ELITE SEM

Performance Driven Digital Marketing

SEO Tactics for Right-Brained PR Pros and Marketers

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Senior SEO Manager

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ELITESEM.COM CONFIDENTIAL

KEYWORD RESEARCH

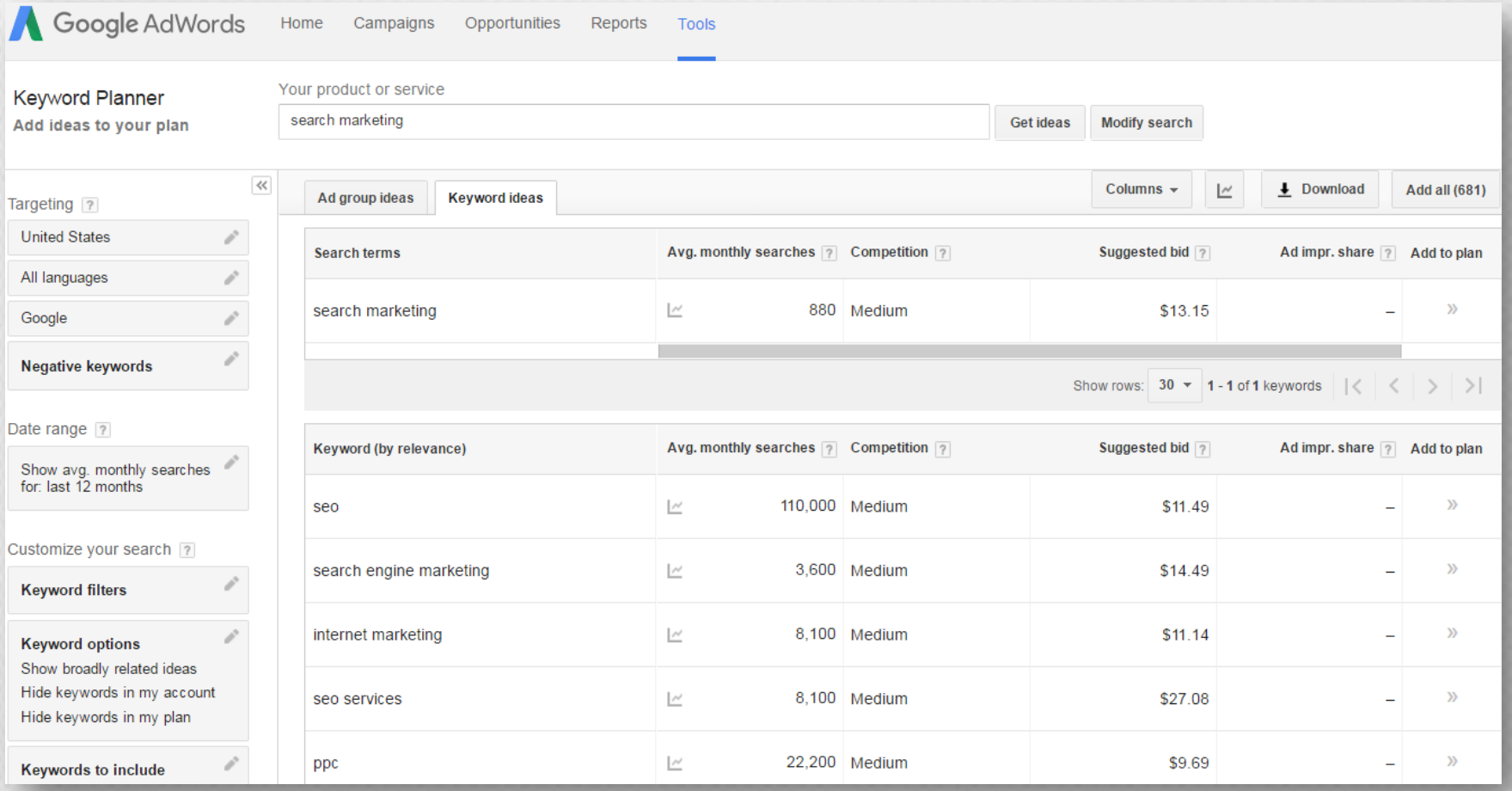
- Keyword Research is critical for SEO
- Brainstorm and research all potential ideas
- Assess both keyword search volume and competition
- Map keywords to pages
- Use Paid and Free tools to get keyword ideas

