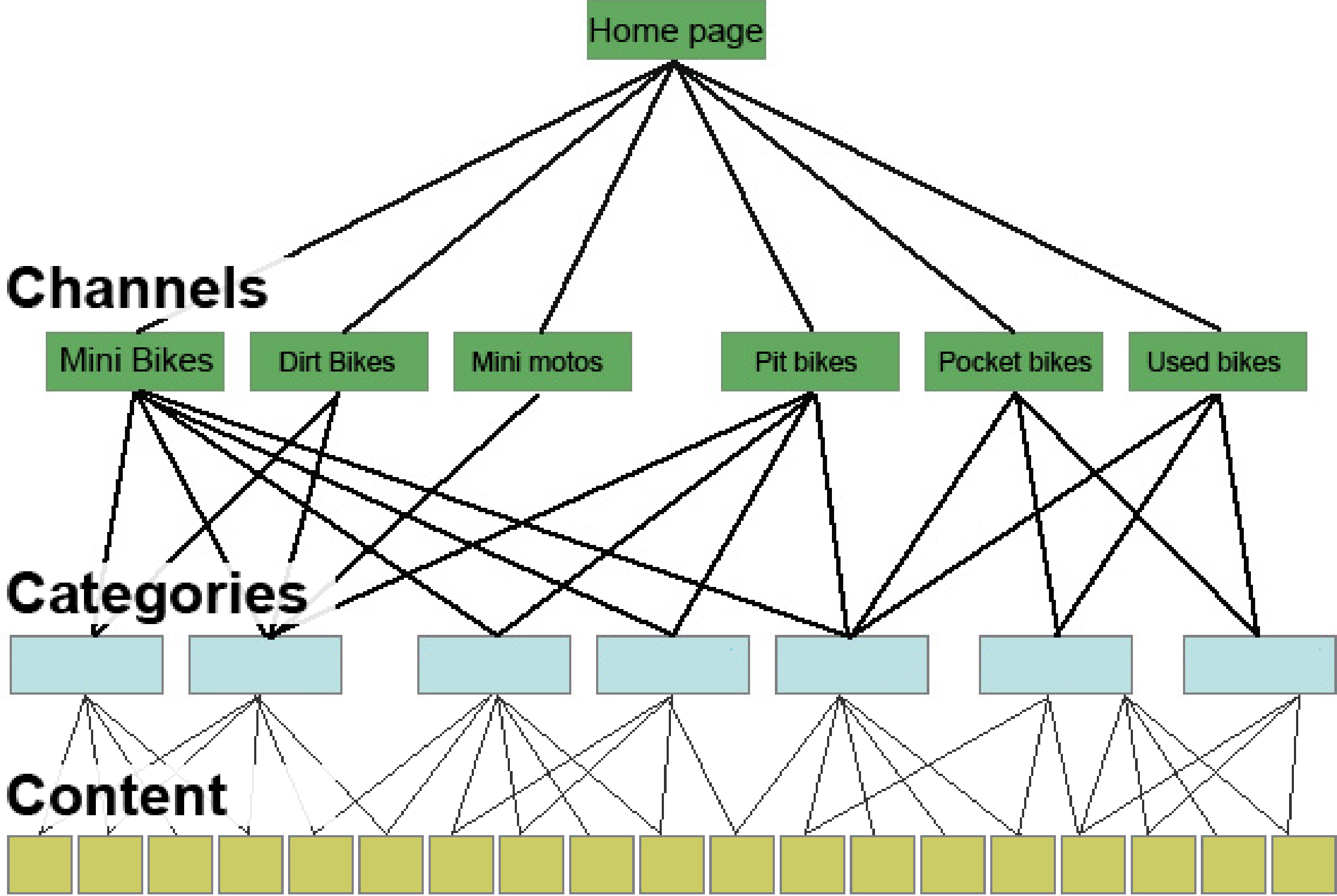
‘Child’ content pages target niche’s tail keywords, eg
‘mini bike videos’

... each ‘tail’ keyword is itself a keyword niche

Home Channels Categories & Content

Our categories have been become Channels

Channels are divided into categories



It's Not Just About using Keywords – Don't Forget About Ranking Factors

- There are over 200 ranking factors
- You must keep your website up to date to stay abreast of these Ranking Factors
- Google is making over 4500 algorithm changes a year
- The Reality – There isn't enough time in the World to do everything.

You have to Compromise

- Work on Stuff that Moves the Needle and the easiest to get done.
- Focus on low hanging fruit
- Particular Landing Pages in striking distance of a PAGE 1 Ranking
- For a Keyword Term that could drive more sales and leads that you are not focusing upon



Long Tail Keywords – What does that mean?

- to get enough traffic...to make enough sales..and a decent profit

...we must target:

- lots of keywords ...
- with good quality content and ...
- a lot of quality pages

So - if you thought:

- a little website ...with little content and ...a little SEO was ok ...

... then you need to think again

- Because if your website was a boat...



You're going to need a bigger boat...

... a bigger website...

- with more pages**
- with more SEO**
- targeting more keywords**

TOP SEO – Opportunities

From doing KEYWORD RESEARCH here is a suggested example of a long tail term:

AFFORDABLE WEBSITE SEARCH ENGINE OPTIMISATION

- You actually start with the broad term SEED KEYWORD you want to rank for:

SEARCH ENGINE OPTIMISATION

Work Your Way Up to shorter Head Terms - Compromise

- Write content surrounding the longer tail term
- Select a TITLE that best represents what the page is about
- Select a META DESCRIPTION (you can adjust later)
- Then choose page HEADINGS (H1 to H6 (these are like chapters to your content – to indicate what visitors will read at each section
- Have 1 x H1 Headline only on the page. Use H2 Headlines sparingly.



PAGE TITLE TAG IDEAS


Keyword Research Tool search+engine+optimisation

Google.co.uk

Keyword	search+engine+optimisation
Cost Per Click	3.14

Competition	0.19
-------------	------

Top Phrase Match Keywords

#	Keyword	Volume	CPC (USD)	Comp	Results	Difficulty	Search Trend	Actions
1	search engine optimisation	3600	3.14	0.19	20200000	96		⚡ Add Links

Different ways to script your Landing Page Title Tag for a core keyword term – [Search Engine Optimisation](#)

[Search Engine Optimisation](#) Marketing Agency in UK

[Search Engine Optimisation](#) Marketing Agency – Who We Are

[Search Engine Optimisation](#) Marketing Agency UK – How Do We Work

[Search Engine Optimisation](#) – Our Ultimate SEO Guide

5 Steps to Working with a [Search Engine Optimisation Agency](#)



PAGE META DESCRIPTION IDEAS

- We are a **Performance Marketing Agency** based in Scotland UK. Our team has years of experience working on marketing campaigns to grow micro and SME businesses.
- **Performance Marketing Agency** providing digital marketing strategies. SEO, PPC and Social Media Advertising, content marketing, and link building etc.
- **Performance Marketing Agency** working with different client industries including, technology, health care. finance, education, legal and a variety of ecommerce retail clients.
- We are an established **Performance Marketing Agency** based in Scotland UK. Our Services include Organic Digital Marketing, Paid Advertising and more, even website design.
- A **Performance Marketing Agency** helping micro and small medium businesses UK wide for 20+ plus years and a long time support in delivering workshops for Scotland's Public Sector.



PAGE HEADLINE IDEAS H1 to H3

Keyword Terms Related to the Seed Keyword

- **We have a Broad list of Micro Small Business Clients**
- **We offer a Free Performance Marketing Consultation**
- **We Provide Performance Marketing Support Monthly**
- **Website Growth using Data Driven Strategies**
- **Performance Marketing Agency working with SME's and One Man Businesses**



Keywords – Single to Multiple Words

Hotel

- **Generic – you are competing against 187,000 other hotels for page 1 on Google.**
- **Huge number of searches for the word “Hotel”**
- **Between 1 million and 10 million searches per month.**

Hotel in Glasgow

- **More relevant – only 850 competitors vying for page 1 of Google**
- **Fraction of the number of searches compared to “hotel”**
- **Between 10,000 and 100,000 searches per month**

Pet Friendly hotel in Glasgow

- **Even more niche – possibly only 300 hotels in Glasgow are pet friendly – easier to get on page 1 as less competitors.**
- **Massively less searches**
- **100 – 1,000 searches per month**

Keywords Placement

- Don't "stuff" keywords – if you have your keyword on a page too often, it will be ranked lower.
- Try and get your keyword in the URL, the content and in the heading tags.

Commendium CEO, Richard Walters, has been back in China surveying the world's largest cave chambers in 3D. Using the latest LIDAR techniques he and his team have been revealing the true nature of some recently discovered huge caves in Guangxi and Guizhou provinces. His team resurveyed the world's largest cave chamber, The Miao Room and found it to be even larger than previously believed. At almost 11 million cubic metres it is about ten times the size of Wembley stadium.

Giant Sinkhole

Of more note, was the survey of a seemingly small hole, called Maoqidong, situated about 10m from an important road through the mountains near a town called Leye. That there was a huge cave below was clear, as warm damp air condenses as it leaves the hole leaving a signature column of steam rising from the ground. The survey confirmed it was an immense 260m to the floor of the cave. A further 200m down a steep slope to an underground river showed, for the first time, the chamber to be an immense 6.2 million cubic metres in volume. Alarming, the road was found to be a mere 4m from this underground cavity. Richard produced a detailed report for the local authorities to highlight the road's precarious position above the invisible void below. This giant sinkhole could have caused major problems for local infrastructure.

