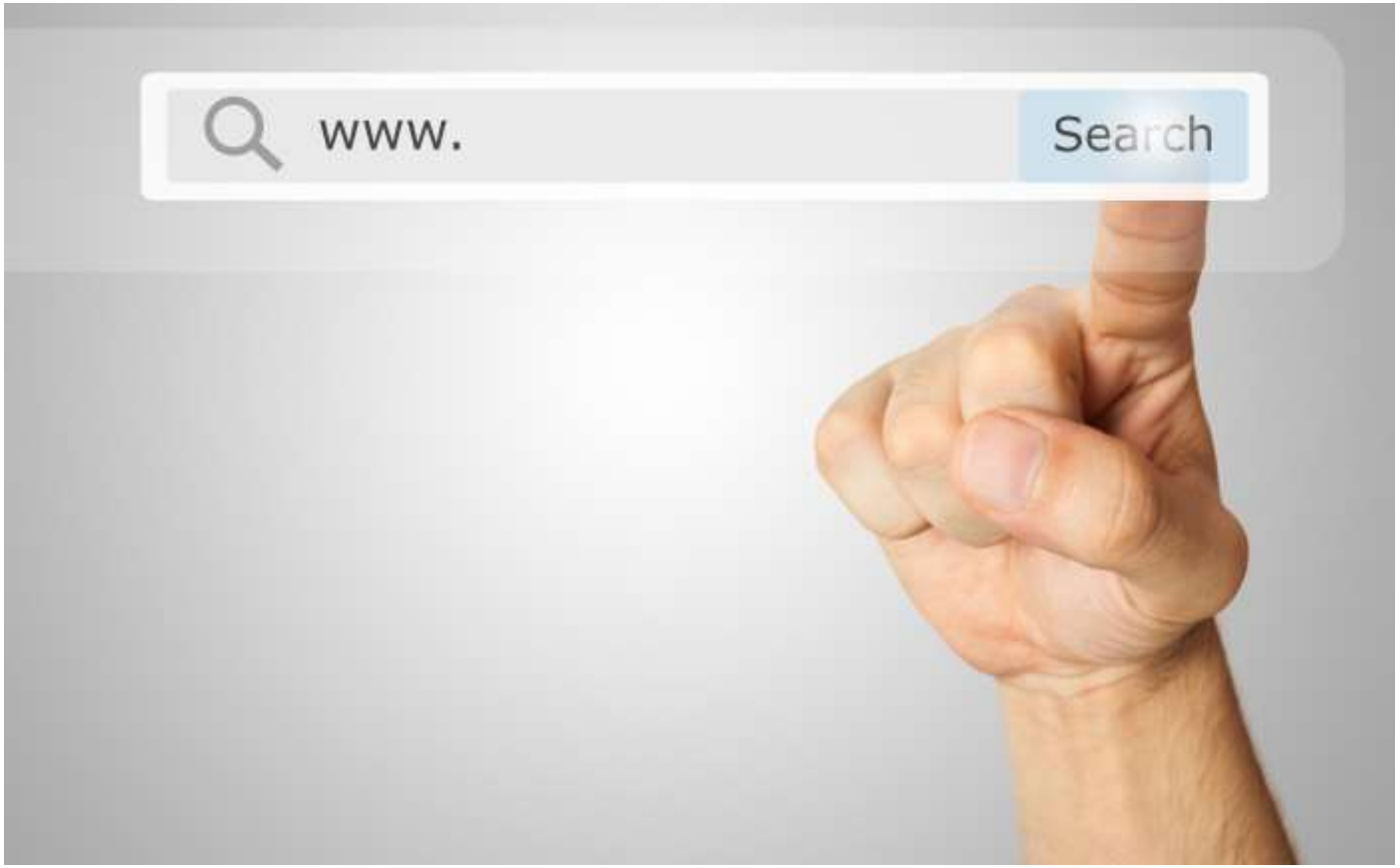


HOW TO IDENTIFY KEYWORDS YOUR AUDIENCE IS SEARCHING FOR AND EMPLOY THEM EFFECTIVELY

TopRank®
Online Marketing

AGENDA

- Introduction
- Keyword Research
- Optimization
- Tracking Performance
- Resources
- Bonus: 10 Minute Technical Site Diagnosis

ABOUT THE SPEAKER

Evan Prokop

Digital Marketing Manager at TopRank Online Marketing®

- Full service digital marketing agency
- Content marketing
- SEO
- Social Media Marketing
- Analytics

http://www.toprankmarketing.com/

McKESSON LinkedIn Forbes PRSA Public Relations Society of America AdvertisingAge The Economist The New York Times hp

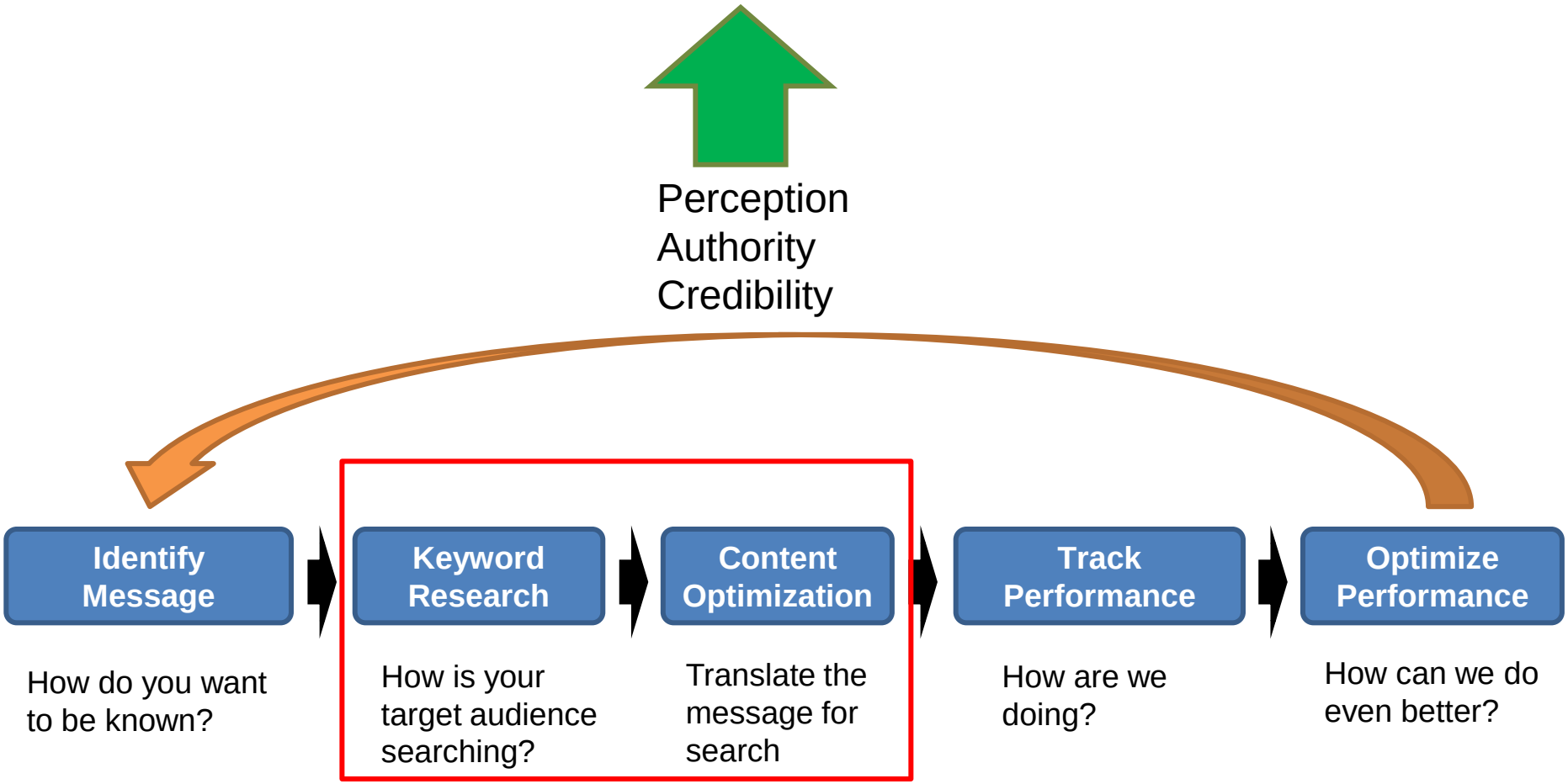
@eprokop1 #prnews

TopRank Online Marketing

SEARCH STATS

- Over 5 billion Google searches per day
- 91% of journalists use search to find news sources & story ideas

SEO WORKFLOW



IDENTIFY THE MESSAGE

Identify Message

Adding more free games, movies and shows to US flights

UNDERSTAND HOW YOUR AUDIENCE IS SEARCHING

Keyword Research

Keyword (by relevance)	Avg. monthly searches
in-flight entertainment	320
in flight entertainment	320
airline entertainment	10
airplane entertainment	40
free games on airplanes	-
free airline movies	-
free airline entertainment	-