WAYS TO GET KEYWORD IDEAS

- Brand Keywords
- Google AdWords Keyword Planner Tool
- Site Search Report in Google Analytics
- Search Analytics Report in Google Search Console
- Google Search Auto Suggest
- Google Trends
- Tools such as Ubersuggest and Answer The Public
- Data Mine customer questions via Call Centers, Email and Live Chat
- Moz Keyword Explorer (Paid)
- SEMrush (Paid)

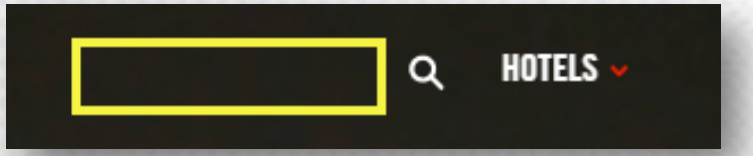
GOOGLE ADWORDS KEYWORD PLANNER TOOL

AdWords Keyword Planner tool generates keyword ideas and provides search volume data and competition level



SITE SEARCH REPORT

The Site Search report in Google Analytics shows what keywords users have searched for in the website's internal site search.



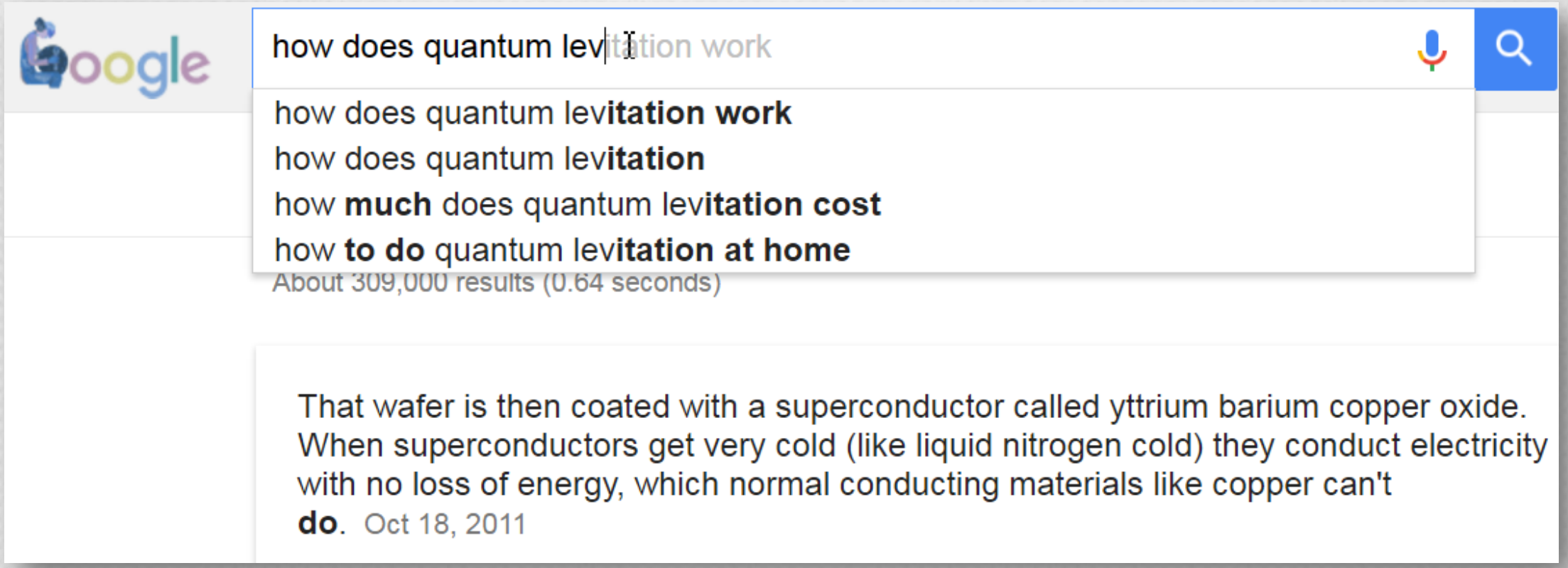
Search Term	Total Unique Searches	Results Pageviews / Search
	1,474 % of Total: 100.00% (1,474)	1.12 Avg for View: 1.12 (0.00%)
1. parking	59 (4.00%)	1.10
2. check+in+time	39 (2.65%)	1.13
3. pool	37 (2.51%)	1.14
4. reservations	35 (2.37%)	1.09
5. check+out	33 (2.24%)	1.18
6. spa	33 (2.24%)	1.00
7. check+in	30 (2.04%)	1.07
8. gym	28 (1.90%)	1.00
9. address	21 (1.42%)	1.00
10. check+out+time	21 (1.42%)	1.05