Surveying Technique

The mapping technique involved 3D laser scanning from selected stations around the cave and on the surface near entrances. Then on return to the base camp, stitching all these scans together using specialist software.

commendium.com/giant-sinkhole-in-china-has-hidden-danger/

GIANT SINKHOLE IN CHINA HAS A HIDDEN DANGER

HOME > NEWS > GIANT SINKHOLE IN CHINA HAS A HIDDEN DANGER

Keyword is in URL, Title and Content Header

Finding Keywords from Google Search Bar

Start typing in the search bar

The top searches will be shown

This is based on your search history, location and other aspects, so no two people will get similar results

Try different approaches:

How to

What is

Tell me

Local

The screenshot shows a Google search bar with the text "what is the best tent". Below the search bar, a list of suggestions is displayed, including "what is the best tent brand", "what is the best tent material", "what is the best tent waterproofer", "what is the best tent for high winds", "what is the best tent for hiking", "what is the best tent waterproofing spray", "what is the best tent to live in", "what is the best tent for winter camping", and "what is the best tent for rain". Below the suggestions, there are several sponsored search results. The first is from Argos, titled "Camping Tents Festival - Top Brands At Argos". The second is from BestProductsReviews.co.uk, titled "Our 10 Best Tent For Festival in the UK - May 2023". The third is from gooutdoors.co.uk, titled "Festival Tents | Quick & Easy Tents to Pack Away | GO Outdoors". The fourth is from T3 Magazine, titled "Best festival tents 2023: sort out your festival camping ... - T3". To the right of the search results, there is a grid of sponsored product listings for various tents, including a 1 Person Fishing tent, a Quechua Camping Tent, a 5x10m Marquee PE tent, a 5M Bell Tent, a Quechua 3 Person tent, and a Pro Action 6 Person tent. Each listing includes a small image of the tent, its name, price, and the retailer.

Finding Keywords from Google Search Bar

Start typing in the search bar

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Try different approaches:

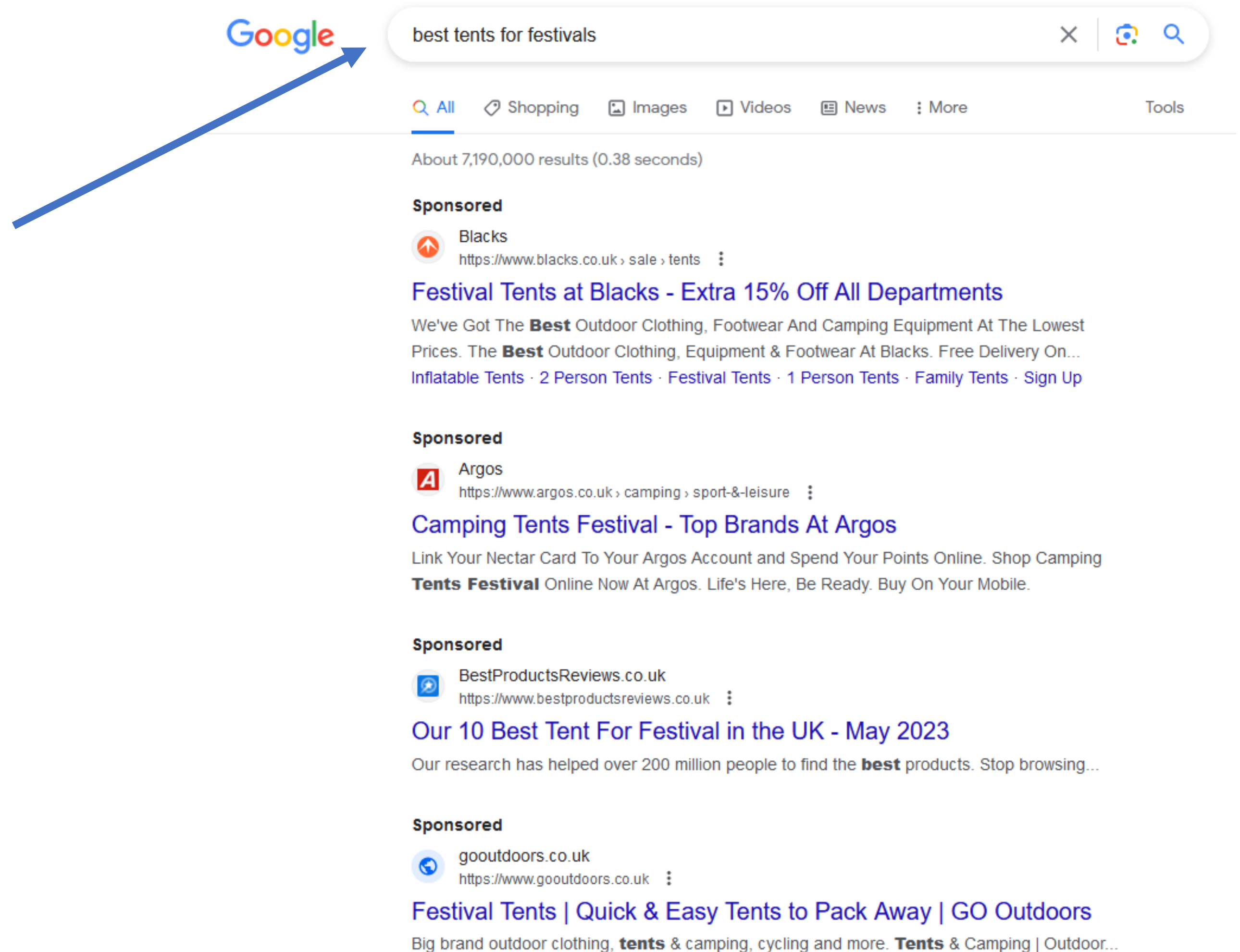
How to

What is

Tell me

Local

Best ...



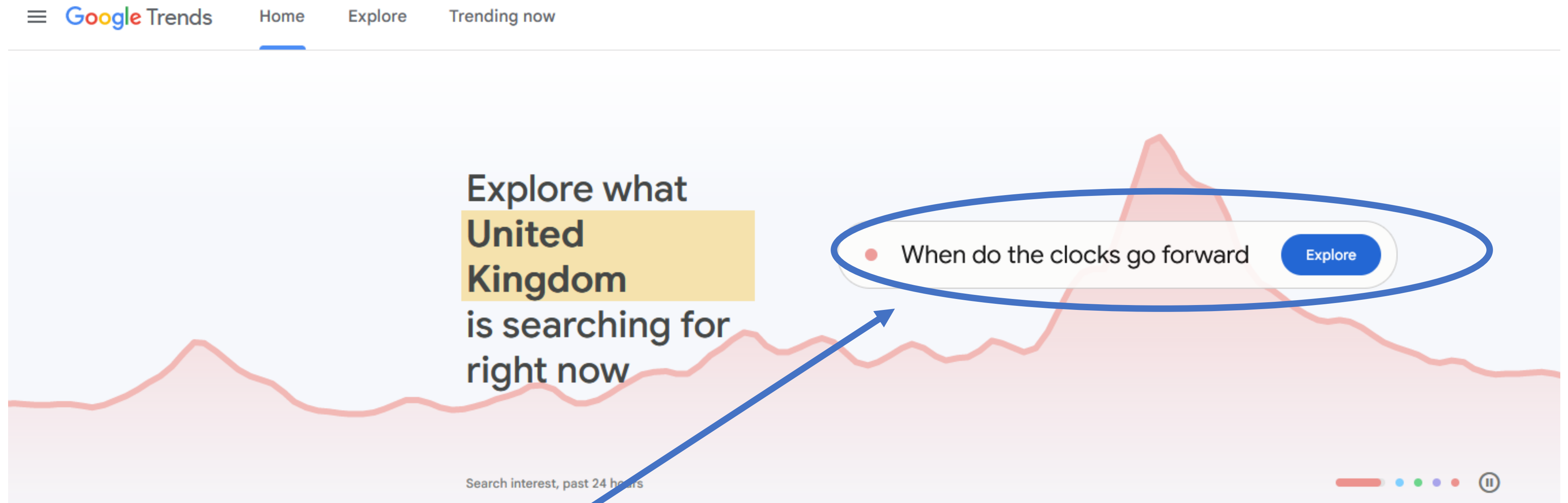
The image shows a screenshot of a Google search results page for the query "best tents for festivals". A blue arrow points from the text "Start typing in the search bar" to the Google logo. The search bar contains the text "best tents for festivals". Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "Videos", "News", and "More". The search results show "About 7,190,000 results (0.38 seconds)". There are three sponsored results:

- Sponsored**
Blacks
<https://www.blacks.co.uk/sale/tents>
Festival Tents at Blacks - Extra 15% Off All Departments
We've Got The **Best** Outdoor Clothing, Footwear And Camping Equipment At The Lowest Prices. The **Best** Outdoor Clothing, Equipment & Footwear At Blacks. Free Delivery On...
[Inflatable Tents](#) · [2 Person Tents](#) · [Festival Tents](#) · [1 Person Tents](#) · [Family Tents](#) · [Sign Up](#)
- Sponsored**
Argos
<https://www.argos.co.uk/camping/sport-&-leisure>
Camping Tents Festival - Top Brands At Argos
Link Your Nectar Card To Your Argos Account and Spend Your Points Online. Shop Camping **Tents Festival** Online Now At Argos. Life's Here, Be Ready. Buy On Your Mobile.
- Sponsored**
BestProductsReviews.co.uk
<https://www.bestproductsreviews.co.uk>
Our 10 Best Tent For Festival in the UK - May 2023
Our research has helped over 200 million people to find the **best** products. Stop browsing...
- Sponsored**
gooutdoors.co.uk
<https://www.gooutdoors.co.uk>
Festival Tents | Quick & Easy Tents to Pack Away | GO Outdoors
Big brand outdoor clothing, **tents** & camping, cycling and more. **Tents** & Camping | Outdoor...

Keywords: Google Trends UK

<https://trends.google.com>







Make sure you change the country to the correct location you want to search for keywords



Enter your topic here

Search is Ever Changing?