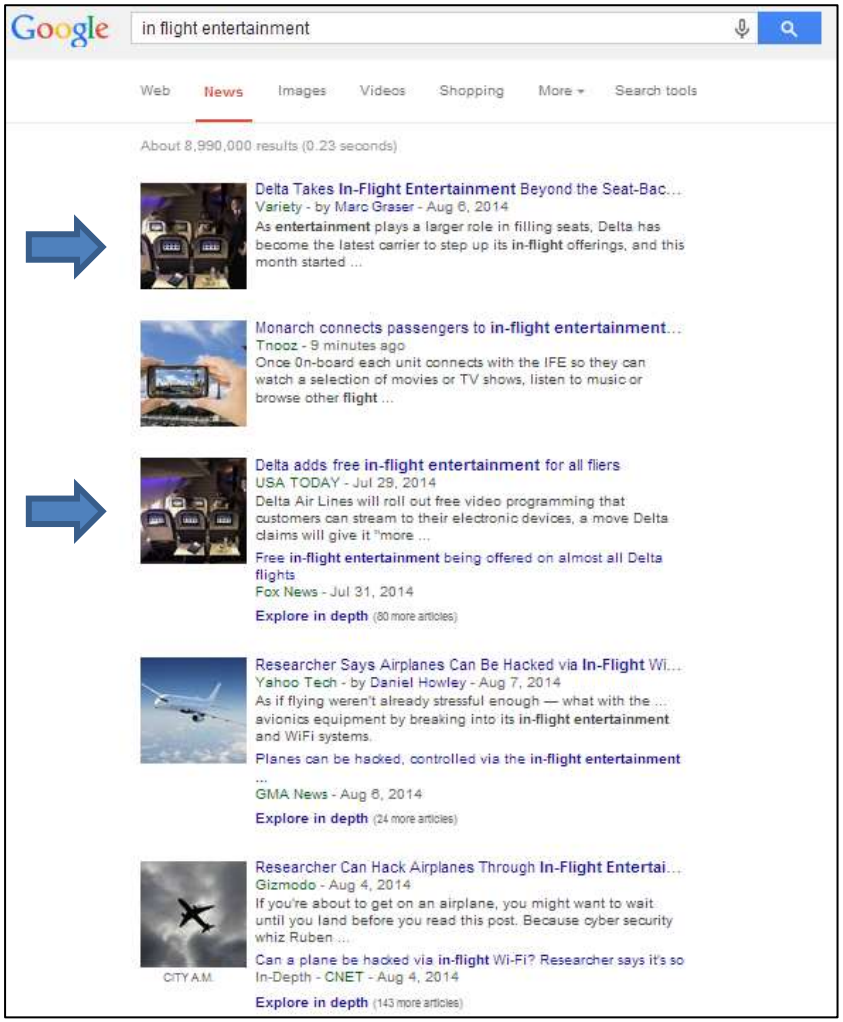
TRANSLATE THE MESSAGE FOR SEARCH

Content Optimization

@eprokop1 #prnews

TopRank® Online Marketing

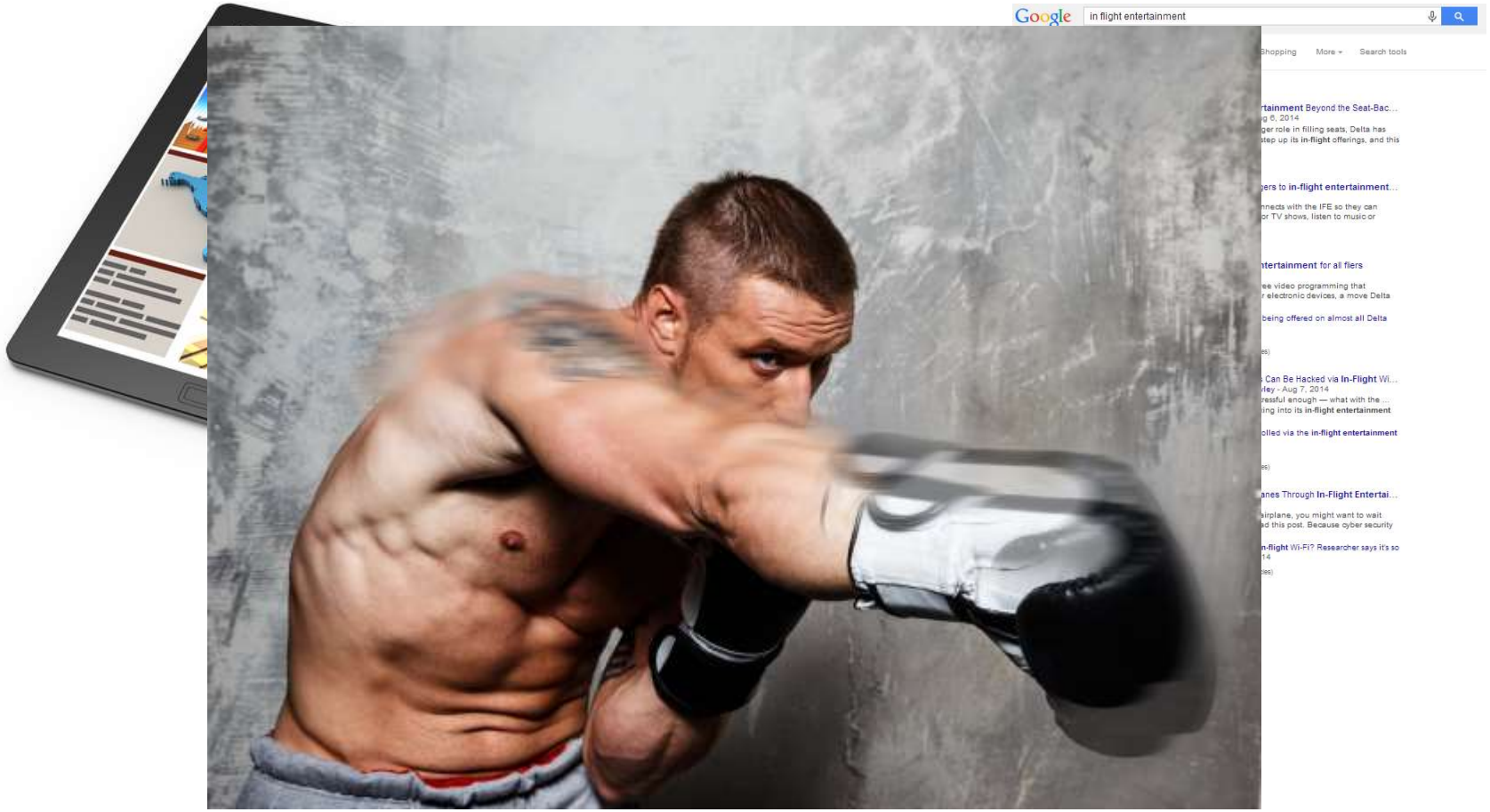
MESSAGE RECEIVED



@eprokop1 #prnews

TopRank Online Marketing

MEDIA PLACEMENTS + SEARCH RESULTS = WIN



Introduction
Keyword Research
Optimization
Tracking Performance
Resources
Bonus: 10 Minute Technical Site Diagnosis

Compile Your List

- Internal
- External
- Website Analytics
- Tools

Most PR pros can get along just fine without paying for any keyword research tools.

ACTIVITY – CREATE YOUR LIST

Priority	Source	Keyword	Search Volume	Competing Results

Create a spreadsheet to house your keyword list.

ACTIVITY – START WITH WHAT YOU KNOW

Priority	Source	Keyword	Search Volume	Competing Results
	Internal	digital marketing agency		
	Internal	online marketing agency		
	Internal	internet marketing agency		
	Internal	digital marketing service		
	Internal	digital marketing		
	Internal	internet marketing		

Start with keywords you know are relevant.