SEARCH ANALYTICS REPORT

The Search Analytics in Google Search Console shows what keywords your site has gotten impressions and clicks

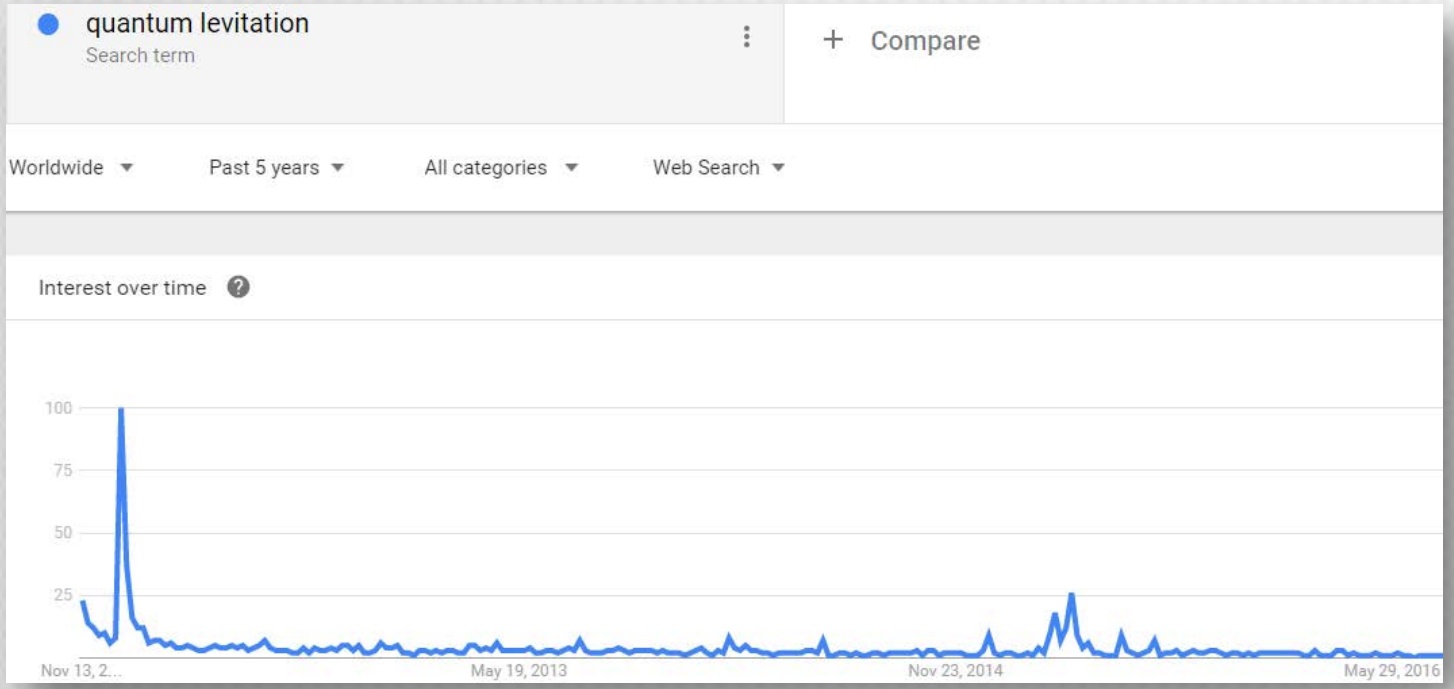
	Queries	Clicks ▼	Impressions
1	[redacted]	81,342	158...
2	camera	2,736	6,509
3	used	1,544	2,301
4	[redacted]	1,016	249...
5	light camera	927	2,187
6	[redacted]	852	2,186
7	eras	738	3,927
8	return policy	710	855
9	.com	687	2,016
10	nyc	631	1,987