These were search trends in the UK during day before this Presentation

1	Amy Dowden Strictly star Amy Dowden announces breast cancer diagnosis The Guardian • 6h ago	20K+ searches	 The Guardian	▼
2	Duchess of Edinburgh Duchess of Edinburgh 'saddened' by death of woman hit by police ... BBC News • 8h ago	20K+ searches	 BBC News	▼
3	Asteroid City Asteroid City: Scarlett Johansson and Tom Hanks film 'stylish but ... BBC News • 5h ago	10K+ searches	 BBC News	▼
4	Orla Melissa Sloan Who is 'Devil Baby' stalker Orla Melissa Sloan?... The Sun • 5h ago	10K+ searches	 The Sun	▼
5	Mason Mount Premier League stars Mason Mount and Billy Gilmour stalked by ... Evening Standard • 5h ago	10K+ searches	 Evening Standard	▼
6	Paul Bristow Tory MP Paul Bristow thrown out of Commons by Speaker after Keir ... Mirror.co.uk • 6h ago	10K+ searches	 Mirror.co.uk	▼

Search is Ever Changing?

These were search trends in the UK during 2022

Related queries 

Top 



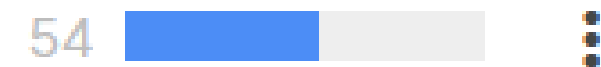
1 how to draw



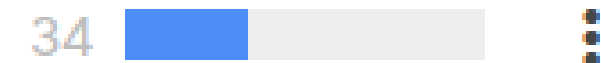
2 how to pronounce



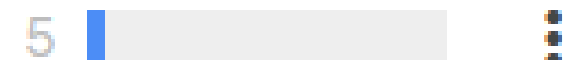
3 how to lose weight



4 how to make money



5 how to measure bra size



Related queries 

Top 



1 eve best



2 best tv shows 2023



3 eve best movies and tv shows



4 apple tv best shows



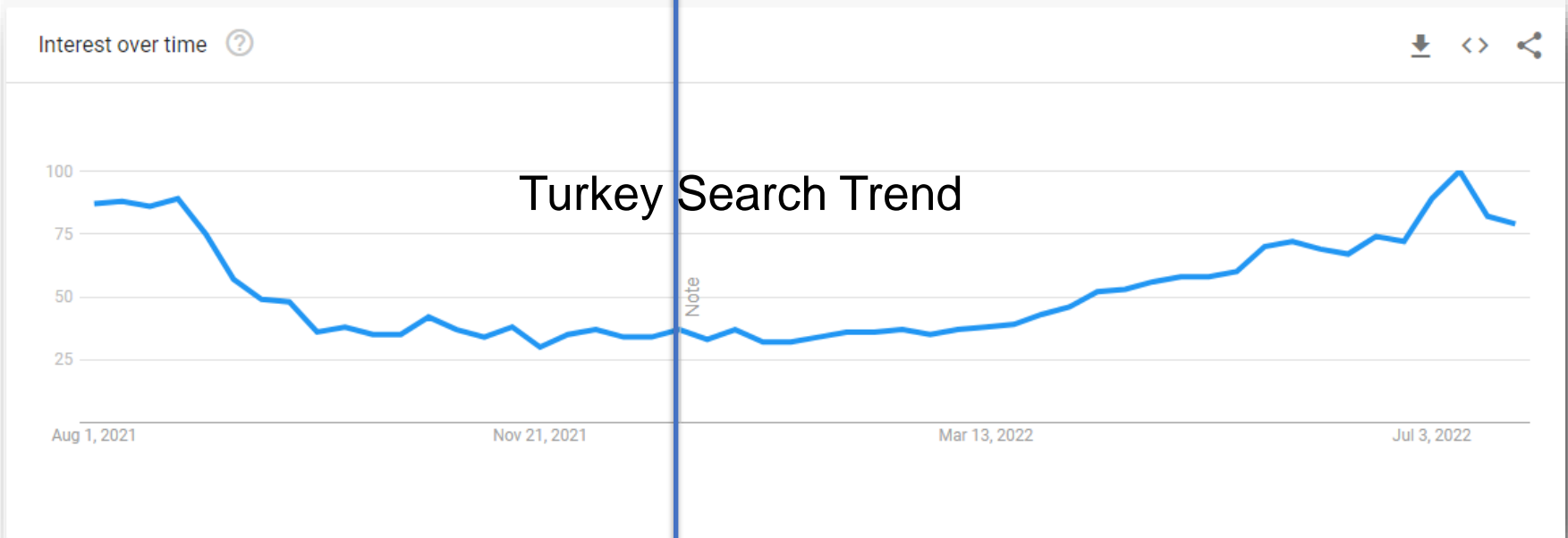
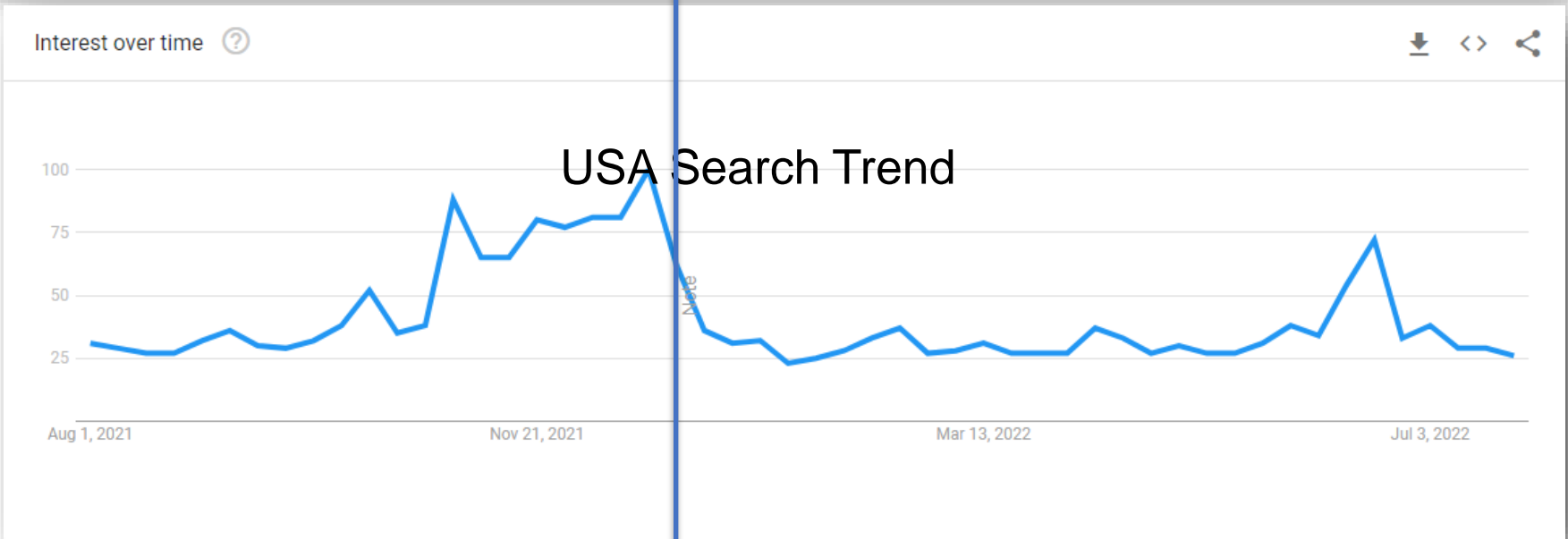
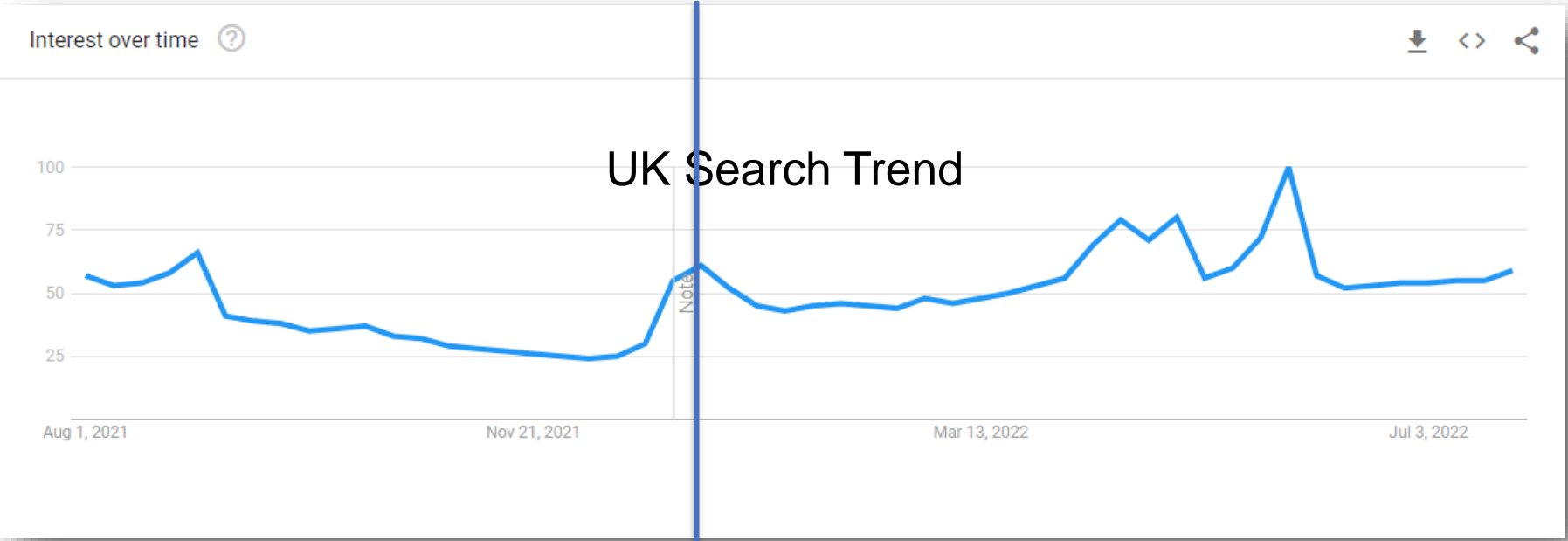
5 best tv shows of all time



