

# USING KEYWORDS TO OPTIMIZE YOUR CONTENT FOR SEARCH

#PowerofPR

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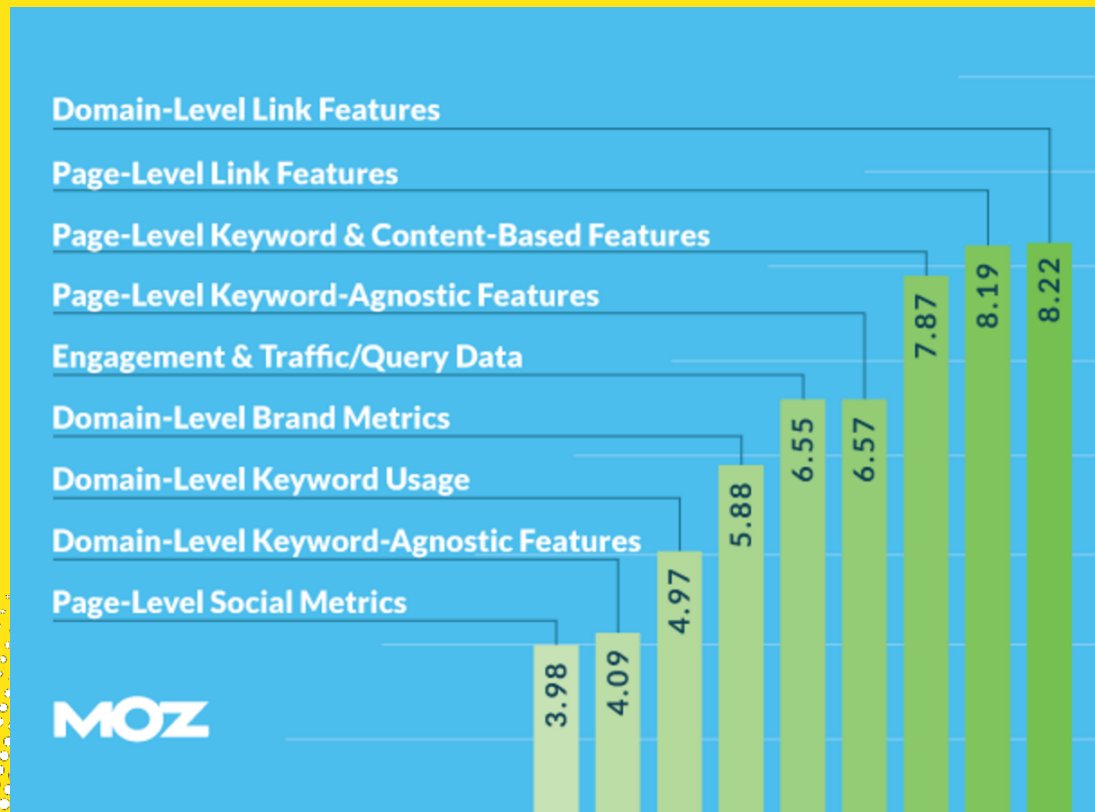


# WHAT'S THE DEAL WITH KEYWORDS?

Search engines are “**answer machines**,” which deliver answers based on “**relevance**” and “**popularity**.”

**Keywords are just a small part of a very complex algorithm.**

# RANKING FACTORS IN 2015



# 1. CHOOSING KEYWORDS

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# PEOPLE BEFORE KEYWORDS

- What are they into?
- What are their most pressing questions?
- What are their needs?

70% OF WEB SEARCHES ARE  
“LONG TAIL”

# USE UBERSUGGEST FOR LONG TAIL IDEAS

Übersuggest takes your base term, adds a letter or a digit in front and at the end of it, and extracts suggestions for it.