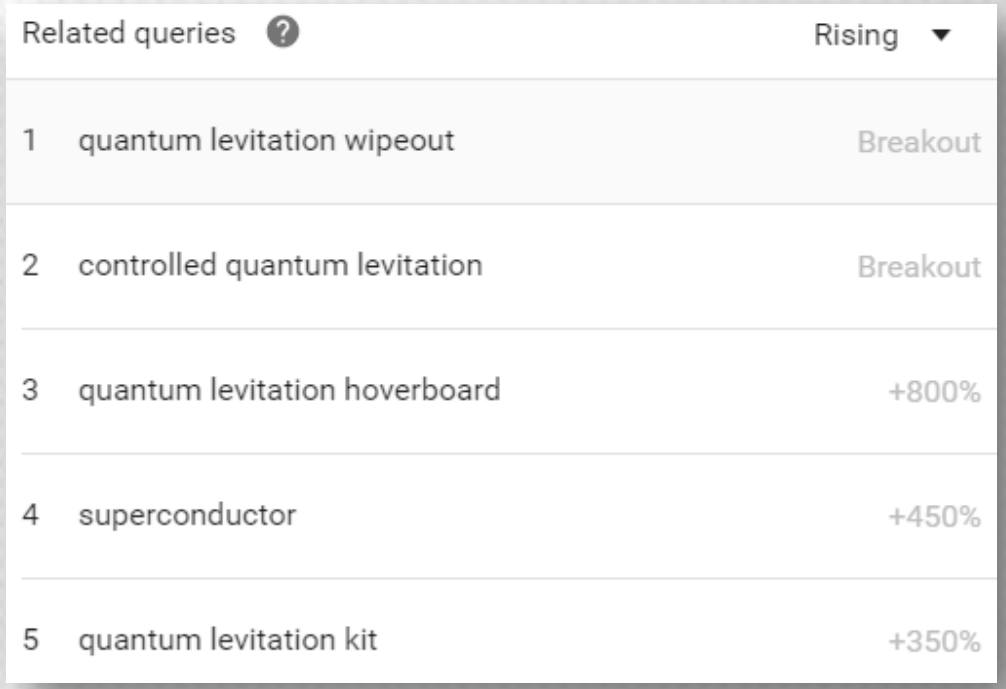
GOOGLE AUTO SEARCH SUGGEST



GOOGLE TRENDS

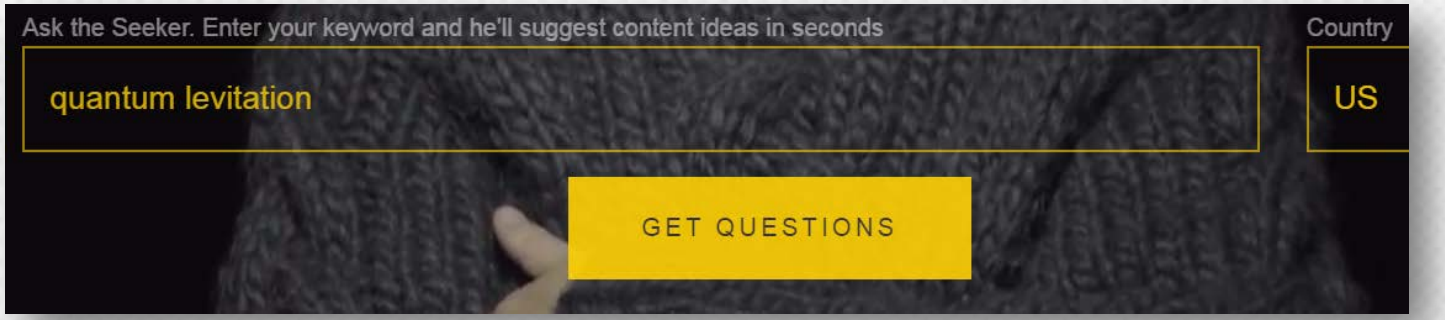
Google.com/trends





ANSWER THE PUBLIC

Answerthepublic.com



what quantum levitation

- what does quantum levitation means
- what is quantum levitation used for
- what is quantum levitation wiki
- what is quantum levitation and how does it work
- what is quantum levitation technology
- what can quantum levitation be used for
- what is quantum levitation

how quantum levitation

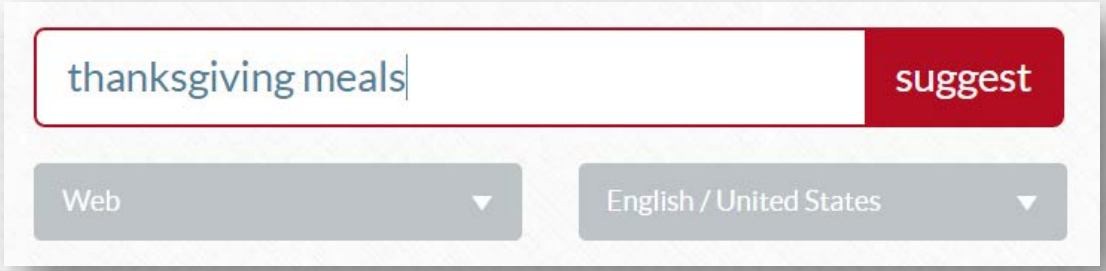
- how to use quantum levitation
- how stuff works quantum levitation
- how much does quantum levitation cost
- how to achieve quantum levitation
- how to create quantum levitation
- how to make quantum levitation device
- how to do quantum levitation
- how to make quantum levitation
- how does quantum levitation
- how to quantum levitation
- how does quantum levitation work
- how quantum levitation works