Google Trends International Search

Keyword = **Holiday**

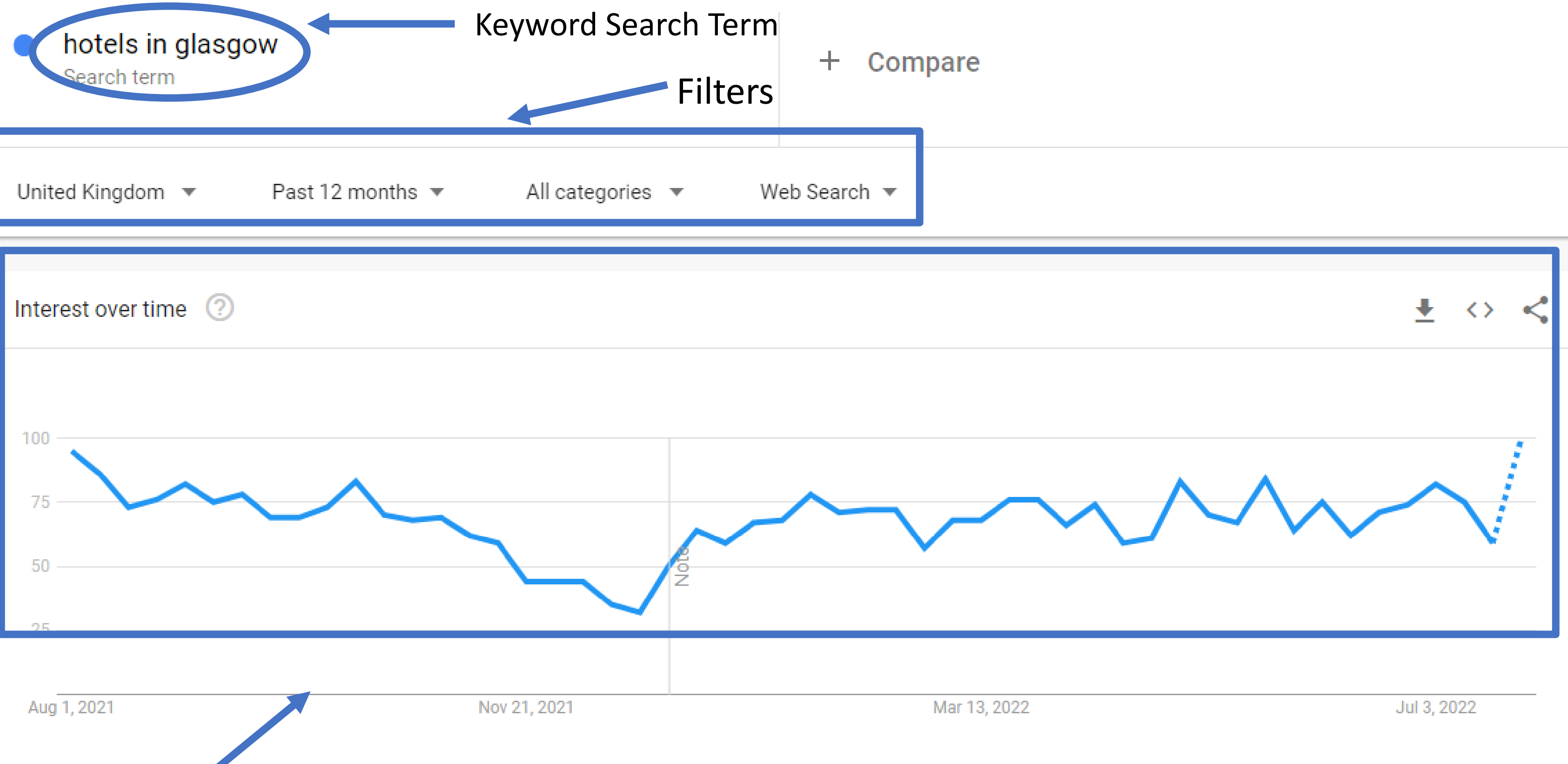
Using Google Trends allows you to find out what people are searching for and when.



31st December 2021



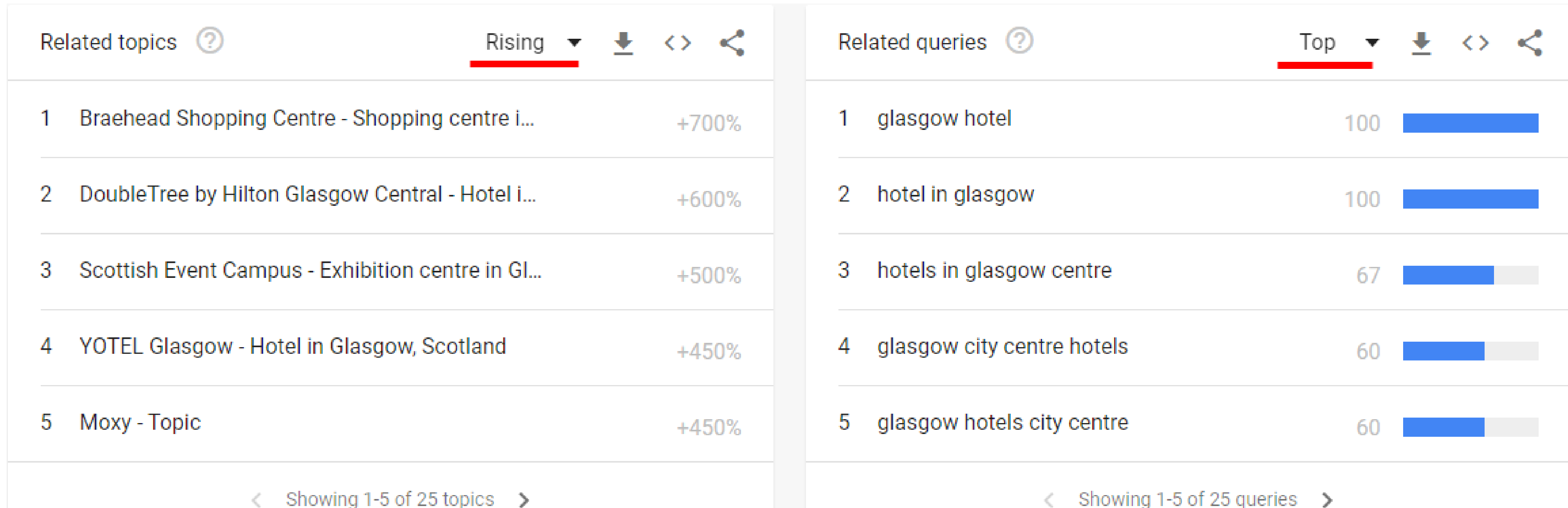
Keywords: Google Trends



Interest over time

This chart shows how popular the search is over the last 12 months

Keywords: Google Trends – More Analysis



- Related topics show the top results that Google has received
- Related queries show the queries that other people have inputted and are more specific than Related Topics



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**MAKING KEYWORDS WORK –
FOR YOUR WEBSITE**

What Can We do with this Stuff?



Keyword Research Tool

Keywords that you provided			
<input type="checkbox"/> hotels in glasgow		10K - 100K	Medium
Keyword ideas			
<input type="checkbox"/> cheap hotels glasgow		10K - 100K	Medium
<input type="checkbox"/> glasgow hotel deals		1K - 10K	High
<input type="checkbox"/> glasgow city hotel		100 - 1K	Low
<input type="checkbox"/> glasgow accommodation		1K - 10K	High
<input type="checkbox"/> hotels in glasgow city centre		10K - 100K	Medium
<input type="checkbox"/> hotels near glasgow		1K - 10K	Low
<input type="checkbox"/> best hotels in glasgow		1K - 10K	Medium
<input type="checkbox"/> glasgow hotels special offers		100 - 1K	High
<input type="checkbox"/> central hotel glasgow		1K - 10K	Medium
<input type="checkbox"/> places to stay in glasgow		100 - 1K	Medium
<input type="checkbox"/> budget hotels glasgow		100 - 1K	Low
<input type="checkbox"/> cheap rooms glasgow		100 - 1K	High
<input type="checkbox"/> cheap hotel deals glasgow		100 - 1K	Medium

Competition for this keyword

Average Monthly Searches

Seed keyword

Suggested related keywords

Google Keyword Planner





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Keywords and Why they Matter