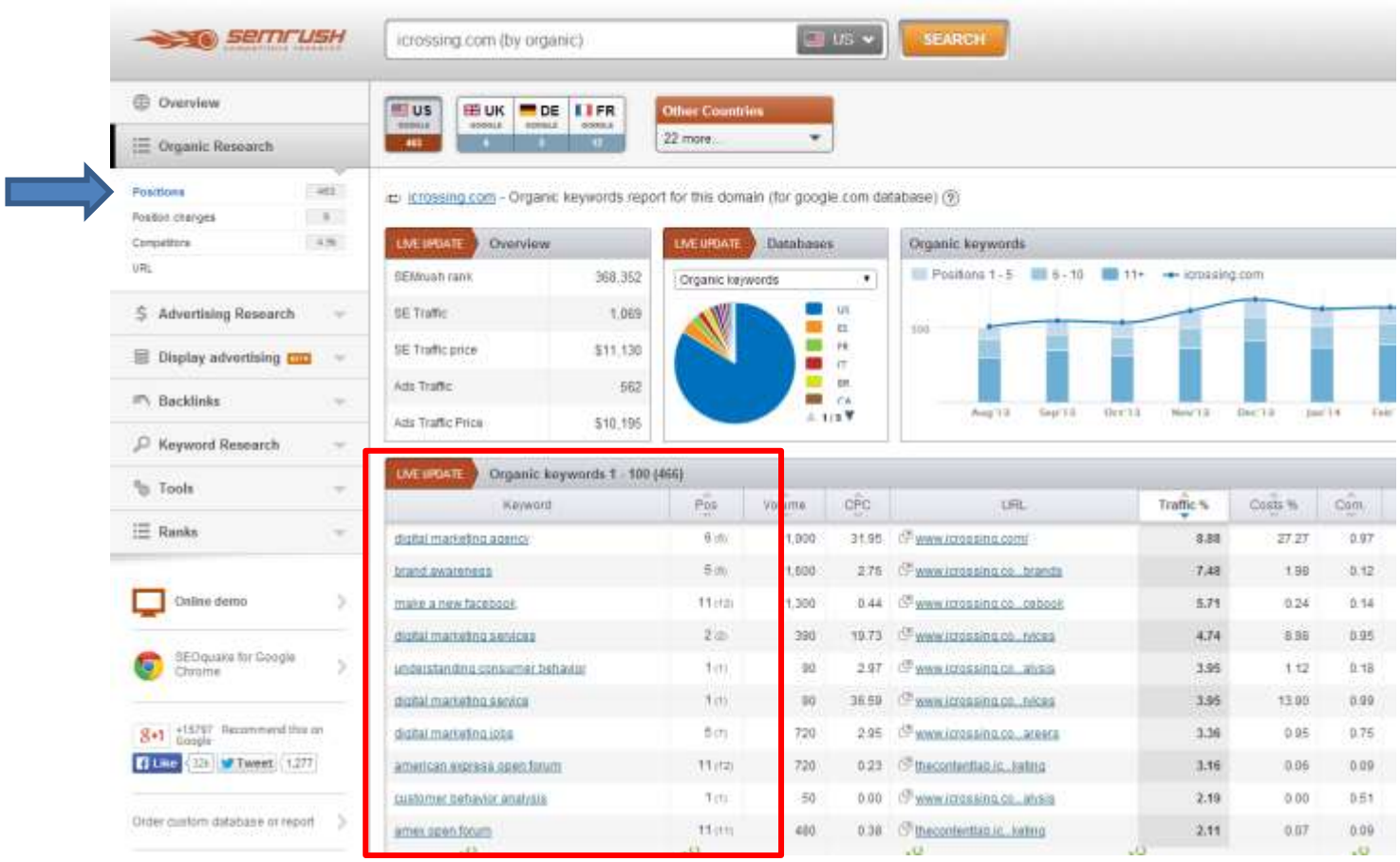
KEYWORD RESEARCH QUESTIONS

- How do **you** describe your products / services / company?
- How do your **customers** describe them?
- If you wanted to find your company in a search engine **without using any branded terms**, what would you look for?

ACTIVITY – COMPETITOR KEYWORDS

Leverage tools such as SEMRush.com to mine your competitors for keyword inspiration.

ACTIVITY – COMPETITOR KEYWORDS



Go to Organic Research > Positions to see top traffic driving keywords.

@eprokop1 #prnews

TopRank Online Marketing

ACTIVITY – COMPETITOR KEYWORDS

ority	Source	Keyword	Search Volume
	Internal	digital marketing agency	
	Internal	online marketing agency	
	Internal	internet marketing agency	
	Internal	digital marketing service	
	Internal	digital marketing	
	Internal	internet marketing	
	Competitor - icrossing	digital marketing services	
	Competitor - Spyder Trap	internet marketing minneapolis	
	Competitor - Spyder Trap	online marketing minneapolis	
	Competitor - Fathom	digital marketing firm	
	Competitor - Fathom	marketing agency services	
	Competitor - Fathom	web marketing firm	
			(Ctrl)

Add relevant competitor keywords to your list.

KEYWORD RESEARCH QUESTIONS

- How do **your competitors** describe their competing products / services / company?
- Are there variations in the way these things are referred to by your company vs. your competitors?

KEYWORD RESEARCH

Additional Sources:

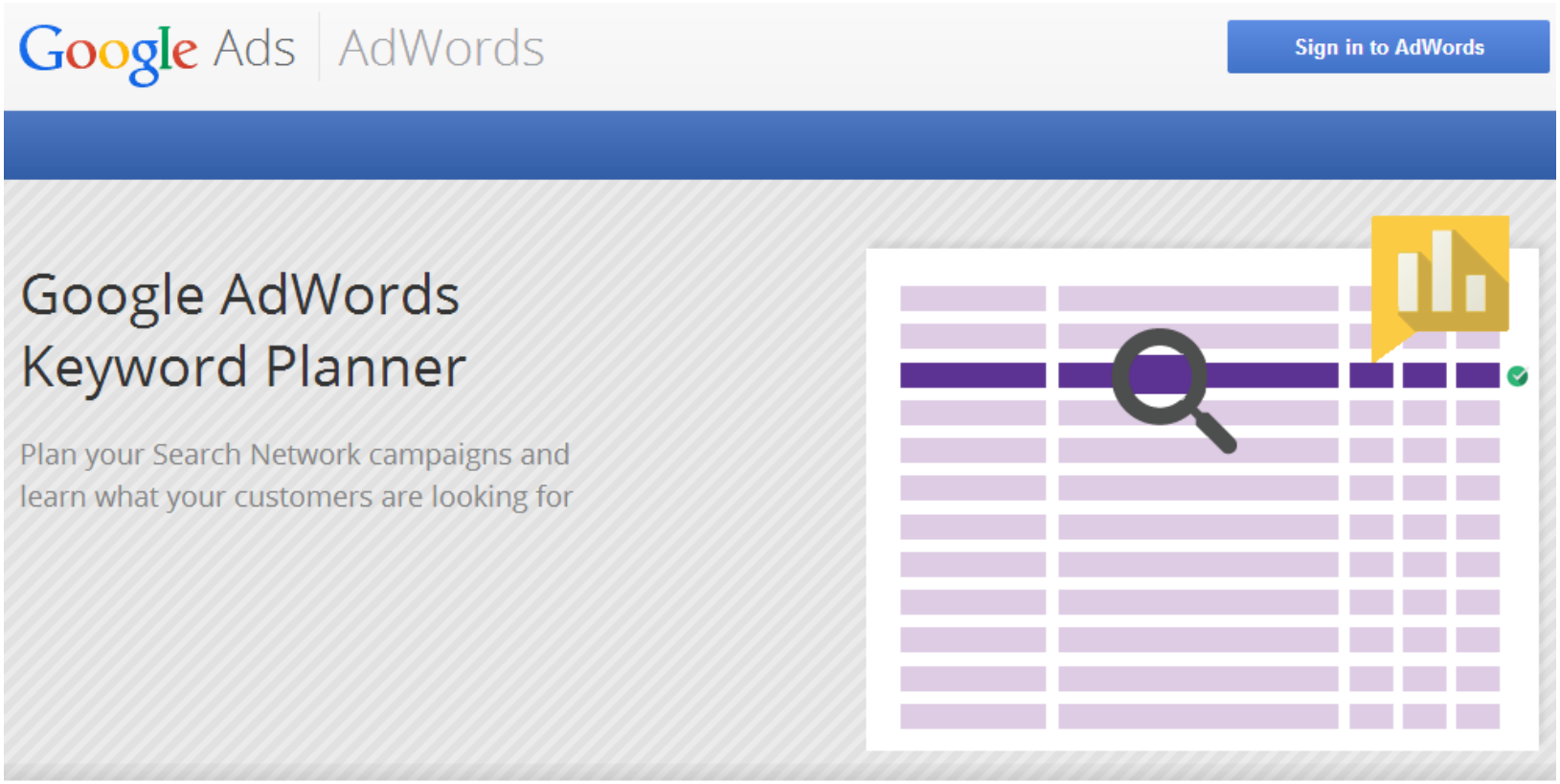
- Google related searches
- Sales
- Account management
- Customer service / support
- Customer survey data
- Internal website search logs
- Support / trouble ticket records
- Website form data
- Blog / forum comments
- Social media monitoring

KEYWORD RESEARCH – NARROWING IT DOWN

Important considerations:

- Is anyone searching for my keywords?
- Can I reasonably expect to compete for them?

ACTIVITY – SEARCH VOLUME



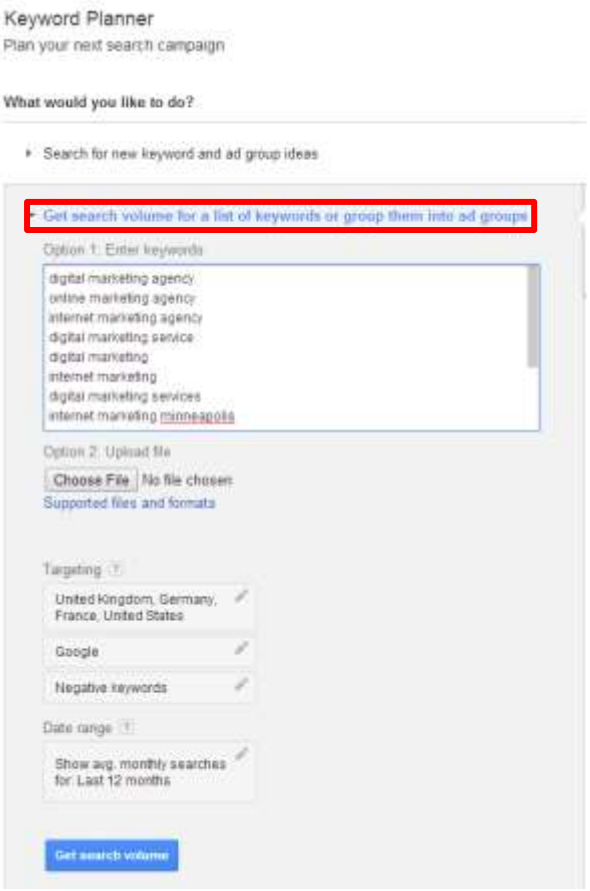
adwords.google.com/KeywordPlanner is a fantastic (and free) tool to find estimated search volume for keywords.