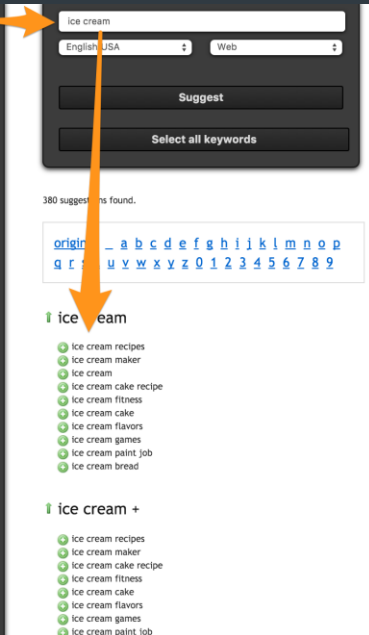
Get keyword ideas with Übersuggest, the free keyword suggestion tool that makes good use of different suggest services.

## How does it work?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular Web search or from search verticals like Shopping, News or Video (more to come).
- Übersuggest takes your base term, add a letter or a digit in front of it, and extracts suggestions for it.
- Click on each word to get further suggestions based on that term.
- Add each keyword to your basket clicking on the plus sign on its left.
- Add all visible keywords to your basket clicking on the large grey button.

With this free keyword tool you can instantly get thousands of keyword ideas from real user queries! Use the keywords to get inspiration for your next blog post, or to optimize your PPC campaigns.

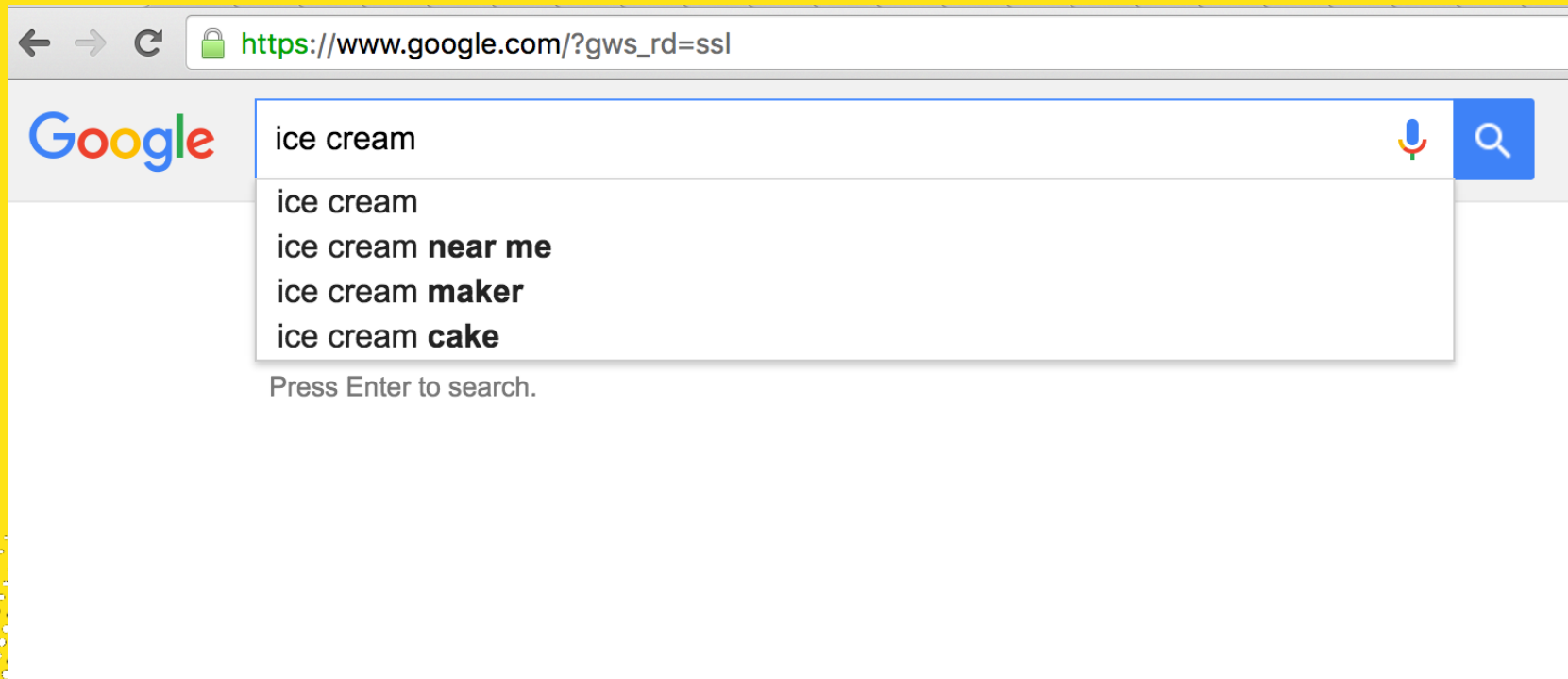
Any comment or questions? [Read the FAQ!](#)