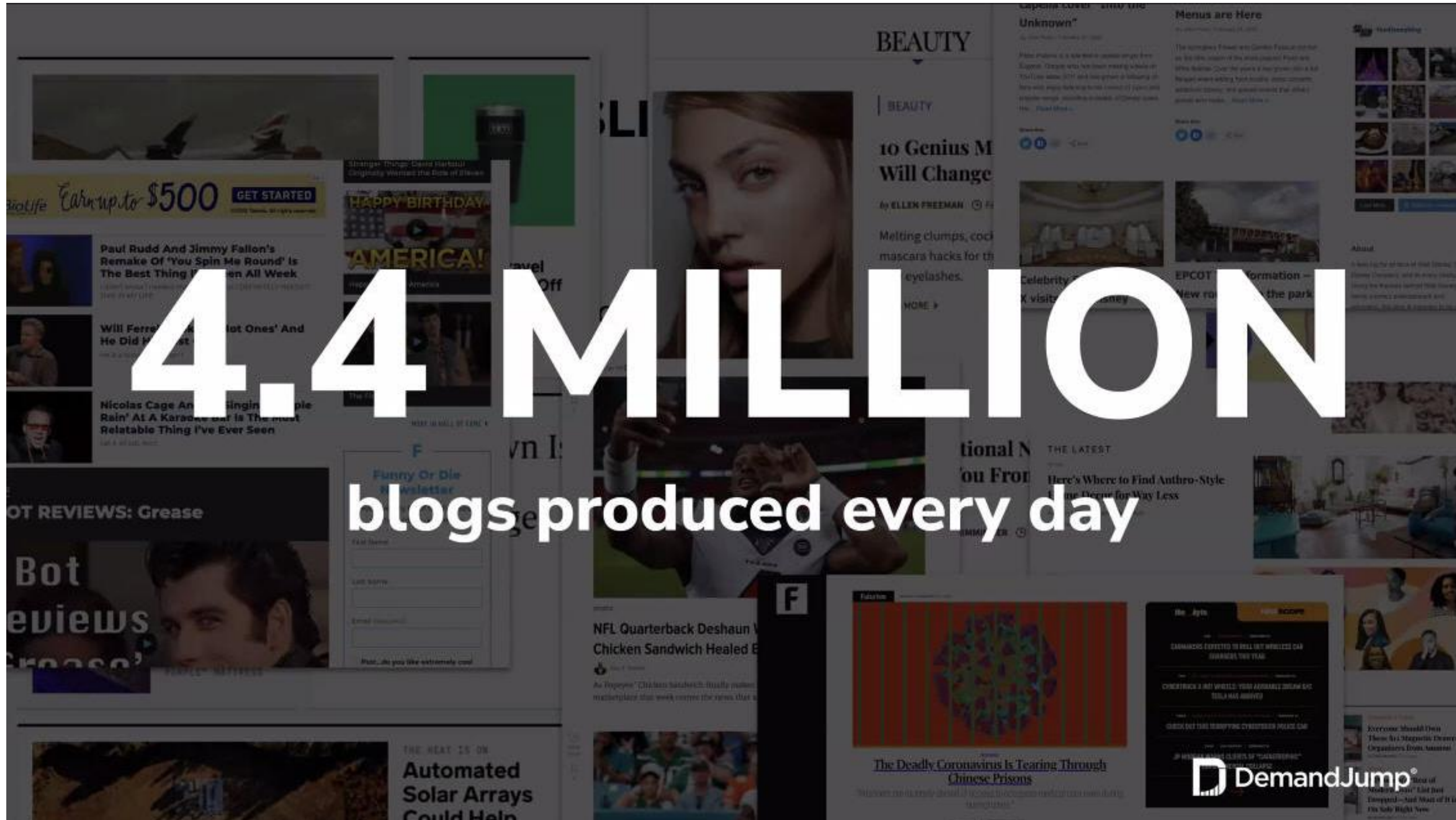
Using Keywords in - On The Page Content

CONTENT

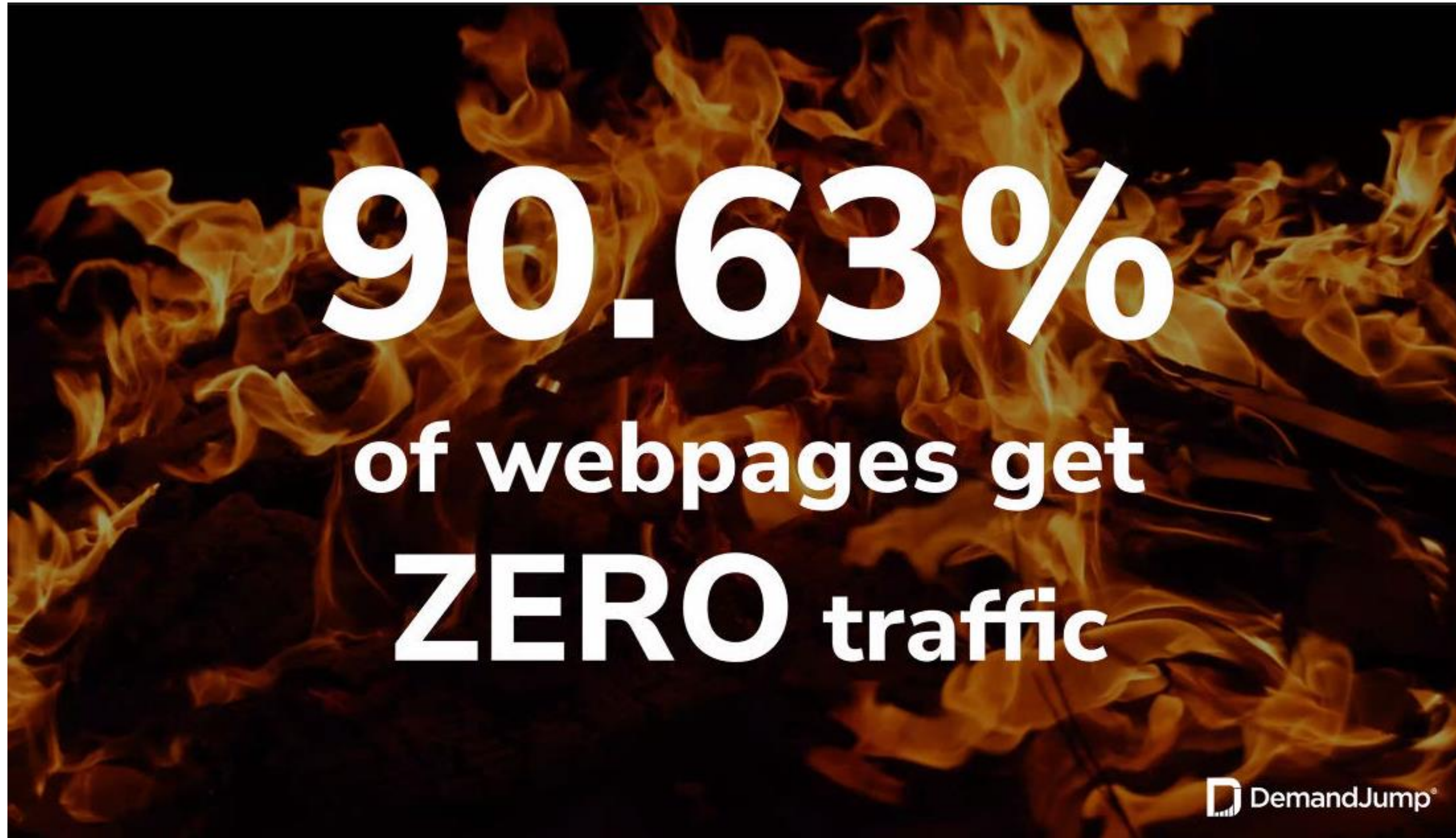
**Foundational, most critical element for industry ownership
Because it 'feeds' every piece of the diagram and creates topical authority**



Using Keywords in - On The Page Content



Using Keywords in - On The Page Content



Using Keywords in - On The Page Content

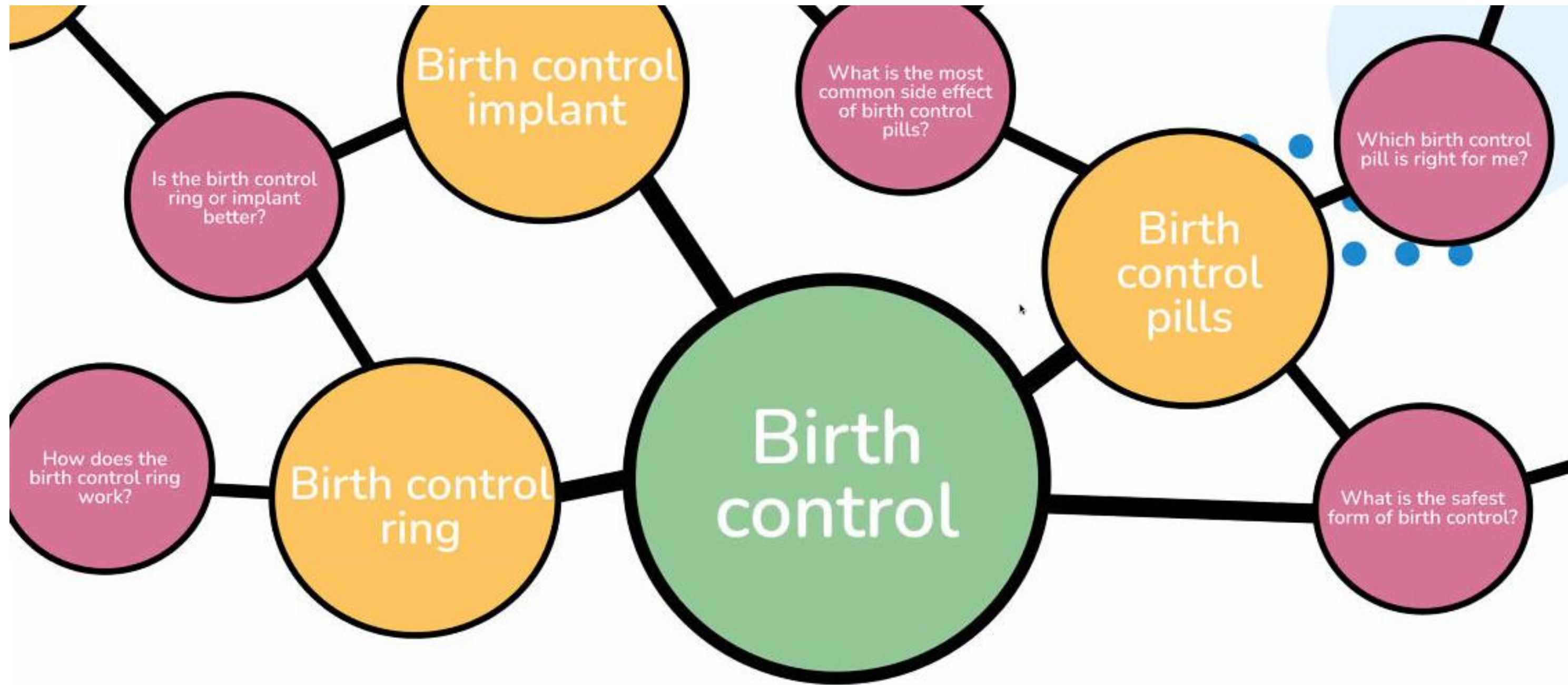
85% of CMOs say
the ability to make data-driven decisions
is a critical competitive advantage

Using Keywords in - On The Page Content

Here's what it looks like when you can make sense of the correct data to inform your organic strategy.



