



ELITE SEM

Performance Driven Digital Marketing

SEO Tactics for Right-Brained PR Pros and Marketers

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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

The screenshot displays the Google AdWords Keyword Planner interface. At the top, the navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The main heading is 'Keyword Planner' with the subtext 'Add ideas to your plan'. A search input field contains 'search marketing', with 'Get ideas' and 'Modify search' buttons. The interface is divided into a left sidebar and a main content area.

Targeting (left sidebar):

- United States
- All languages
- Google
- Negative keywords

Date range: Show avg. monthly searches for: last 12 months

Customize your search:

- Keyword filters
- Keyword options: Show broadly related ideas, Hide keywords in my account, Hide keywords in my plan
- Keywords to include

Main Content Area:

Buttons: Ad group ideas, Keyword ideas, Columns, Download, Add all (681)

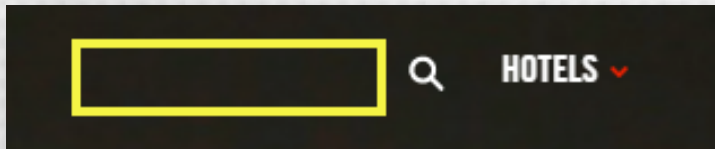
Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
search marketing	880	Medium	\$13.15	-	»

Show rows: 30 | 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
seo	110,000	Medium	\$11.49	-	»
search engine marketing	3,600	Medium	\$14.49	-	»
internet marketing	8,100	Medium	\$11.14	-	»
seo services	8,100	Medium	\$27.08	-	»
ppc	22,200	Medium	\$9.69	-	»

SITE SEARCH REPORT

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



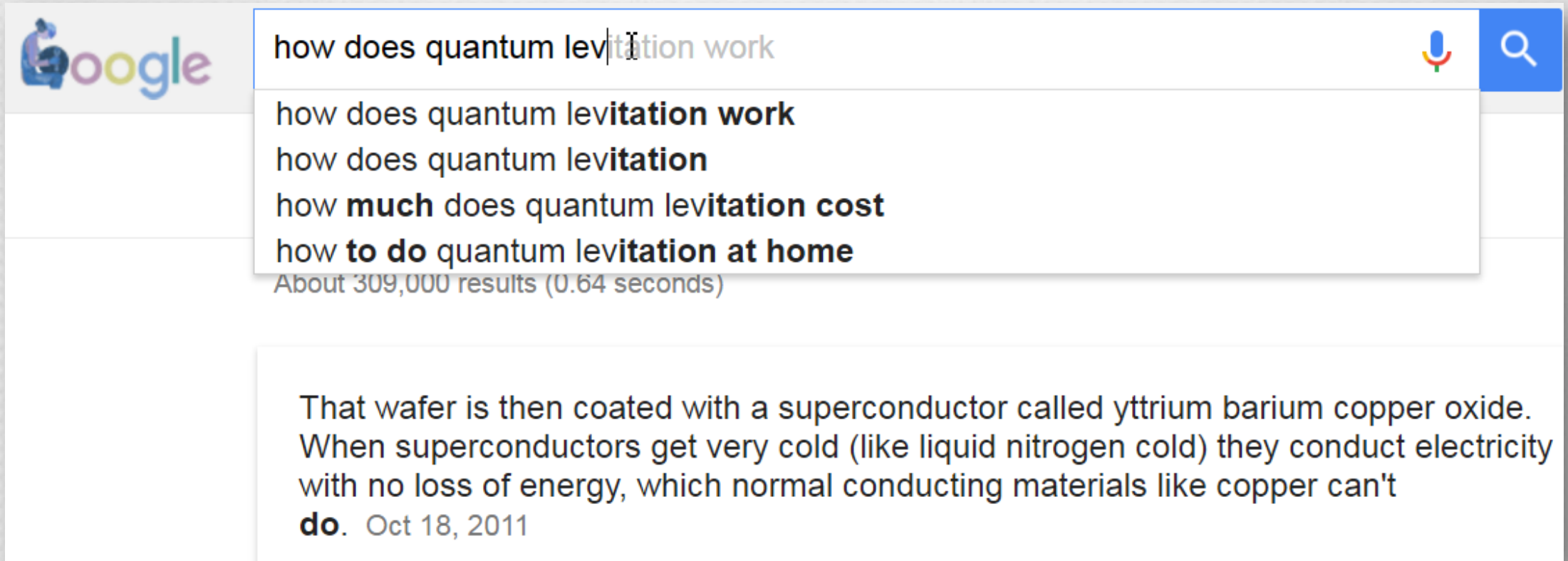
Search Term ?	Total Unique Searches ? ↓	Results Pageviews / Search ?
	1,474 % of Total: 100.00% (1,474)	1.12 Avg for View: 1.12 (0.00%)
1. parking	59 (4.00%)	1.10
2. check+in+time	39 (2.65%)	1.13
3. pool	37 (2.51%)	1.14
4. reservations	35 (2.37%)	1.09
5. check+out	33 (2.24%)	1.18
6. spa	33 (2.24%)	1.00
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	[REDACTED] camera	2,736	6,509 >>
3	[REDACTED] used	1,544	2,301 >>
4	[REDACTED]	1,016	249... >>
5	[REDACTED] light camera	927	2,187 >>
6	[REDACTED]	852	2,186 >>
7	[REDACTED] heras	738	3,927 >>
8	[REDACTED] return policy	710	855 >>
9	[REDACTED].com	687	2,016 >>
10	[REDACTED] nyc	631	1,987 >>