The screenshot shows the Übersuggest tool interface. At the top, there is a search bar containing the text "ice cream". Below the search bar, there are two dropdown menus: "English - USA" and "Web". Below these are two buttons: "Suggest" and "Select all keywords". Below the buttons, it says "380 suggestions found." Below that is a keyboard layout with the letters "a-z" and "0-9" highlighted in blue. Below the keyboard layout, there are two sections of suggestions. The first section is titled "ice cream" and lists 10 suggestions: "ice cream recipes", "ice cream maker", "ice cream", "ice cream cake recipe", "ice cream fitness", "ice cream cake", "ice cream flavors", "ice cream games", "ice cream paint job", and "ice cream bread". The second section is titled "ice cream +" and lists the same 10 suggestions.



# USE GOOGLE AUTOCOMPLETE



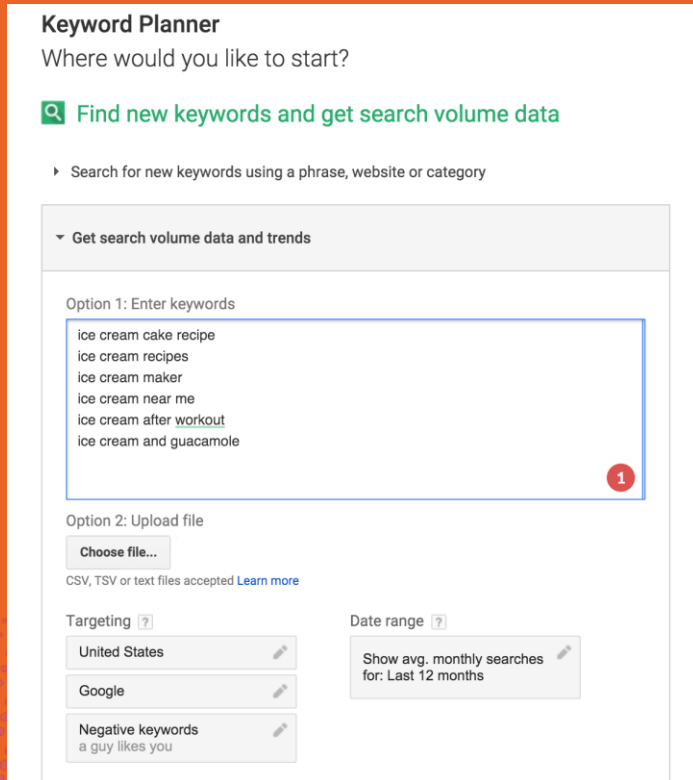


# WHERE TO START YOUR RESEARCH

- Google AdWords Keyword Planner Tool
- Google Trends
- Microsoft Bing Ads Intelligence
- Wordtracker's Free Basic Keyword Demand

# ADD KEYWORDS TO KEYWORDS PLANNER

- Go to Google Adwords
  - Tools
  - Keyword planner



**Keyword Planner**  
Where would you like to start?

**Find new keywords and get search volume data**

Search for new keywords using a phrase, website or category

Get search volume data and trends

Option 1: Enter keywords

ice cream cake recipe  
ice cream recipes  
ice cream maker  
ice cream near me  
ice cream after workout  
ice cream and guacamole

Option 2: Upload file

Choose file...