who quantum levitation

- who invented quantum levitation
- who discovered quantum levitation

UBERSUGGEST

Ubersuggest.io



a

- thanksgiving meals around the world
- thanksgiving meals at disneyland
- thanksgiving meals at disney world
- thanksgiving meals at restaurants
- thanksgiving meals austin tx
- thanksgiving meals at publix
- thanksgiving meals atlanta
- thanksgiving meals austin
- thanksgiving meals and recipes

b

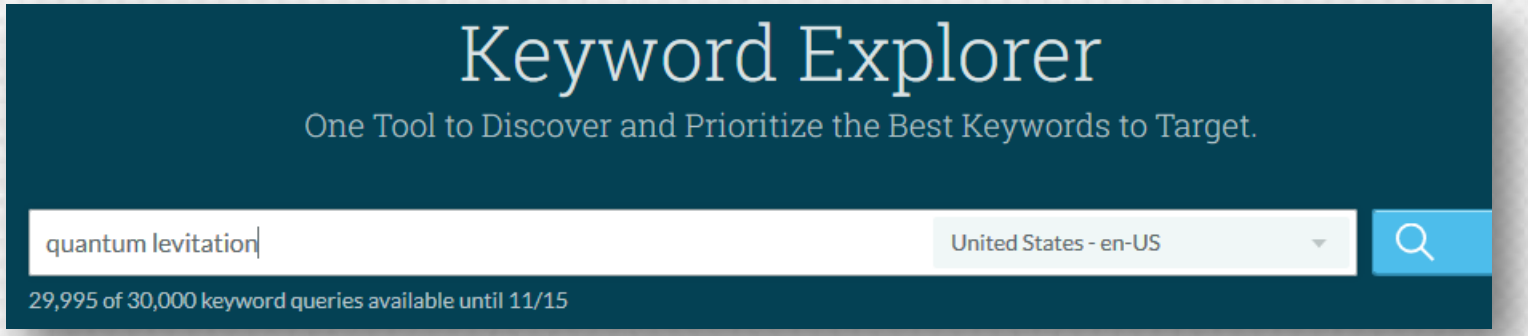
- thanksgiving meals boston market
- thanksgiving meals by mail order
- thanksgiving meals bob evans
- thanksgiving best meals
- thanksgiving buffet bay area
- thanksgiving buffet boston
- thanksgiving brunch boston
- thanksgiving buffet buffalo ny
- thanksgiving buffet baton rouge
- thanksgiving buffet boston 2013