GOOGLE AUTO SEARCH SUGGEST



The image shows a screenshot of a Google search page. The search bar contains the text "how does quantum levitation work". To the right of the search bar are a microphone icon and a search button. Below the search bar, a dropdown menu displays four search suggestions:

- how does quantum levitation work
- how does quantum levitation work
- how does quantum levitation
- how **much** does quantum levitation cost
- how **to do** quantum levitation at home

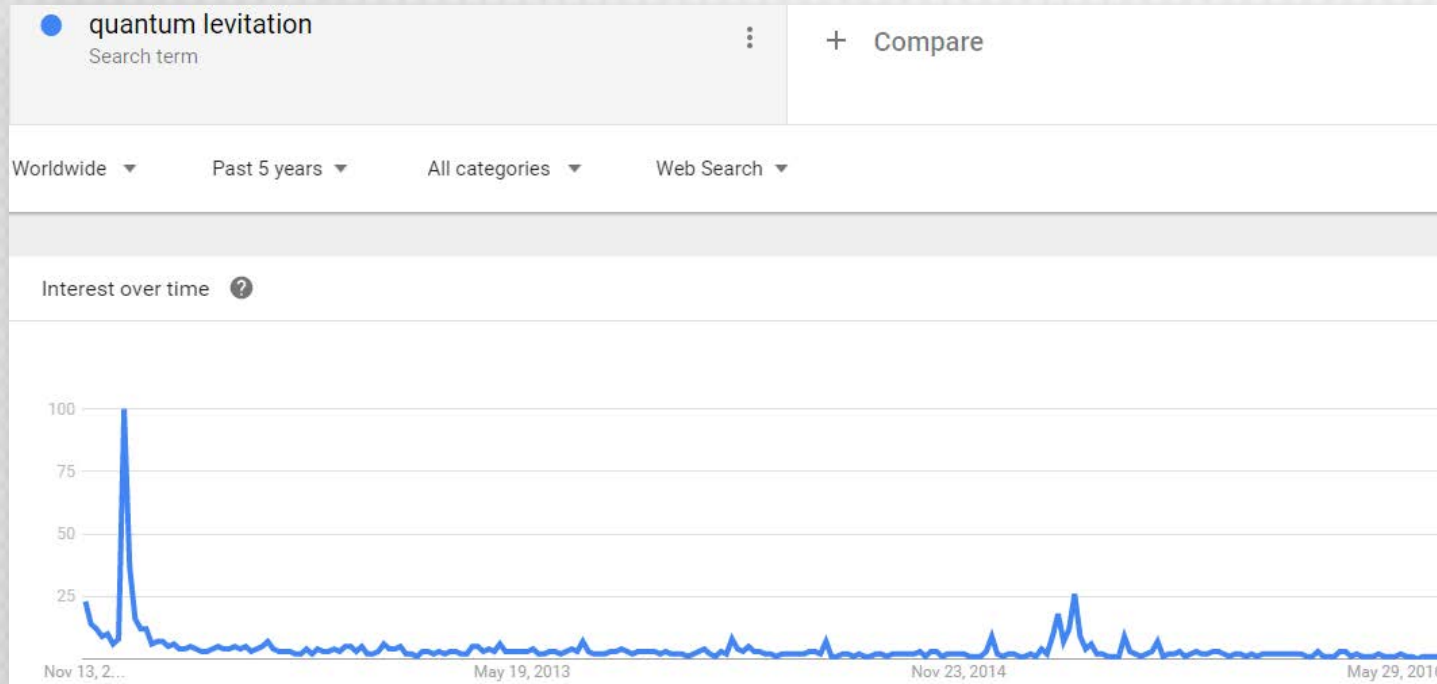
Below the suggestions, it says "About 309,000 results (0.64 seconds)".