Using Keywords in - On The Page Content



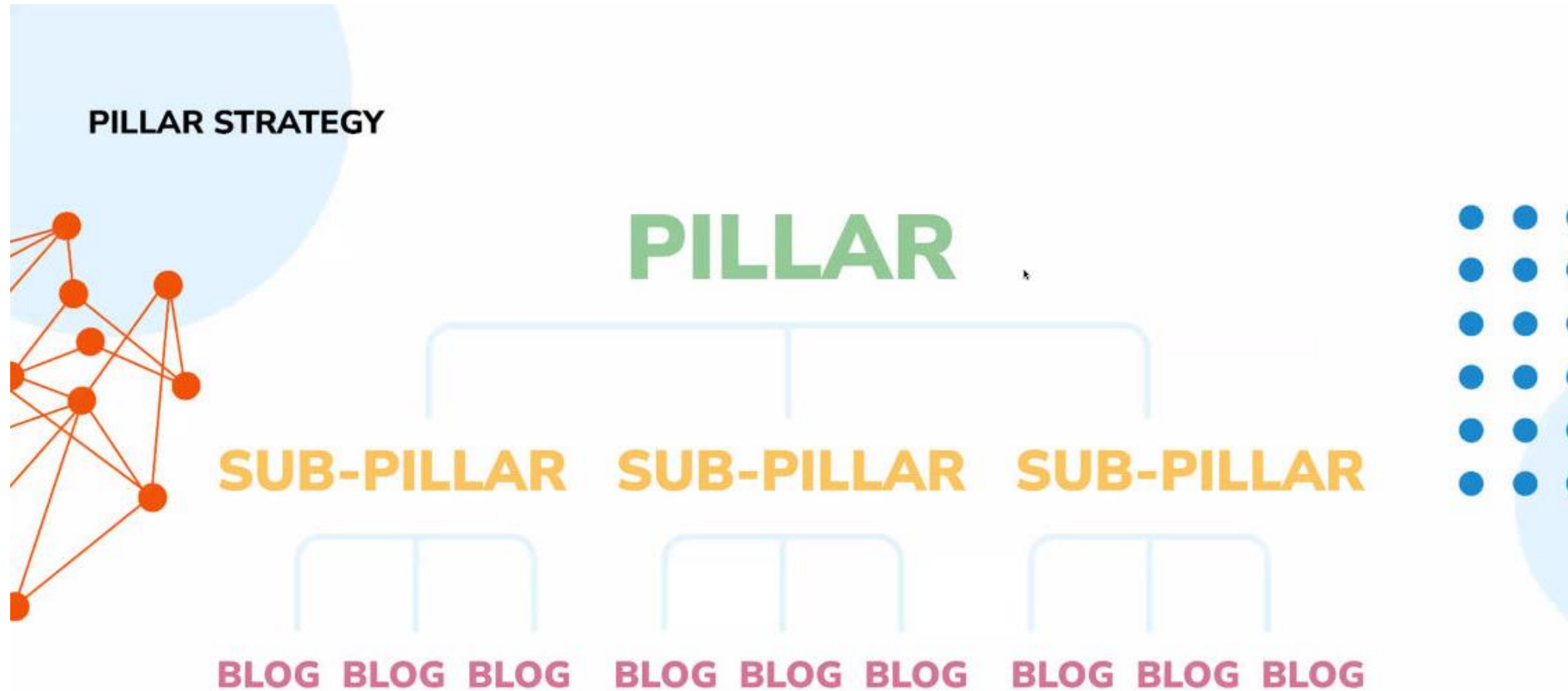
A NETWORK EXAMPLE

 DemandJump®

<https://www.plannedparenthood.org/learn/birth-control>
<https://www.plannedparenthood.org/blog>

 invest life

Using Keywords in - On The Page Content



Using Keywords in - On The Page Content



Within this structure, you want to strategically include traffic drivers + conversion drivers

Traffic drivers =

short-tail, higher volume, informational, generally considered more “difficult” (to rank for)

Conversion drivers =

longer-tail, lower volume, aligned with more immediate intent to purchase, generally considered “easier” (to rank for)

You need topical authority to do well in search for both → **PBM and the network is the foundation for building topical authority**



Using Keywords in - On The Page Content



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Using Keywords in - On The Page Content



Consider how content you have that's already **converting** (we call these “money” pages) works within the topical architecture that you’re building with your pillar strategy

Benefits:

- These pages are already demonstrating high value for you/your business, so any improvements to traffic/ranking will translate to \$\$\$
- helps you not start from 0 if you work on a page you already have



Using Keywords in - On The Page Content



THE PLAN

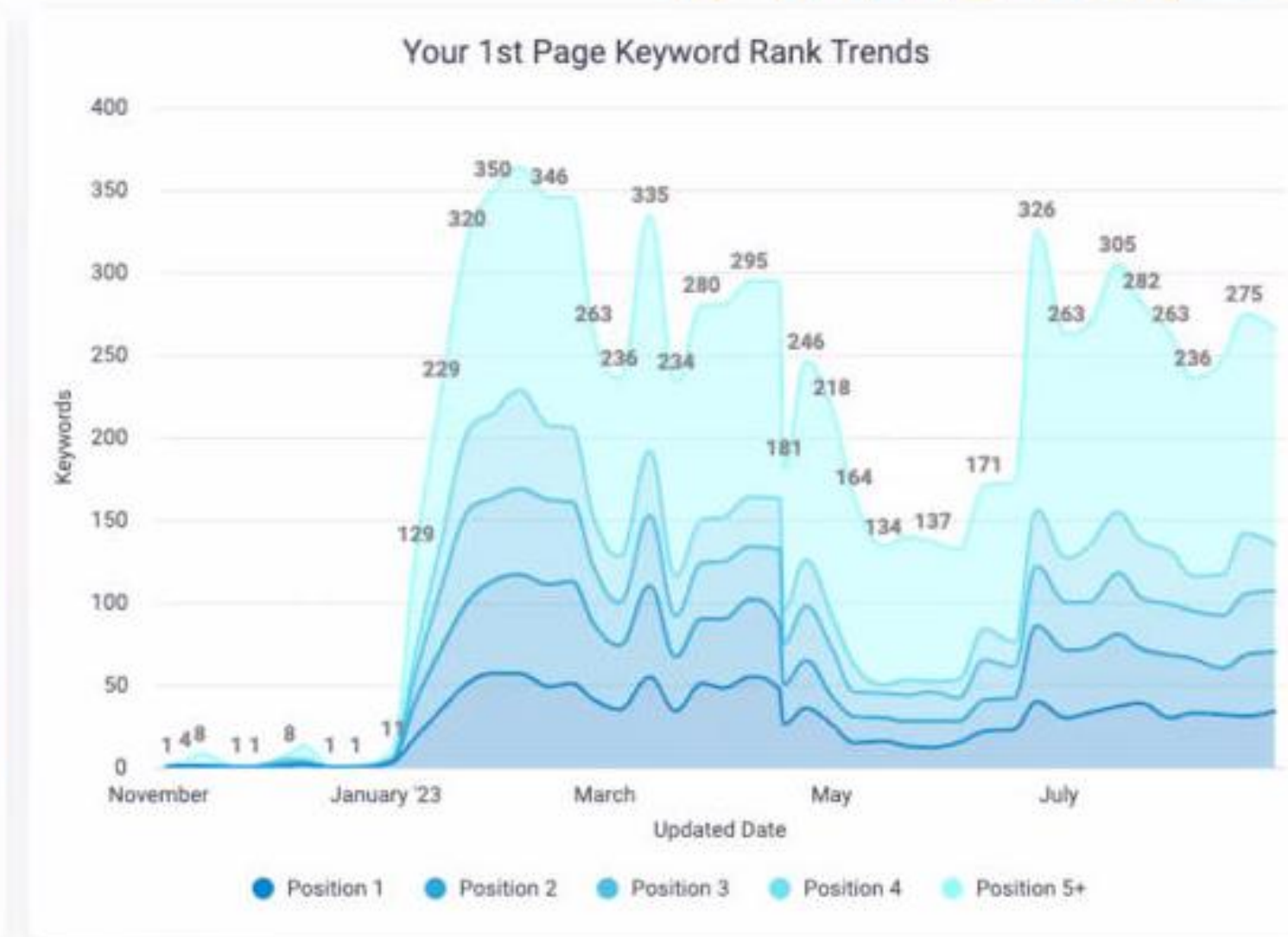
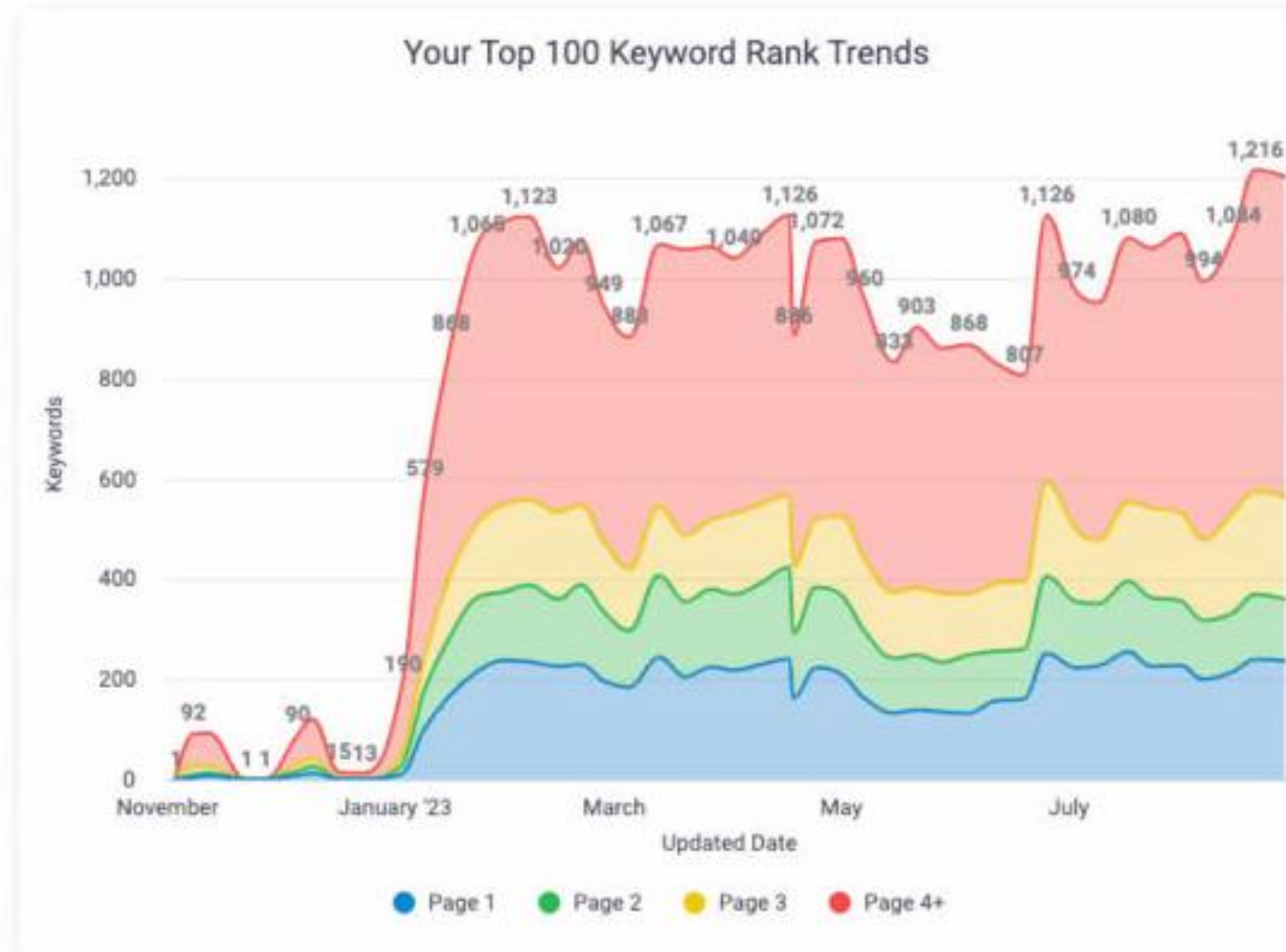
Produced or optimized 29 pieces of content within the “Birth control” Pillar Topic Network:

- 1 Pillar Page of 3,000+ words
- 5 Sub-Pillar Pages of varying length (generally 1500-2000 words)
- 23 Supporting Blogs of varying length (generally 750+ words)
- Connected 123 blogs, 218 FAQs and 200 product pages into the network
- *Supplemented highest priority pages with link acquisition*
- *Paid campaigns already in place for converting pages*



Using Keywords in - On The Page Content

THE RESULTS



Using Keywords in - On The Page Content

- **Think about the categories of content you are going to be creating:**
 - Products / Services / News / Blog / Events
- **Make sure you use relevant keywords for each of these categories**
 - If targeting a local audience, add the location as a keyword: “[Edinburgh](#) Film Festival”
 - If selling a branded product, add the brand name: “[Adidas](#) Football Shoes”
- **Make sure the content is unique – duplicate content (copied from elsewhere on the web) will be noticed and marked down**
- **Fresh content – a website with constantly updated content is better received by Google.**
- **Quality of content – no point in writing 25 words, try and get to 300-600 words per page.**
- **The First 100 words in either a web page or your Facebook post – must be compelling**

Using Keywords in - On The Page Content

RIVALFLOW – AI Improve Existing Content with AI



Website LINK - <https://rivalflow.com/>

VIDEO LINK - <https://youtu.be/8zfAE2MFM7I?si=6-dt2JlqlXbupMT>



Keywords to Classify - Intent

4 Types of Keyword

1. **Informational keywords** — searchers looking for an answer to a specific question or general information.
2. **Navigational keywords** — searchers intending to find a specific site or page.
3. **Commercial keywords** — searchers looking to investigate brands or services.
4. **Transactional keywords** — searchers intending to complete an action or purchase.

EXAMPLES

Informational Keywords	Navigational keyword	Commercial keyword	Transactional keyword
coffee calories national coffee day difference between cold brew and iced coffee	Youtube Semrush blog Where is angelinos coffee located	Free coffee Dunkin iced coffee flavors Ipad vs ipad air Ipad mini reviews	Buy crypto online Sandwich places near me that deliver Pickup truck for sale

Keyword Loaded Domain Names

Exact Match Domains are no longer attractive

- Keywords in domain names are indeed official ranking factors.
- But after multiple algorithm updates, they are not as important as they used to be.
- They may also be dangerous. In 2012, Google started to penalize exact match domain names (or EMDs) because of their spammy intent.
- Migrating a website to a new persons name domain without any structural modification or content changes whatsoever (i.e. the website stayed the same whilst the keyword loaded domain name was removed), the traffic tripled in less than a month.

Keywords In Your URL Domain Address are Important:

- The benefits of using keywords in your URL include helping search engines understand page content and improving user-friendliness by keeping URLs short, focused and relevant.
- URL Page Name after the forward slash (/) try and use no more than 5 hyphens
- Called a “keyword” regardless of the number of words in the search
- Long tail keywords are usually 5 words or more but try not to go therefore beyond using 7 hyphens in the URL
- Find out more here <https://moz.com/learn/seo/what-are-keywords>



Keyword Authority?

What are You About

- Do you have authority for the subject the user is looking for.
- In other words – “are you about, the keywords they searched for”.
- A “KEYWORD” is the word or words (a phrase) a user types into their chosen search engine to get
- a list of results that match what they are looking for. Known as a “search query”.



Why Should We Care About Keywords?

If you can understand what users, who are looking for your businesses products and/or services, are typing into the search engines to find you, then you can tailor your website pages to attract these searchers and generate more business.

1. Knowledge queries. “Who invented the internet”
2. Known destination queries. “Marks and Spencer” – the searcher intends to visit their website
3. Transactional queries. The searcher wants to take an action, buy something, book something, watch a video, find a supplier, etc – “Social Media Training in Glasgow”
4. Commercial investigation. Seeking prices, or Comparing products or services.
5. Local queries. Looking for something locally, coffee shop, café, hairdresser, etc (there has been a huge growth of “near me” searches since COVID19).

Doing Keyword Research for FREE or Paying Up!

Here are the best free tools:

1. Using Google auto fill <https://google.co.uk> - FREE
2. Google Keyword Planner <https://ads.google.com> - Must Sign Up to Google Ads to Use
3. WordTracker <https://www.wordtracker.com/> - Paid for Licenced Tool
4. Google Search Console <https://search.google.com/search-console/> - FREE Great Intelligence Tool
5. Google Trends <https://trends.google.com> – FREE – Great Intelligence Tool
6. Keyword Density Tools <https://www.webconfs.com/seo-tools/keyword-density-checker/> - FREE
7. WordStream Keyword Tool <https://www.wordstream.com/keywords> - FREE
8. The Hoth <https://www.thehoth.com/> - FREE – The Best All Round SEO Tool Right Now



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**MAKING KEYWORDS WORK –
FOR YOUR WEBSITE**

**Optimising Page Website Elements
and**

Getting KW Backlinks from other websites



SEO Friendly URL

Keywords in page name,
separated by hyphen

Shallow folder structure
with relevant words

Single domain

www.nationalgeographic.com/animals/african-elephants




On-site SEO supporting the KW Strategy

- Have a robots.txt file
- Have a sitemap.xml file
- Make sure the URLs are friendly
- Ensure your navigation is easy to follow
- Use ALT tags on images
- Make sure your website is mobile friendly - <https://search.google.com/test/mobile-friendly>

Tested on: 21 May 2019 at 14:28

Page is mobile friendly


This page is easy to use on a mobile device



Tested on: 21 May 2019 at 14:26

Page is not mobile friendly

This page can be difficult to use on a mobile device

 [FIX YOUR WORDPRESS PAGE](#)