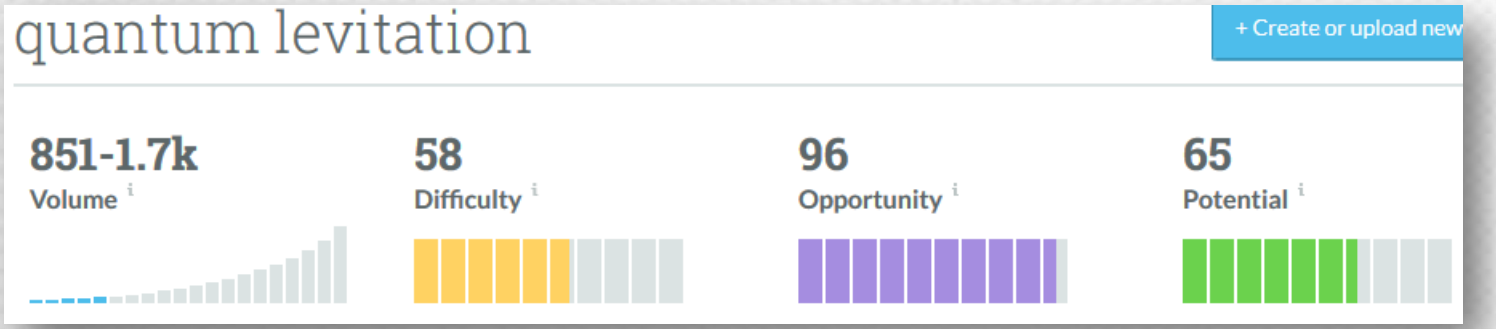
f

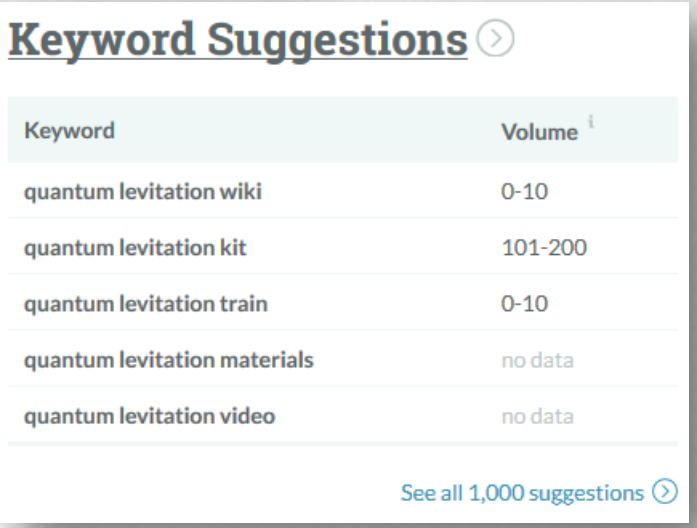
- thanksgiving meals for homeless
- thanksgiving meals for two
- thanksgiving meals for vegetarians
- thanksgiving meals for needy families
- thanksgiving meals for dogs
- thanksgiving meals for the poor
- thanksgiving meals for military
- thanksgiving meals for diabetics
- thanksgiving meals for sale
- thanksgiving meals from kroger