The first search result is visible, showing a snippet of text:

That wafer is then coated with a superconductor called yttrium barium copper oxide. When superconductors get very cold (like liquid nitrogen cold) they conduct electricity with no loss of energy, which normal conducting materials like copper can't **do**. Oct 18, 2011

GOOGLE TRENDS

Google.com/trends



Related queries		Rising
1	quantum levitation wipeout	Breakout
2	controlled quantum levitation	Breakout
3	quantum levitation hoverboard	+800%
4	superconductor	+450%
5	quantum levitation kit	+350%

ANSWER THE PUBLIC

Answerthepublic.com

Ask the Seeker. Enter your keyword and he'll suggest content ideas in seconds

Country

quantum levitation

US

GET QUESTIONS

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

thanksgiving meals suggest

Web English / United States

- 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

Keyword Explorer

One Tool to Discover and Prioritize the Best Keywords to Target.

quantum levitation | United States - en-US

29,995 of 30,000 keyword queries available until 11/15

quantum levitation

+ Create or upload new

851-1.7k
Volume ⁱ

58
Difficulty ⁱ

96
Opportunity ⁱ

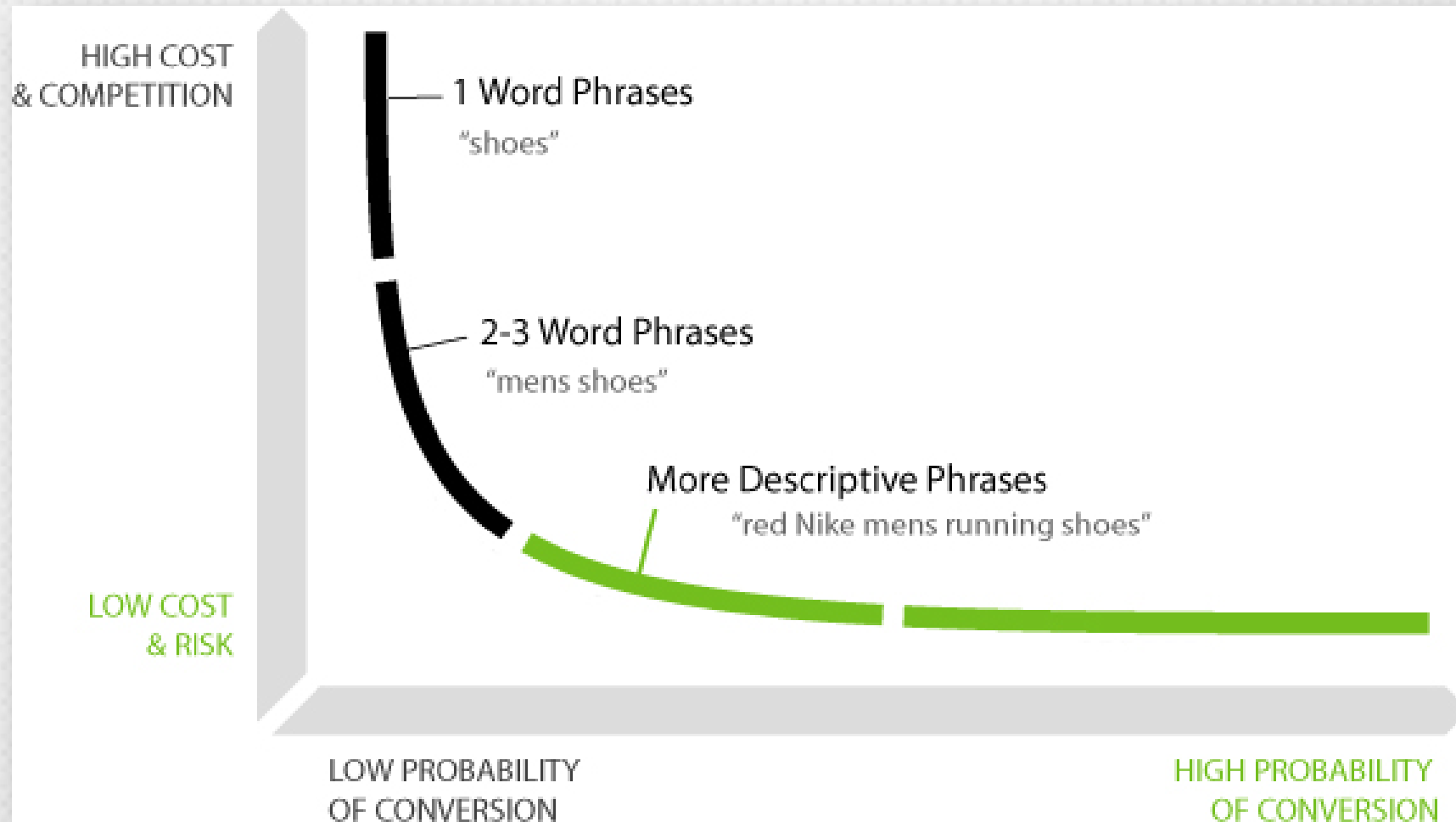
65
Potential ⁱ

Keyword Suggestions

Keyword	Volume ⁱ
quantum levitation wiki	0-10
quantum levitation kit	101-200
quantum levitation train	0-10
quantum levitation materials	no data
quantum levitation video	no data

[See all 1,000 suggestions](#)

LONG TAIL KEYWORDS



LONG TAIL KEYWORD SEARCH

“World Series”

VS.

“Indians versus Cubs Game 7 World Series”

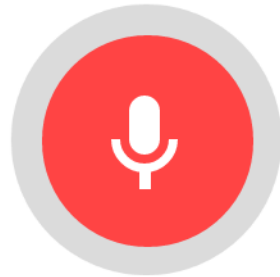
LONG TAIL KEYWORD SEARCH

- 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




what is quantum levitation

All Videos Shopping News Images More Search tools

About 385,000 results (0.80 seconds)

Answer: **Quantum levitation** as it is called is a process where scientists use the properties of **quantum** physics to **levitate** an object (specifically, a superconductor) over a magnetic source (specifically a **quantum levitation** track designed for this purpose).



[What Is Quantum Levitation and How Does It Work?](https://physics.about.com/od/quantumphysics/f/QuantumLevitation.htm)
physics.about.com/od/quantumphysics/f/QuantumLevitation.htm