ACTIVITY – SEARCH VOLUME

Sign in using any Gmail account (no Adwords acct required).

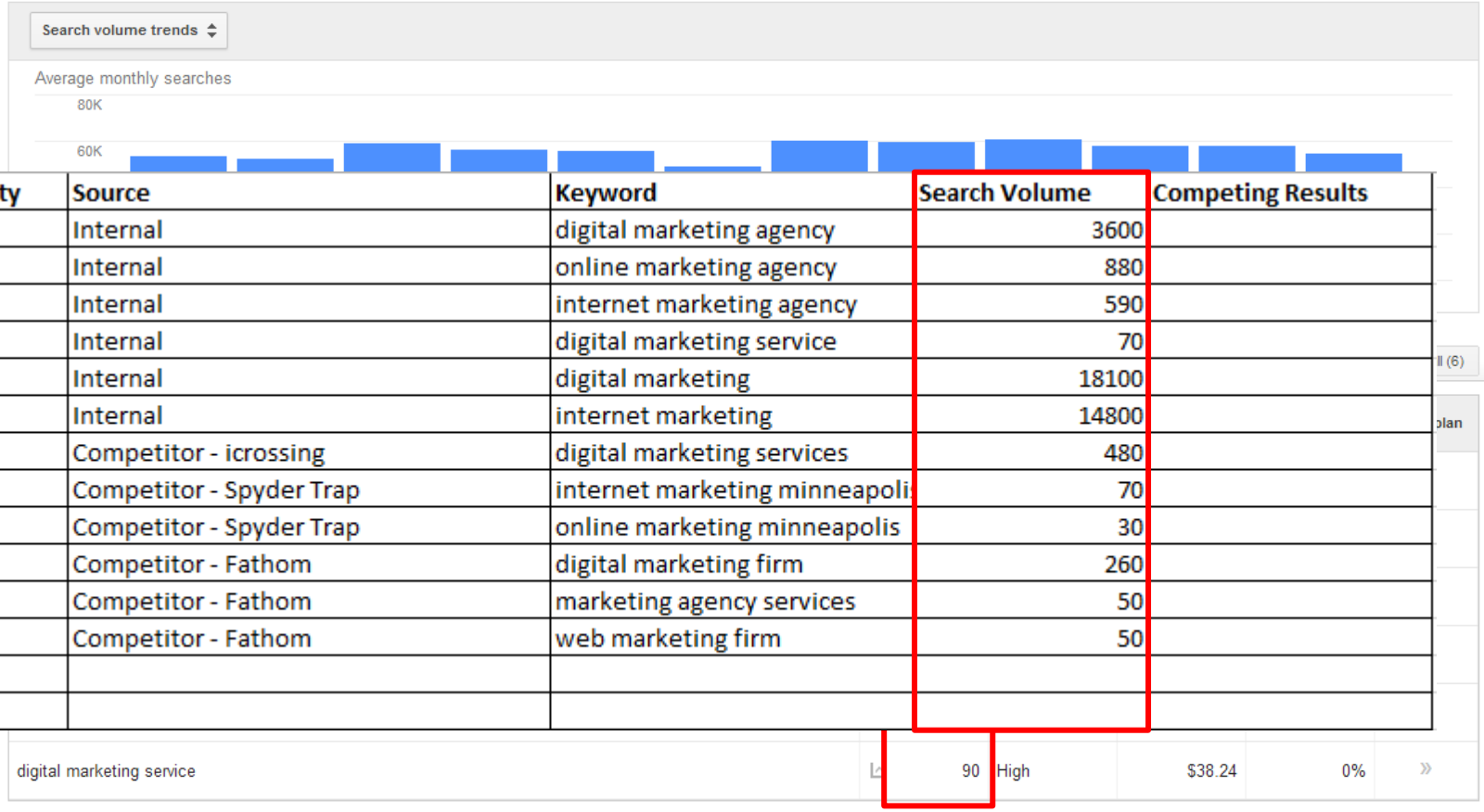
ACTIVITY – SEARCH VOLUME

Keyword	S
digital marketing agency	
online marketing agency	
internet marketing agency	
digital marketing service	
digital marketing	
internet marketing	
digital marketing services	
internet marketing minneapolis	
online marketing minneapolis	
digital marketing firm	
marketing agency services	
web marketing firm	



Copy / paste your column of keywords into the 'Get search volume for a list of keywords or group them into ad groups' box.

ACTIVITY – SEARCH VOLUME

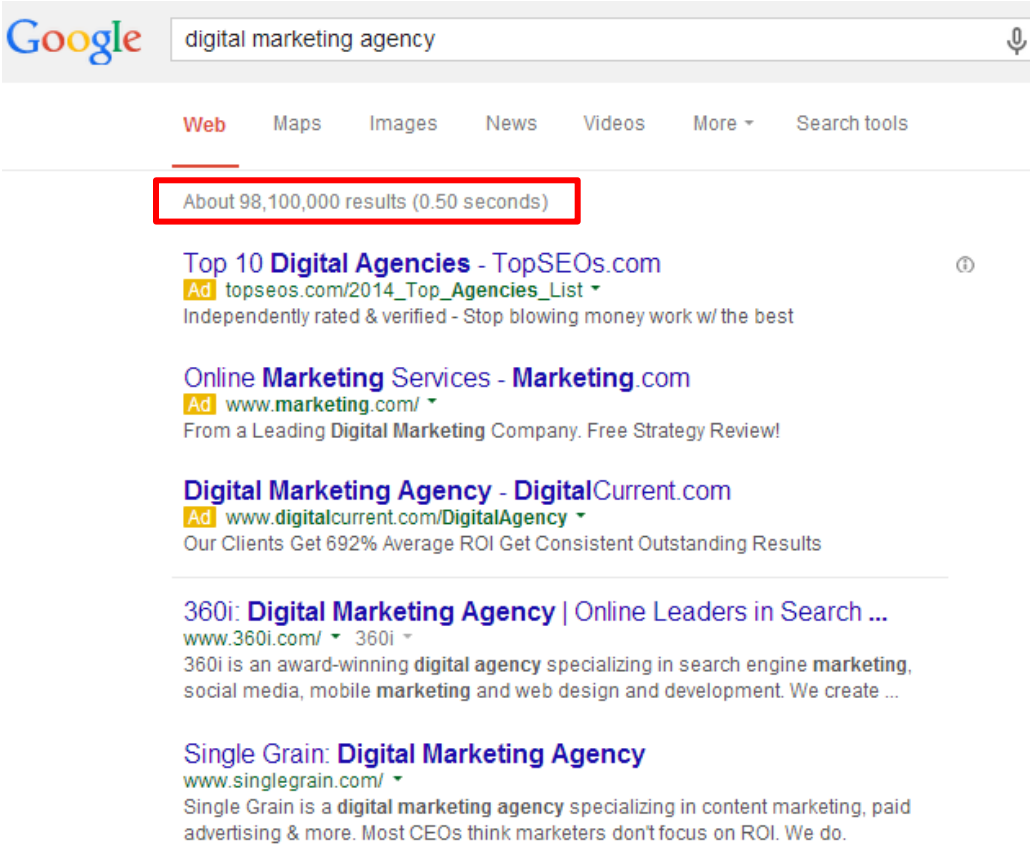


Priority	Source	Keyword	Search Volume	Competing Results
	Internal	digital marketing agency	3600	
	Internal	online marketing agency	880	
	Internal	internet marketing agency	590	
	Internal	digital marketing service	70	
	Internal	digital marketing	18100	
	Internal	internet marketing	14800	
	Competitor - icrossing	digital marketing services	480	
	Competitor - Spyder Trap	internet marketing minneapoli	70	
	Competitor - Spyder Trap	online marketing minneapolis	30	
	Competitor - Fathom	digital marketing firm	260	
	Competitor - Fathom	marketing agency services	50	
	Competitor - Fathom	web marketing firm	50	

digital marketing service 90 High $38.24 0%

Add Avg. monthly searches to your keyword list.