MOZ KEYWORD EXPLORER

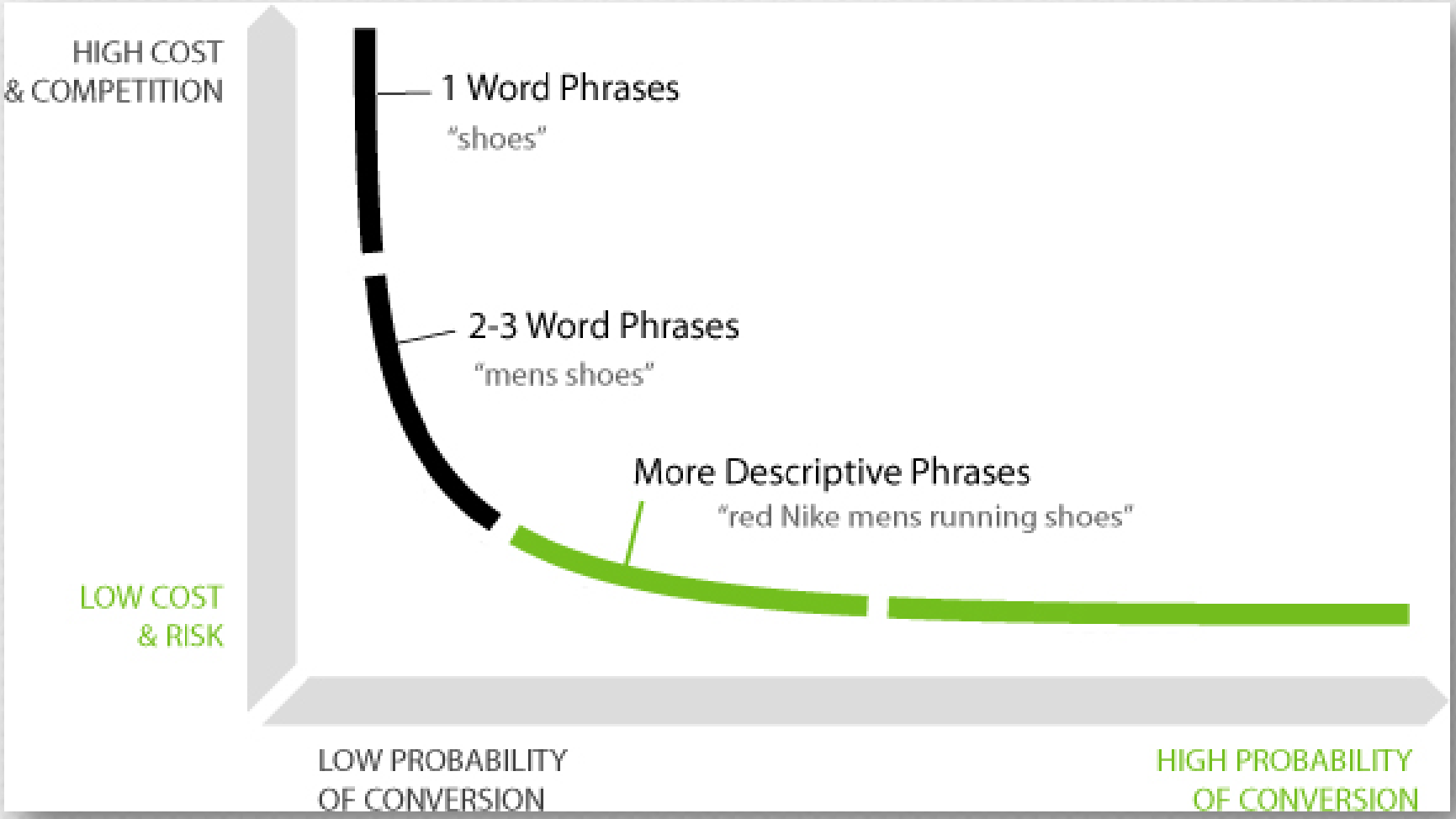
Moz.com/products/pro/keyword-explorer







LONG TAIL KEYWORDS



LONG TAIL KEYWORD SEARCH

"World Series"

vs.

"Indians versus Cubs Game 7 World Series"

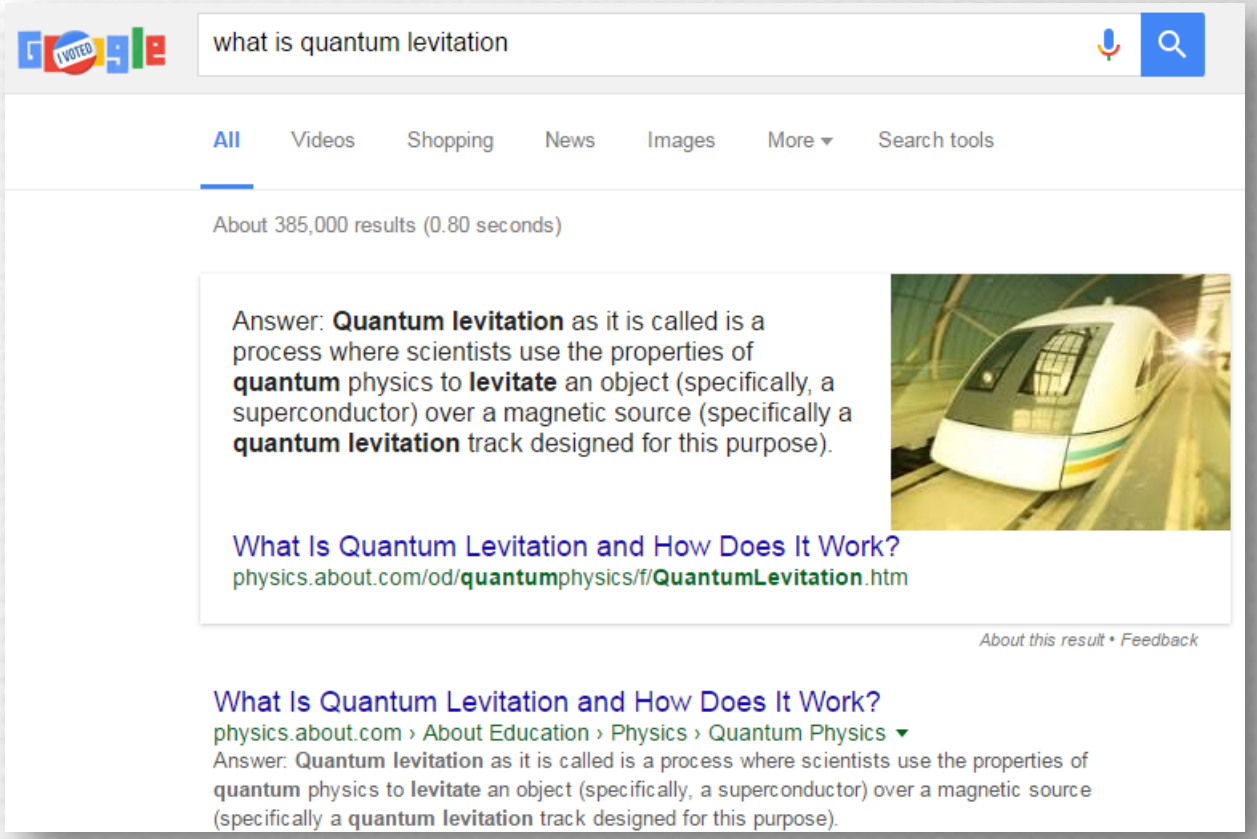
LONG TAIL KEYWORD SEARCH

- Hyper targeted specific keywords
- Search volume may be lower but can be hugely valuable for a business
- Usually don’t return search volume data in Google Adwords Keyword Planner
- Usually have low competition
- Tend to convert easily