Fix the following 2 issues

- ✘ Clickable elements too close together
- ✘ Content wider than screen

Xml Sitemap

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:image="http://www.google.com/schemas/sitemap-image/1.0">
  ▼<url>
    <loc>https://www.coca-cola.co.uk/homepage</loc>
    <lastmod>2019-06-06</lastmod>
    <changefreq>weekly</changefreq>
    <priority>1</priority>
  </url>
  ▼<url>
    <loc>https://www.coca-cola.co.uk/stories</loc>
    <lastmod>2018-01-19</lastmod>
    <changefreq>weekly</changefreq>
    <priority>1</priority>
  </url>
  ▼<url>
    ▼<loc>
      https://www.coca-cola.co.uk/stories/the-rivers-trust-coca-cola-and-wwf-working-together
    </loc>
    <lastmod>2018-02-14</lastmod>
    <changefreq>weekly</changefreq>
    <priority>1</priority>
  </url>
  ▼<url>
    ▼<loc>
      https://www.coca-cola.co.uk/stories/how-big-business-can-help-women-economic-empowerment-around-the-world
    </loc>
    <lastmod>2017-11-30</lastmod>
    <changefreq>weekly</changefreq>
    <priority>1</priority>
  </url>
```

Off-site SEO supporting the KW Strategy

- **Backlinks**
 - Other websites link to you from their own website
 - More authoritative websites with backlinks to you are better
 - Follow / nofollow links
- **Guest blogging**
 - Write blog posts or news items for other websites
 - Make sure you contain a link to your website within your blog / news post
- **Social Media**
- **Google Tools**
 - Google Business Profile
 - Analytics
 - Webmaster Tools



Other Channels: Other Directories for Backlinks

- Add you business website to other web directories
 - Botw.org
 - Aboutus.com
 - Spoke.com/guides/manage-your-reputation
 - Blogorama.com (for blogs / news)
 - Bingplaces.com
 - turbify.com/local
 - Business.yelp.co.uk or .com



Importance of Blogs / News

- Ability to add any keyword into your website
- New and fresh content regularly
- Keeps visitors coming back
- Content to share on social media
- Increases the number of pages on your website



Blogging is one of the best ways to boost your SEO – try and get at least one new articles on your website per month – more if time allows.



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**MAKING KEYWORDS WORK –
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Avoiding Google Penalties



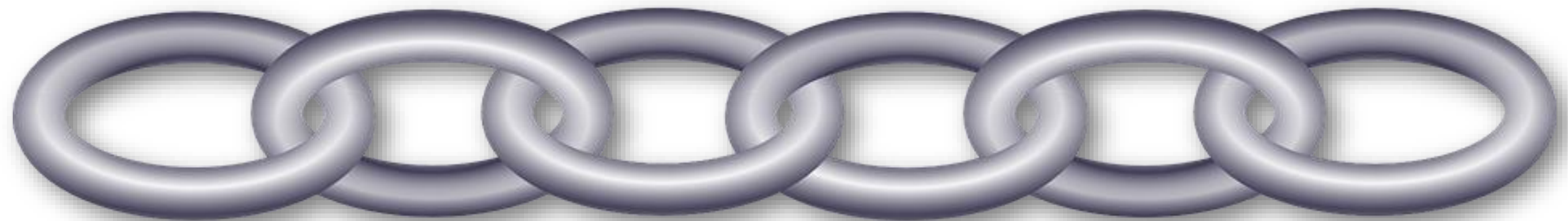
Poor Content

- **Thin Content**
- **Duplicate Content**
- **Hidden text**
- **Keyword Stuffing**



Links – on-site and off-site

- Paid links
- Spammy links
- Excessive Reciprocal links





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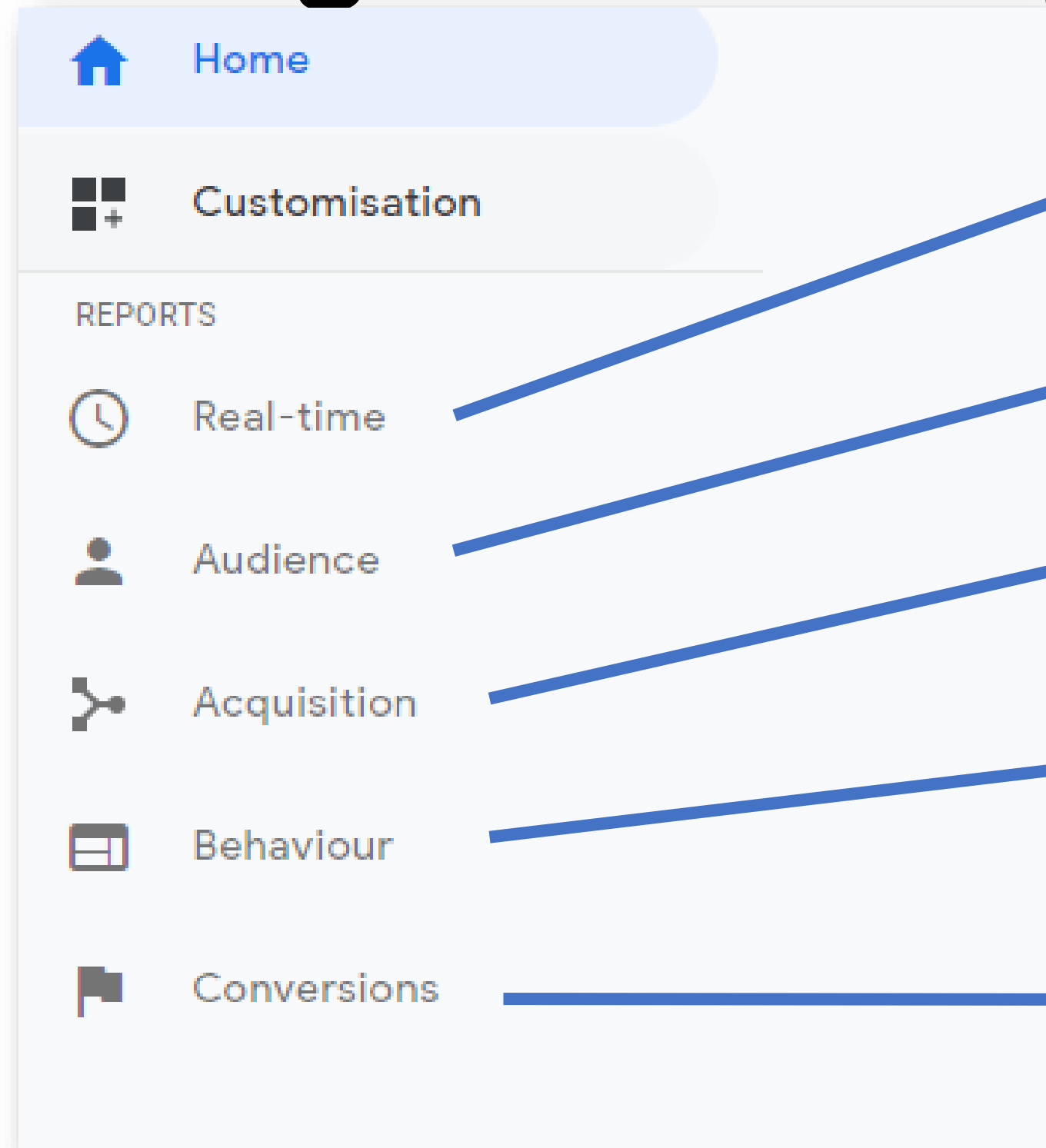
MAKING KEYWORDS WORK –

FOR YOUR WEBSITE

Intro to Google Analytics



Google UA Analytics



Real-time shows what's happening on the site right now – not that useful unless you have thousands of visits per day.

Audience tells you about who is visiting – their location, age gender and interests.

Acquisition gives data on how people found your website: through search, social media, referrals and more.

Behaviour tells you what people do when they are on your website – what pages they visit, how long for, exit and entrance pages.

Conversions is mainly about actions on the site – heavily focused on ecommerce, but custom actions can be created.

Universal Analytics changing to GA4 Analytics in July 2023



Google GA4 Analytics

This property will stop processing data starting 1 July 2023

To continue collecting data, go to Setup Assistant to migrate your property to Google Analytics 4. Otherwise, one may be created for you based on your current settings. [Learn more about UA deprecation](#)

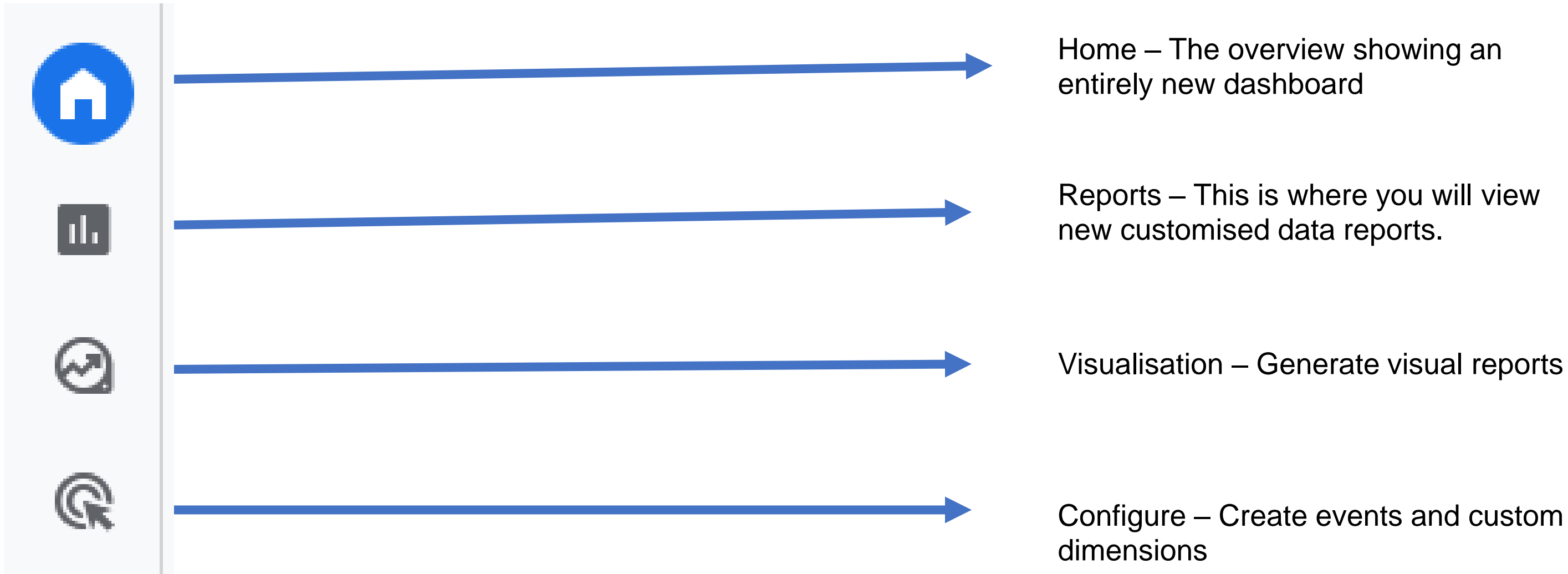
Days Hours Minutes Seconds

37 10 04 14

No, thanks

Go to Setup Assistant

Google GA4 Analytics



How Does Google Sum All This Up?

<https://www.youtube.com/watch?v=0eKVizvYSUQ>



Success.



invest life



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MAKING KEYWORDS WORK – FOR YOUR WEBSITE

**Keyword & Content Planning Templates +
Link Resources**



Additional Information URLs

Keyword Planner: https://ads.google.com/intl/en_uk/home/tools/keyword-planner/

Search Console: <https://search.google.com/search-console>

Google Analytics: <https://analytics.google.com/analytics/web/>

Violations Guide: <https://searchengineland.com/guide/seo/violations-search-engine-spam-penalties>

Beginners guide to SEO <https://moz.com/beginners-guide-to-seo>

Schema.org : <https://www.google.com/webmasters/markup-helper/u/0/>

Algorithm Changes: <https://moz.com/google-algorithm-change>



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GROWING MICRO SMALL MEDIUM BUSINESSES

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