CSV, TSV or text files accepted [Learn more](#)

Targeting ?

United States

Google

Negative keywords  
a guy likes you

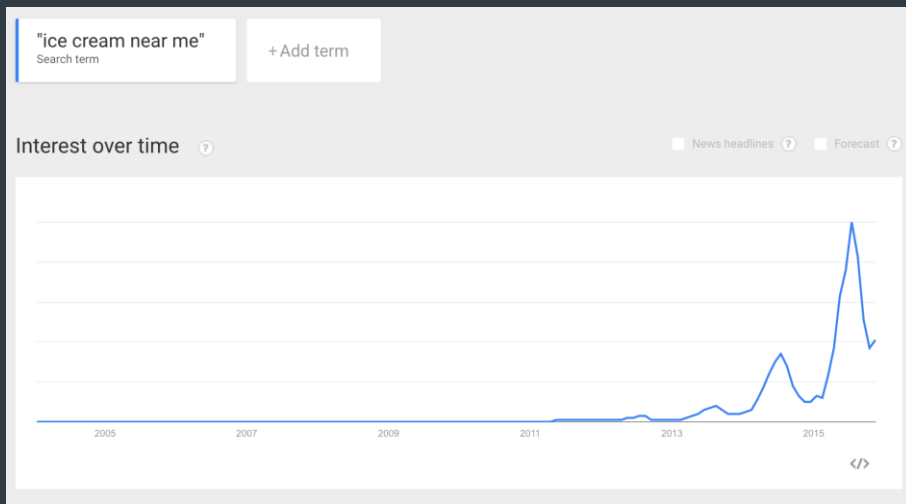
Date range ?

Show avg. monthly searches for: Last 12 months

# EVALUATE

Keyword (by relevance)	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
ice cream maker	60,500	High	\$1.05	–	»
ice cream near me	165,000	Low	\$5.40	–	»
ice cream recipes	27,100	Low	\$1.76	–	»
ice cream cake recipe	14,800	Low	\$2.30	–	»
ice cream and guacamole	720	Low	–	–	»
ice cream after workout	170	Low	–	–	»

# WHAT'S TRENDING AND RISING



Queries	Top	Rising
ice cream places		Breakout
sonic near me		Breakout
yogurt near me		Breakout

## 2. THE MATTER OF QUALITY

**“The key to creating a great website is to create the best possible experience for your audience with original and high quality content.”**

**Google**

# OF KEY PHRASES AND QUALITY

Your content should be created primarily to give visitors a good user experience, not to rank well in search engines.

Google

# CONSIDER SYNONYMS

- Grammatical
- Logical
- Contextual

“what answer fits your question?” vs “what did you really want to find out?”

# EXAMPLE OF 'SYNONYMS'

Google  **what I searched**  

[Web](#) [News](#) [Images](#) [Shopping](#) [Videos](#) [More](#) [Search tools](#)

About 707,000,000 results (0.77 seconds)

United States of America / President

## Barack Obama



[More about Barack Obama](#) [Feedback](#)

**what my search intention was**

[President of the United States - Wikipedia, the free ...](#)  
[https://en.wikipedia.org/wiki/President\\_of\\_the\\_United\\_States](https://en.wikipedia.org/wiki/President_of_the_United_States) [Wikipedia](#) [▼](#)  
On January 20, 2009, **Barack Obama** became the 44th and current president. On November 6, 2012, he was re-elected and is currently serving the 57th term, which ends on January 20, 2017.  
[Blair House](#) - [Presidential state car](#) - [Resolute desk](#) - [Natural-born citizen](#)