CONVERSATIONAL SEARCH

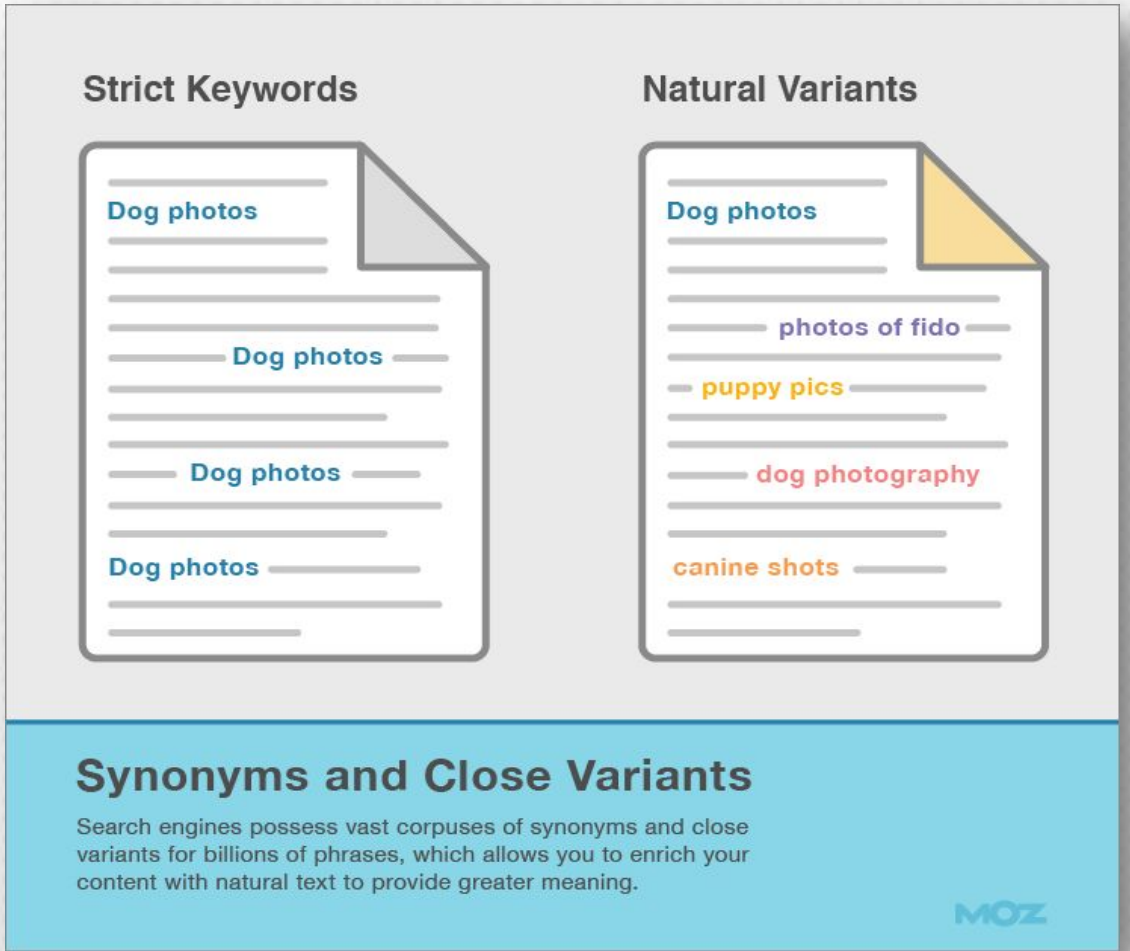
Be sure to think about conversation search as you research keyword ideas and develop content topics

what is quantum levitation



LEVERAGE KEYWORDS IN CONTENT

Leverage keywords but don't be strict about it, use natural variants. Write for users not search engines.



ON-PAGE OPTIMIZATION

- Page Title
- Meta Description
- URL
- Page Headers
- Image Alt Text (Don't Spam)
- Anchor Text for internal links

TAKEAWAYS

- ✓ Ensure that you conduct keyword research before writing content
- ✓ Leverage as many resources and tools as possible to get keyword ideas
- ✓ Write for users and include keywords in content
- ✓ Leverage long tail keywords where possible
- ✓ Think about conversational search as you develop content topics
- ✓ Optimize page elements using keywords

THANK YOU!