ACTIVITY – COMPETING PAGES



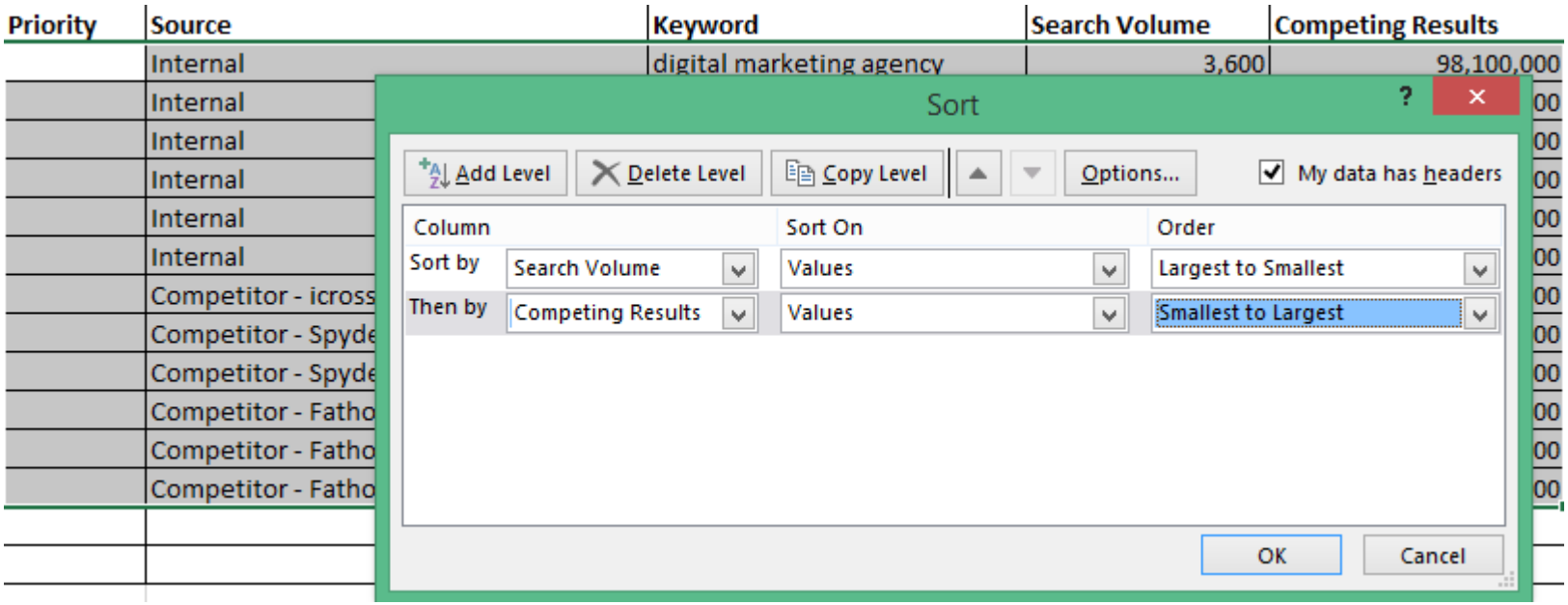
A good basic measure of keyword competition is how many pages are indexed in a Google search for your target keywords.

ACTIVITY – COMPETING PAGES

Priority	Source	Keyword	Search Volume	Competing Results
	Internal	digital marketing agency	3,600	98,100,000
	Internal	online marketing agency	880	159,000,000
	Internal	internet marketing agency	590	82,300,000
		digital marketing service	70	314,000,000
		digital marketing	18,100	350,000,000
		internet marketing	14,800	357,000,000
		digital marketing services	480	344,000,000
		internet marketing minneapolis	70	9,390,000
		online marketing minneapolis	30	44,900,000
		digital marketing firm	260	55,600,000
	Competitor - Fathom	marketing agency services	50	140,000,000
	Competitor - Fathom	web marketing firm	50	66,600,000

Add # of competing results to your keyword list.

ACTIVITY – COMPETING PAGES



Sort your list by highest search volume / lowest competition.

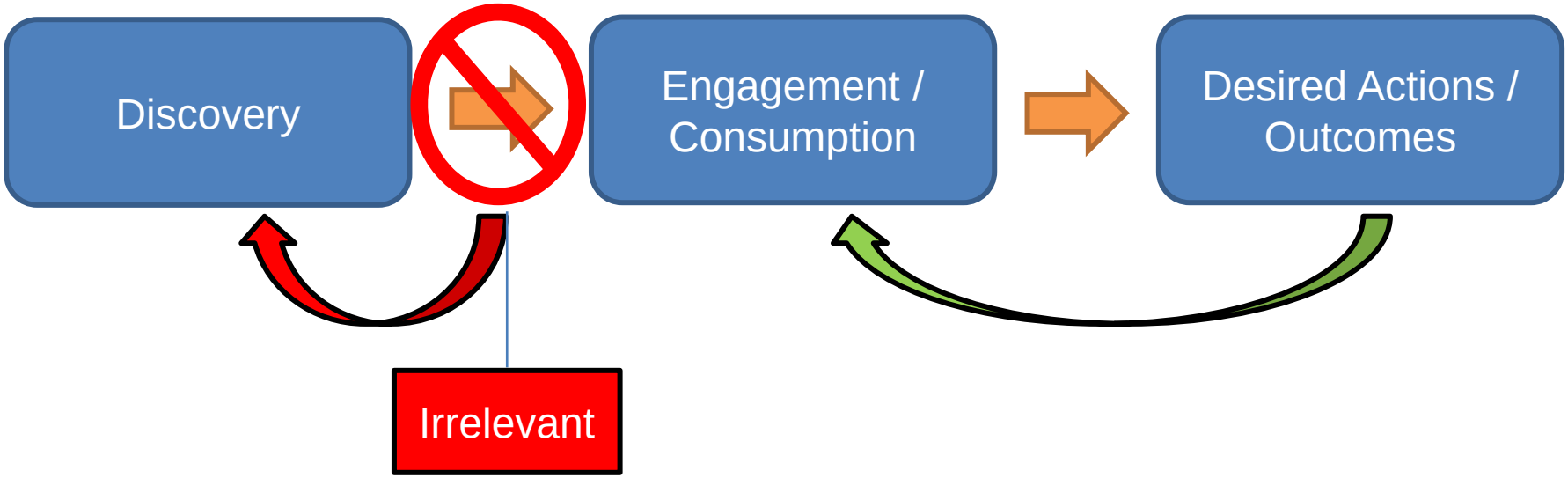
ACTIVITY - PRIORITIZE

Priority	Source	Keyword	Search Volume	Competing Results
1	Internal	digital marketing	18,100	350,000,000
3	Internal	internet marketing	14,800	357,000,000
2	Internal	digital marketing agency	3,600	98,100,000
3	Internal	online marketing agency	880	159,000,000
3	Internal	internet marketing agency	590	82,300,000
2	Competitor - icrossing	digital marketing services	480	344,000,000
3	Competitor - Fathom	digital marketing firm	260	55,600,000
3	Competitor - Spyder Trap	internet marketing minneapolis	70	9,390,000
3	Internal	digital marketing service	70	314,000,000
3	Competitor - Fathom	web marketing firm	50	66,600,000
3	Competitor - Fathom	marketing agency services	50	140,000,000
3	Competitor - Spyder Trap	online marketing minneapolis	30	44,900,000

Indicate degree of priority from 1-3.

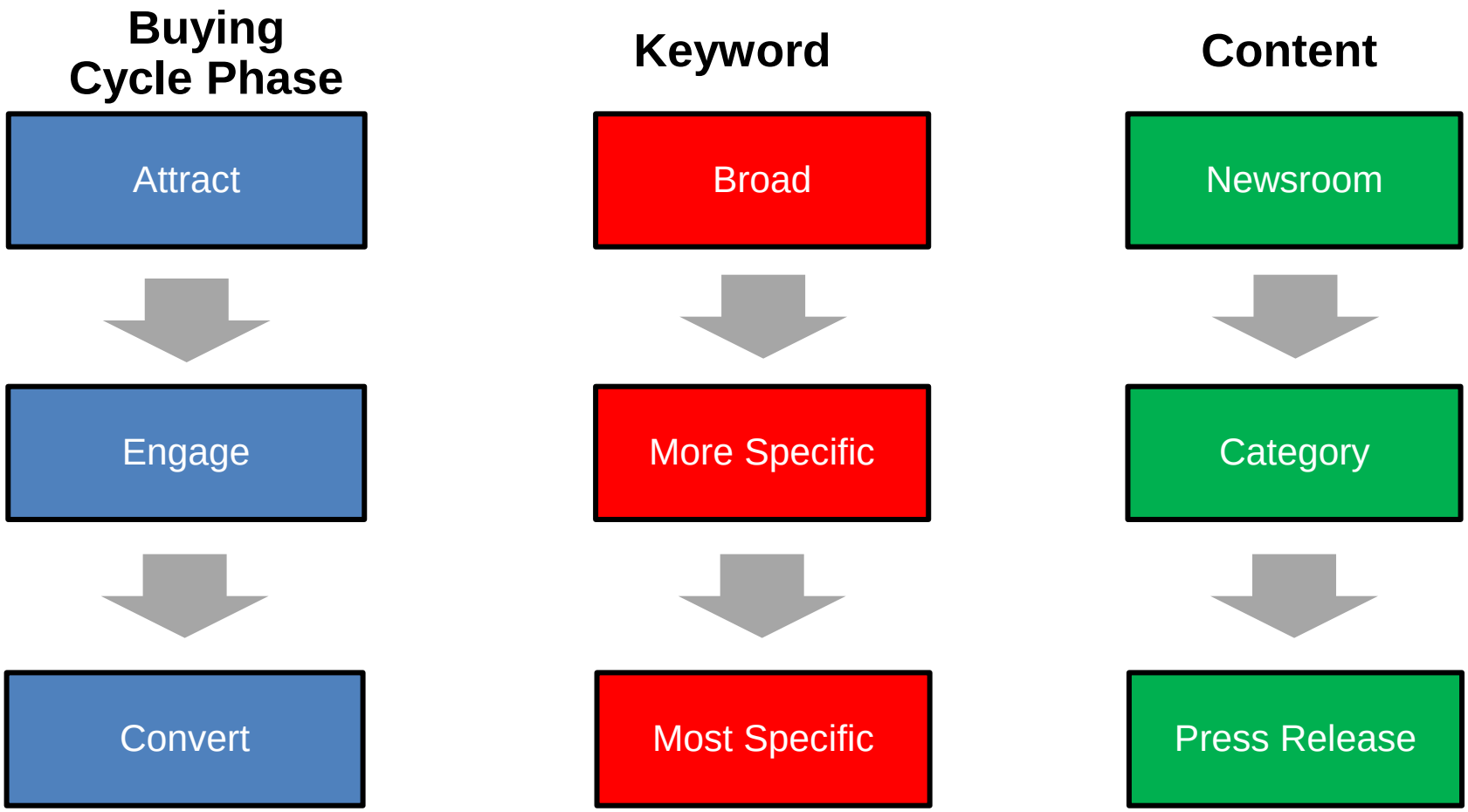
Introduction
Keyword Research
Optimization
Tracking Performance
Resources
Bonus: 10 Minute Technical Site Diagnosis