[List of Presidents of the United States - Wikipedia, the free ...](#)  
[https://en.wikipedia.org/.../List\\_of\\_Presidents\\_of\\_the\\_United\\_...](https://en.wikipedia.org/.../List_of_Presidents_of_the_United_...) [Wikipedia](#) [▼](#)  
John F. Kennedy has been the only president of Roman Catholic faith, and the current president, **Barack Obama**, is the first president of African descent.  
[Names](#) - [Whig](#) - [List of Presidents of the United](#) - [President of the United States](#)

[President Barack Obama | whitehouse.gov](#)  
<https://www.whitehouse.gov/administration/president-obama> [White House](#) [▼](#)  
Barack Obama is the 44th President of the United States. His story is the American

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# 3. HOW TO CONSTRUCT A POST

**Step 1: Targeting**

**Step 2: Title and SEO**

**Step 3: Composition**

**Step 4: Authorship**

**Step 5: Re-write**

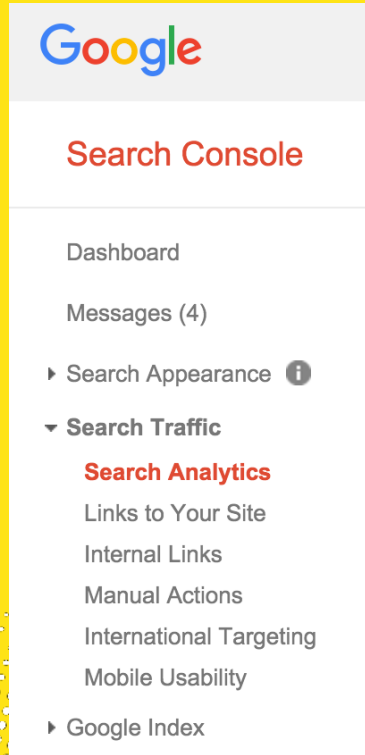
<https://docs.google.com/document/d/1x-LHjLQ41As7VAAZMZRzHYOSPwX4PFINGys4tM3ppul/edit#heading=h.oxn4y6t38k9>

# 4. EVALUATE

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# WEBMASTER TOOLS



Google

Search Console

- Dashboard
- Messages (4)
- Search Appearance ⓘ
- ▾ Search Traffic
  - Search Analytics**
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index



# GOOGLE ANALYTICS

Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Overview

All Traffic

AdWords

Search Engine  
 Optimizati...

**Queries**

Landing Pages

Geographical Su...

Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
	131,519 % of Total: 100.00% (131,519)	3,607 % of Total: 100.00% (3,607)	26 % of Total: 100.00% (26)	2.74% Avg for View: 2.74% (0.00%)
1. (not set)	43,038 (32.72%)	2,053 (56.92%)	26(100.10%)	4.77%
2. social media statistics	7,973 (6.06%)	3 (0.08%)	3.1 (8.60%)	0.04%
3. digital marketing company	4,954 (3.77%)	21 (0.58%)	17 (66.32%)	0.42%
4. digital marketing companies	1,918 (1.46%)	11 (0.30%)	21 (79.66%)	0.57%
5. what is a watermark	1,830 (1.39%)	0 (0.00%)	6.9 (23.85%)	0.00%
6. mana	1,823 (1.39%)	0 (0.00%)	5.8 (19.21%)	0.00%
7. social media marketing company	1,746 (1.33%)	0 (0.00%)	39(154.15%)	0.00%
8. bye felicia	1,676 (1.27%)	0 (0.00%)	2.0 (4.16%)	0.00%