About this result • Feedback

[What Is Quantum Levitation and How Does It Work?](https://physics.about.com/od/quantumphysics/f/QuantumLevitation.htm)
physics.about.com › About Education › Physics › Quantum Physics

Answer: **Quantum levitation** as it is called is a process where scientists use the properties of **quantum** physics to **levitate** an object (specifically, a superconductor) over a magnetic source (specifically a **quantum levitation** track designed for this purpose).

LEVERAGE KEYWORDS IN CONTENT

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

The diagram illustrates two approaches to keyword usage in content. On the left, 'Strict Keywords' shows a document with the phrase 'Dog photos' repeated four times in blue text. On the right, 'Natural Variants' shows a document with 'Dog photos' at the top, followed by 'photos of fido', 'puppy pics', 'dog photography', and 'canine shots' in various colors (purple, yellow, red, orange). Below the diagrams is a blue box with the title 'Synonyms and Close Variants' and a paragraph explaining that search engines have vast corpora of synonyms and close variants for billions of phrases, allowing content to be enriched with natural text for greater meaning. The MOZ logo is in the bottom right of this box.

Strict Keywords

Dog photos

Dog photos

Dog photos

Dog photos

Natural Variants

Dog photos

photos of fido

puppy pics

dog photography

canine shots

Synonyms and Close Variants

Search engines possess vast corpuses of synonyms and close variants for billions of phrases, which allows you to enrich your content with natural text to provide greater meaning.

MOZ

ON-PAGE OPTIMIZATION

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

The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: http://marysbakery.com/chocolate-donuts

Uniquely Valuable
The content offers everything a searcher might want in a unique, high-quality amalgamation.

Phenomenal UX
Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Bot Accessible
There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Shared
Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Keyword Targeted
Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

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!