RELEVANCE


Discovery
Engagement / Consumption
Desired Actions / Outcomes
Irrelevant

Delta Takes In-Flight Entertainment Beyond the Seat-Back Screen
FUTURE-PROOF YOUR CAREER

MAP KEYWORDS TO THE BUYING CYCLE



Pick a Keyword Focus that is Representative of Your Content

- Relevant & Natural
- Specific
- Maps to Keyword Strategy
- Answers the Question
- Maps to Buying Cycle / Customer Journey

SEO CHECKLIST: 7 KEY PLACES TO INCLUDE KEYWORDS IN YOUR CONTENT

- Meta Title
- Meta Description
- Heading
- Body Copy
- Links
- Alt Text
- On Page Assets

ELEMENTS OF CONTENT OPTIMIZATION

On the page:

- Post title (H1)
- Image Alt Tags
- Body copy
- Crosslinking anchor text from other internal pages (not pictured)

In the Search results:

- Title Tag
- Meta Description

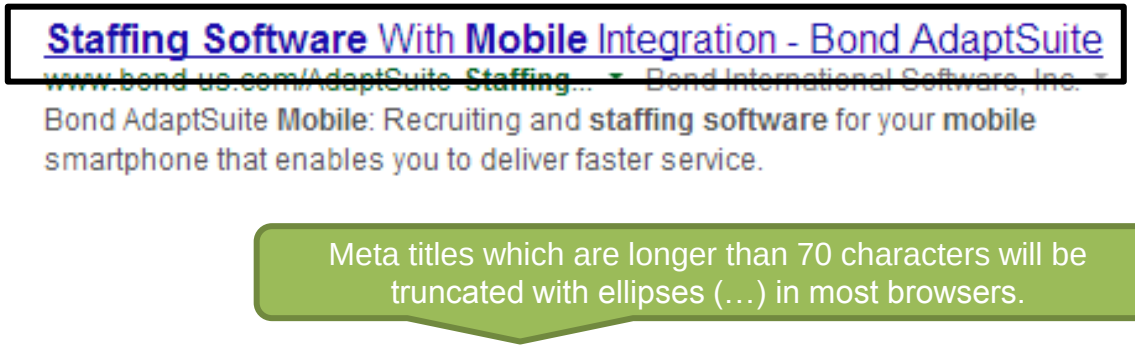
4 Essential Trends in Social Media Marketing in 2014
www.toprankblog.com/2014/03/social-media-marketing-trends/
Learn about the **trends** impacting **social media** in **2014** that businesses and **marketers** ... **Evan Prokop**. 4 Essential **Trends in Social Media Marketing in 2014**.

@eprokop1 #prnews

TopRank Online Marketing

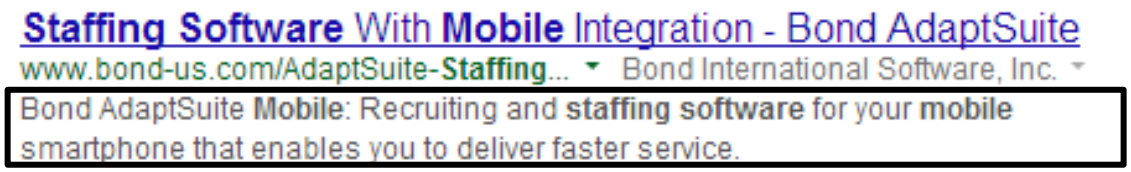
HOW TO DRAFT A GREAT META TITLE

- 60 – 70 characters
- Succinct, specific and compelling
- Descriptive of the page content (i.e. no bait and switch)
- Contains your target keyword (earlier is better) and in most cases a brand mention
- Consistent with brand messaging



HOW TO DRAFT A GREAT META DESCRIPTION

- 150-160 characters
- A compelling lead in to the page content, without ‘giving it all away’
- Benefit oriented
- Containing your target keyword and in most cases a brand mention



While keywords in meta descriptions are important, it is not critical to lead with them as in title tags.

HOW TO OPTIMIZE BODY CONTENT

- Write with your keyword in mind
- Write expressively, avoid adjectives, abbreviations and jargon
- Never force it, keyword optimization should be natural
- Link to supporting content where applicable
- Always optimize for humans first, search engines second
- If it looks ‘SEO’d’, you have gone too far

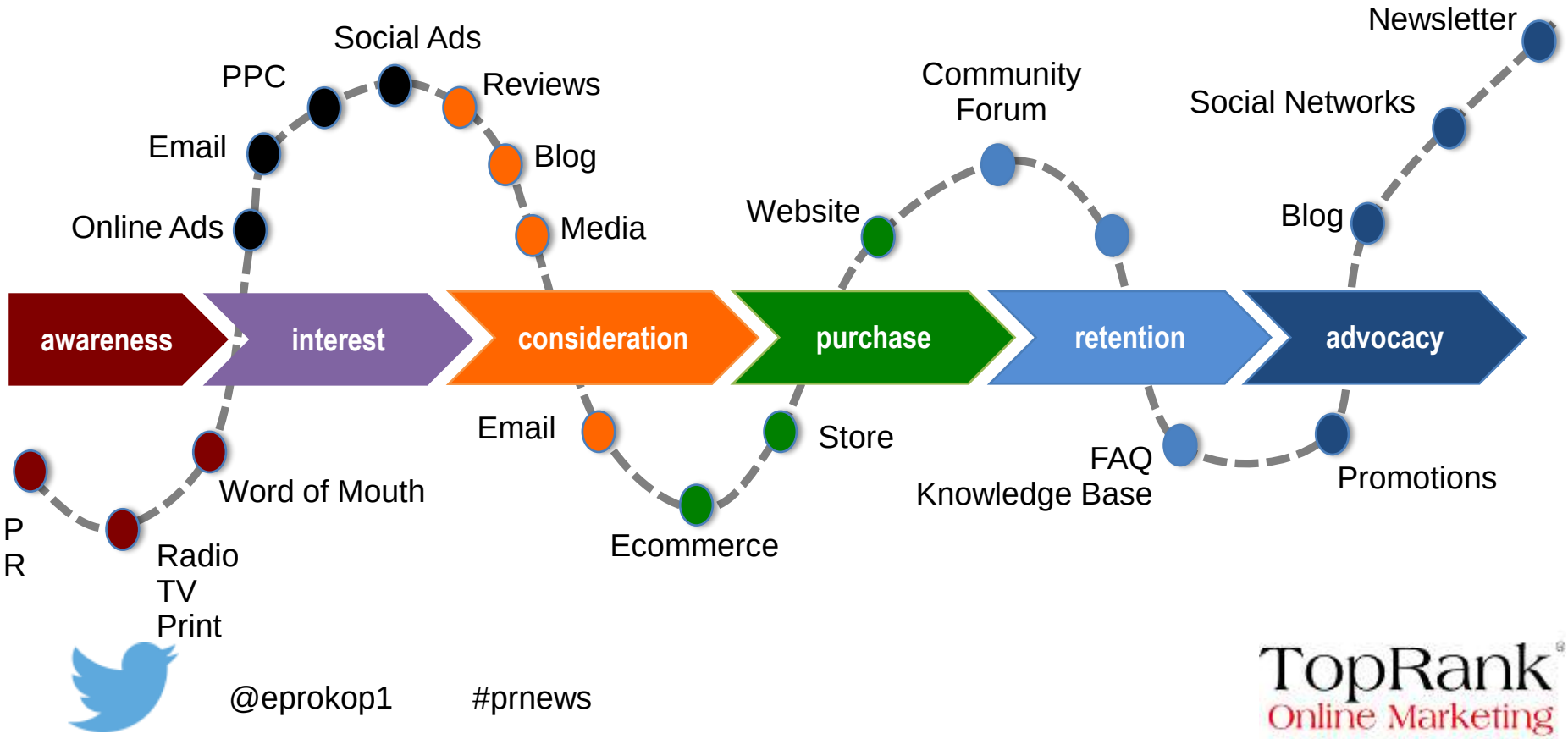
Keyword stuffing is (thankfully) a thing of the past.