# GOOGLE ANALYTICS



Primary Dimension: **Query** Other ▾

Secondary dimension ▾   advanced

**Query** ▾

and

+ Add a **dimension** or **metric** ▾

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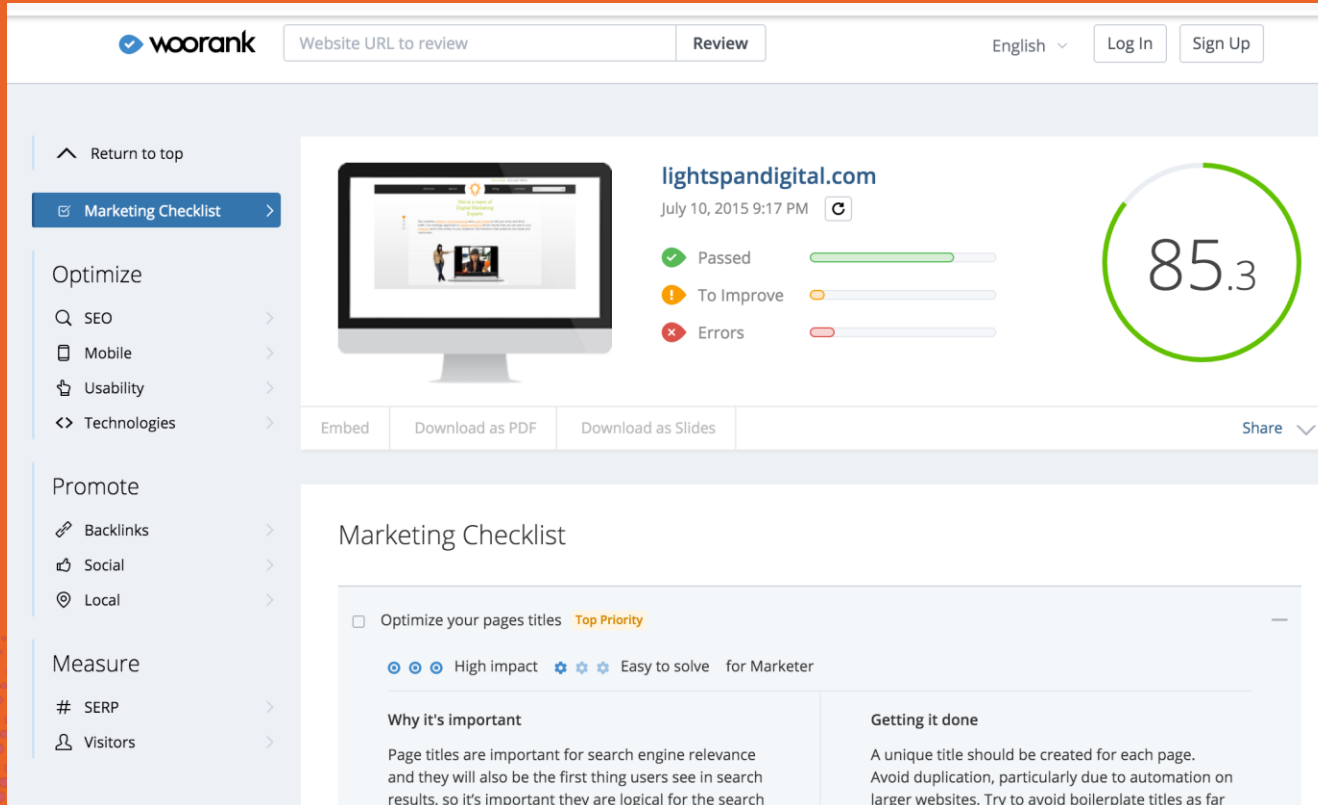
[cancel](#)

Query	Impressions <sup>?</sup> ↓	Clicks <sup>?</sup>	Average Position <sup>?</sup>	CTR <sup>?</sup>
	<b>131,519</b> <small>% of Total: 100.00% (131,519)</small>	<b>3,607</b> <small>% of Total: 100.00% (3,607)</small>	<b>26</b> <small>% of Total: 100.00% (26)</small>	<b>2.74%</b> <small>Avg for View: 2.74% (0.00%)</small>
1. (not set)	<b>43,038</b> (32.72%)	2,053 (56.92%)	26(100.10%)	4.77%
2. social media statistics	<b>7,973</b> (6.06%)	3 (0.08%)	3.1 (8.60%)	0.04%