INTEGRATE KEYWORDS IN CROSSLINKING

BUILDING BRAND VISIBILITY

Future Content

- Plan your content production calendar around target keywords / topics
- Integrate keyword strategy across teams and distribution channels



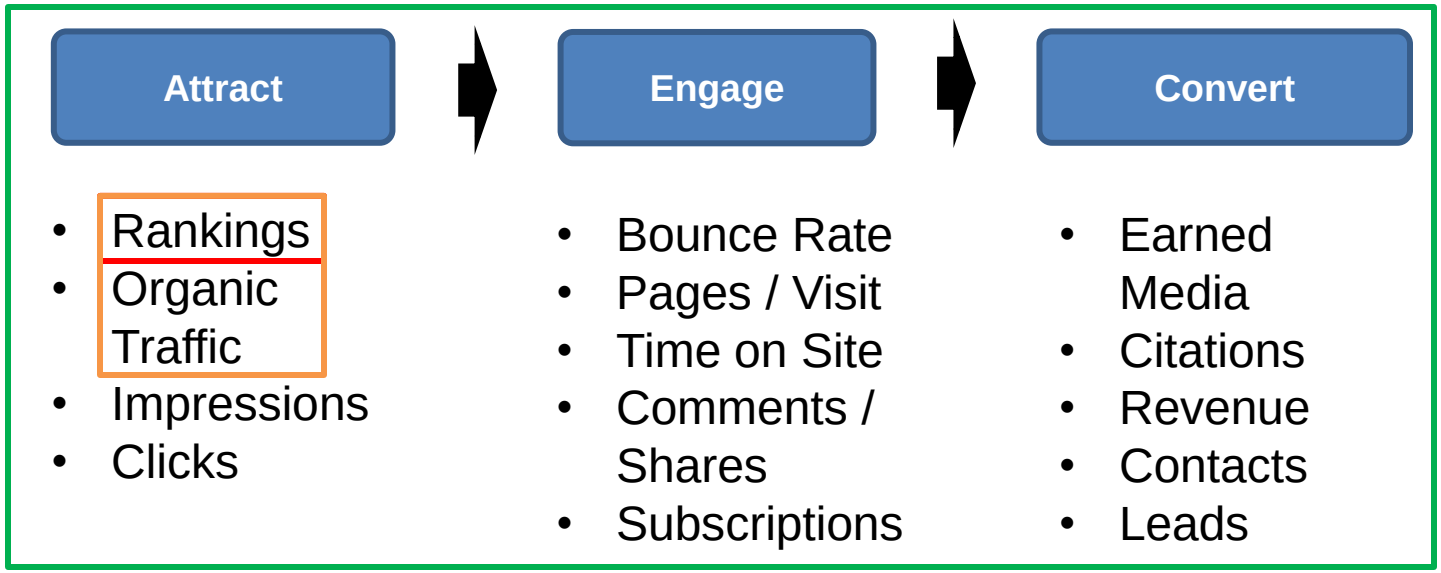
LEVERAGE EXISTING CONTENT

Existing Content

- Audit existing content and optimize with relevant keywords
- Add strategic crosslinking where relevant / intuitive
- Update outdated, irrelevant or just plain bad content

Introduction
Keyword Research
Optimization
Tracking Performance
Resources
Bonus: 10 Minute Technical Site Diagnosis

KEY SEO PERFORMANCE METRICS

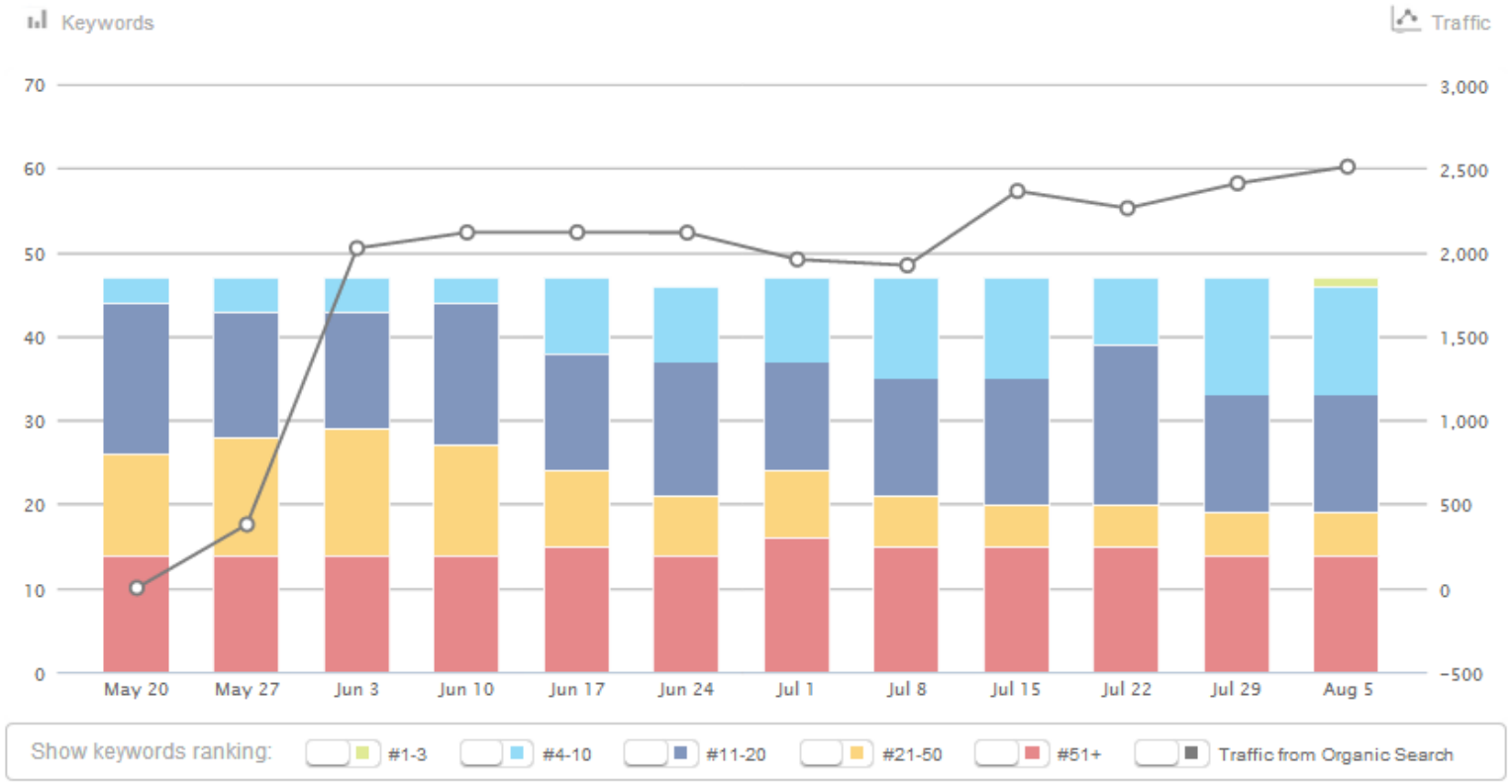


Bad SEO Focuses On

Better SEO Focuses On

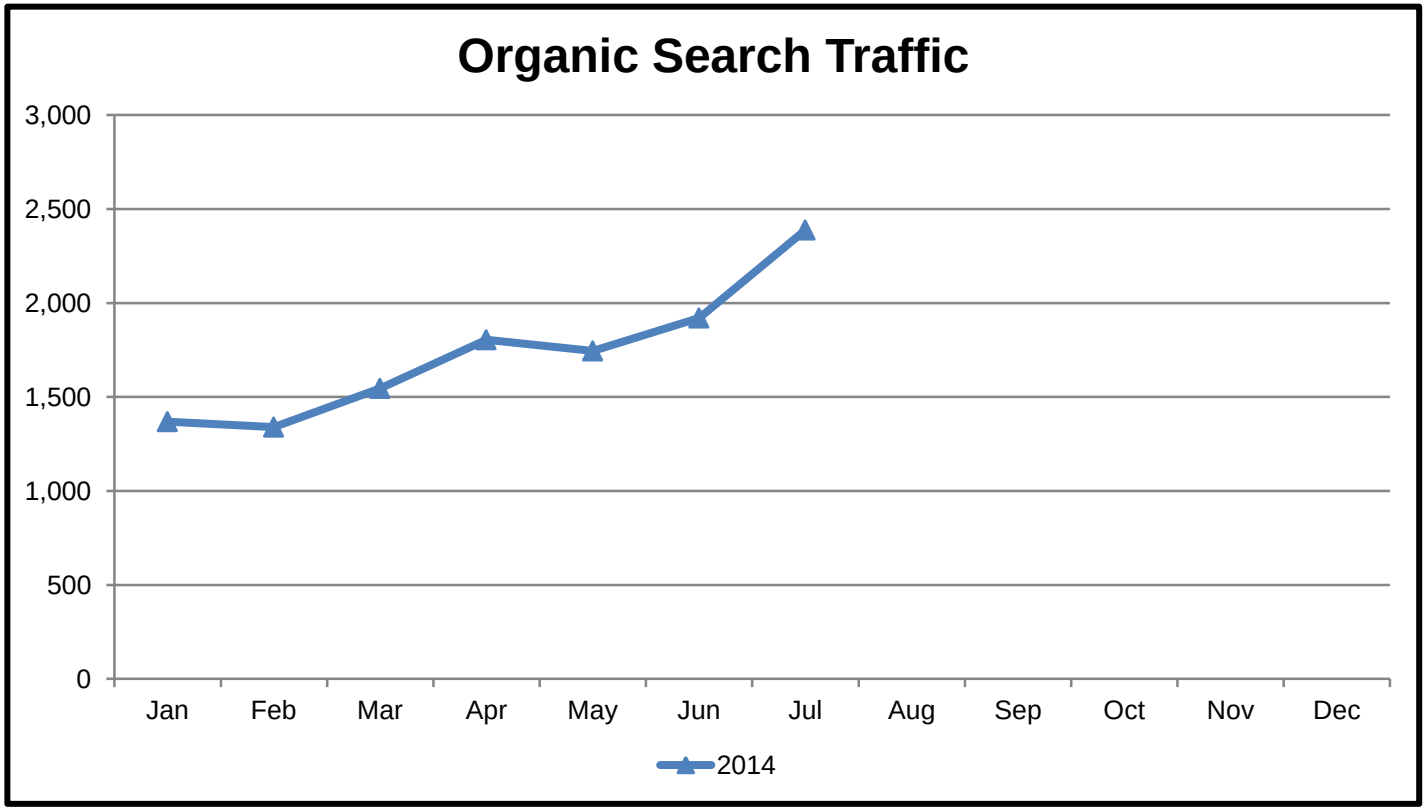
Great SEO Focuses On

PERFORMANCE TRACKING



Average visibility should increase both to the target page and sitewide.

PERFORMANCE TRACKING



Consider seasonality when evaluating organic traffic growth.

TAKEAWAYS

- **PR professionals who practice SEO are more valuable**
- **Specificity pays off in SEO**
- **SEO is ongoing**
- **Effective SEO doesn't live in a vacuum**
- **Quality and relevance are key!**

THANK YOU!!!

Let's Connect!

- Twitter - @eprokop1
- LinkedIn - www.linkedin.com/pub/evan-prokop/3b/a47/839
- Google+ - plus.google.com/+EvanProkop
- TopRank Online Marketing – www.toprankmarketing.com
- TopRank Blog - www.toprankblog.com

Introduction
Keyword Research
Optimization
Tracking Performance
Resources
Bonus: 10 Minute Technical Site Diagnosis

BONUS: HELPFUL TOOLS

Keyword Research Tools

- Google AdWords Keyword Planner - https://adwords.google.com/KeywordPlanner
- SEMRush - http://www.semrush.com/
- UberSuggest - http://ubersuggest.org/
- Google Advanced Search - http://www.google.com/advanced_search

Optimization Tools

- SERP Snippet Optimizer - http://www.seomofo.com/snippet-optimizer.html
- Keyword Density Analyzer - http://tools.seobook.com/general/keyword-density/

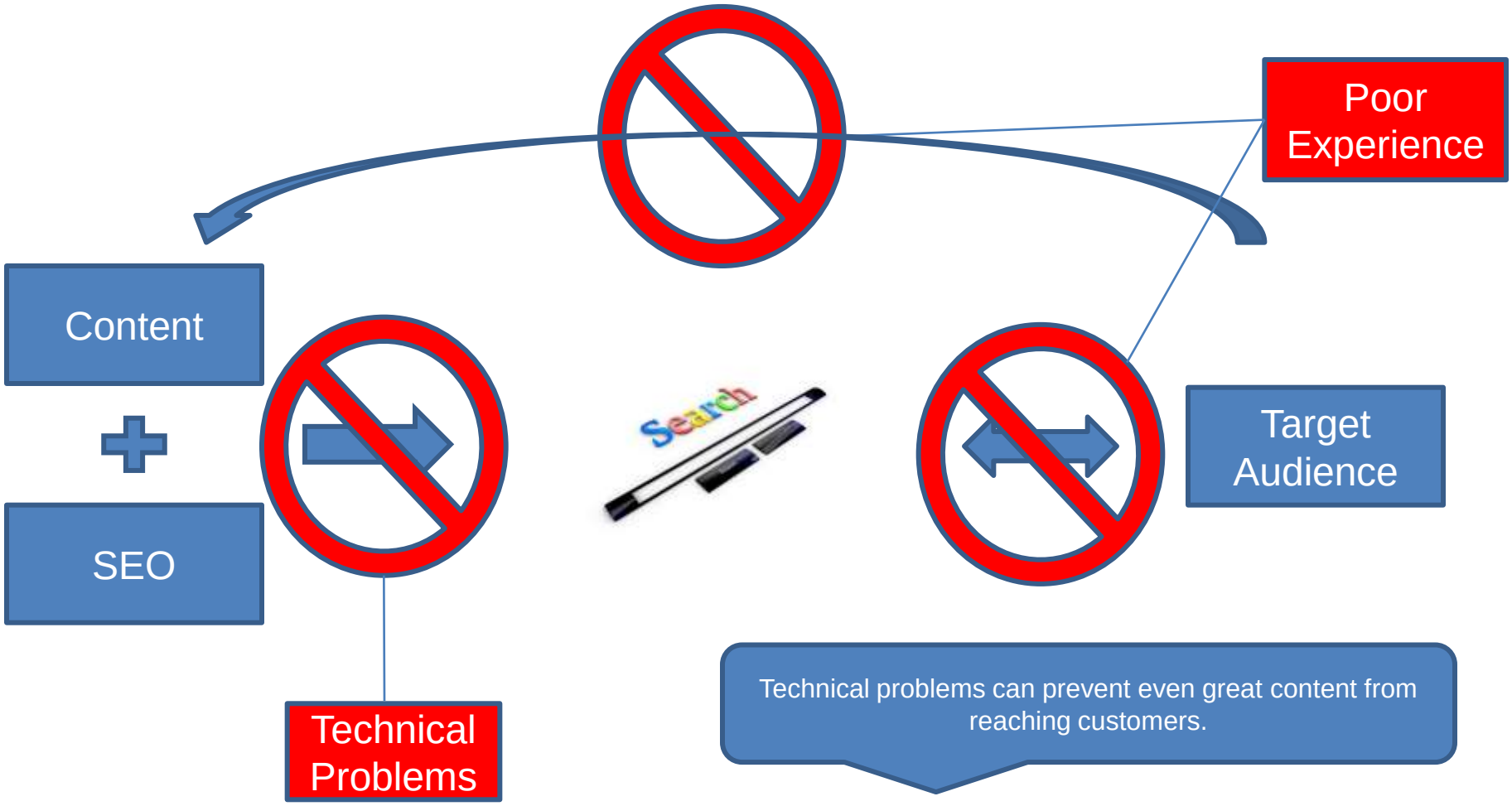
BONUS: HELPFUL TOOLS

Technical Audit / Site Monitoring Tools

- Google Webmaster Tools - https://www.google.com/webmasters/tools/
- MOZ - http://moz.com/
- Raven Tools - http://raventools.com/
- SortSite - http://www.powermapper.com/products/sortsite/

Introduction
Keyword Research
Optimization
Tracking Performance
Resources
Bonus: 10 Minute Technical Site Diagnosis

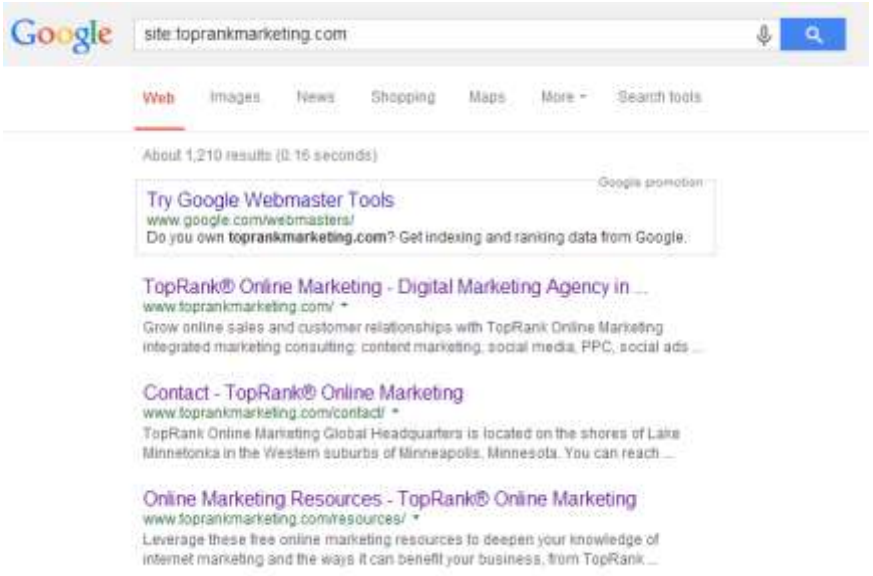
TECHNICAL


Poor Experience
Content
SEO
Technical Problems
Search
Target Audience
Technical problems can prevent even great content from reaching customers.

BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Make Sure Your Content is Being Indexed

- Advanced search - site:yoursiteurl.com
- Seek help if:
  - Site is not showing at all
  - Large discrepancies between # of indexed vs. actual pages



Google Webmaster Tools is excellent for tracking ongoing trending of indexed pages.

BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Make Sure Your Site is Running Fast

- Page Speed
  - Recommended tool: PingDom Website Speed Test: http://tools.pingdom.com/fpt/
- Seek help if your site:
  - Receives a PingDom performance grade less than 50
  - Takes more than 5 seconds to load

Fun Fact: Amazon.com estimates that an increase in their average page load time of just 1 second would result in a loss of $1.6 billion per year*.

@eprokop1 #prnews

TopRank Online Marketing

BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Track and Compare Ongoing SEO Performance Metrics

- Organic visibility
- Organic traffic
- Seek help if:
  - Sharp reductions
  - Prolonged flat or down results

Technical problems tend to impact organic metrics site wide (both positive and negative).

BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Take Out the Big Guns

- Obtain a full technical audit
  - Good: automated technical auditing tools
    - Raven Tools
    - MOZ
    - SortSite
  - Best: outside agency or technical SEO professional

If budget allows, it is always recommended to have a full site technical audit performed. While a good audit does cost significantly more up front (dependent on the size of site), it will pay for itself many times over for the majority of websites.