# USE THE DATA TO INJECT CHANGE

Query	Impressions <sup>?</sup> ↓	Clicks <sup>?</sup>	Average Position <sup>?</sup>
	<b>137,271</b> % of Total: 100.00% (137,271)	<b>3,788</b> % of Total: 100.00% (3,788)	<b>26</b> % of Total: 100.00% (26)
11. url builder	<b>1,437</b> (1.05%)	0 (0.00%)	26(100.69%)
12. social media stats	<b>1,096</b> (0.80%)	1 (0.03%)	4.1 (12.54%)
13. sliding into dms	<b>1,089</b> (0.79%)	1 (0.03%)	2.2 (4.85%)
14. subcategories	<b>1,012</b> (0.74%)	0 (0.00%)	9.2 (33.20%)
<b>15. digital marketing agency chicago</b>	<b>797</b> (0.58%)	<b>2</b> (0.05%)	<b>15</b> (57.88%)
16. lightspan	<b>754</b> (0.55%)	11 (0.29%)	1.6 (2.35%)
17. google url builder	<b>746</b> (0.54%)	0 (0.00%)	36(141.74%)
18. social media marketing statistics	<b>687</b> (0.50%)	0 (0.00%)	11 (41.80%)
19. dms urban dictionary	<b>646</b> (0.47%)	0 (0.00%)	9.6 (35.11%)
20. lightspan digital	<b>642</b> (0.47%)	60 (1.58%)	1.1 (0.35%)

# 4. RUN AN AUDIT



The screenshot displays the Woorank website audit interface. At the top, there is a search bar for the website URL, a 'Review' button, and options for language (English) and user actions (Log In, Sign Up). The main content area shows the website being audited, 'lightspandigital.com', with a score of 85.3. A progress bar indicates the score, and three categories are listed: 'Passed' (green), 'To Improve' (yellow), and 'Errors' (red). Below the score, there are options to 'Embed', 'Download as PDF', 'Download as Slides', and 'Share'. The 'Marketing Checklist' section is visible, with a task to 'Optimize your pages titles' marked as 'Top Priority'. The task details include 'High impact', 'Easy to solve', and 'for Marketer'. The 'Why it's important' section explains that page titles are crucial for search engine relevance and should be logical. The 'Getting it done' section advises creating unique titles and avoiding boilerplate titles.



# USE THE GUIDANCE

## SEO

Title Tag Digital Marketing – Social Media – Email Marketing – Chicago, IL | Lightspan Digital

Length: 84 character(s)

Meta Description Chicago digital marketing company offering social media marketing and email marketing

Length: 85 character(s)

Google Preview

[Digital Marketing – Social Media – Email Marketing – Chicago, IL |...](#)  
[lightspandigital.com/](#)  
 Chicago digital marketing company offering social media marketing and email marketing

Headings

	<H1>	<H2>	<H3>	<H4>	<H5>
	6	1	0	0	0

**<H1>** Digital Marketing &#8211; Social Media &#8211; Email Marketing &#8211; Chicago, IL | Lightspan Digital

**<H1>** We're a team of Digital Marketing Experts

**<H1>** Content Marketing Works.



# AUDIT TOOLS

**Woorank**

**raventools.com**

**seomator.com**

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# QUESTIONS?

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**Mana Ionescu**  
President

Mana believes in digital marketing done with purpose. Her mission is to bust digital marketing myths and put marketing back in social media marketing. Mana believes in purpose and storytelling as the keys to digital marketing success. At Lightspan, Mana and her team focus on driving traffic to clients' websites and building profitable connections through social media and content marketing. In March 2014, Mana was awarded the "Chicago Woman Making History" Outstanding Entrepreneur Award by the City of Chicago Treasurer's Office.