

## KEYWORD SELECTION

Choosing the right keywords can make or break your marketing success.

### How important is Keyword Selection?

- Keeps your site current and relevant.
- Your chosen keywords direct most, if not all, of your marketing strategy.
- “Action” keywords streamline site traffic into that which yields profits.

Each of your site’s pages needs to have keyword-rich information and content. Knowing what phrases to target is necessary in your optimization efforts.

### Understanding the Industry Terms

Types of keywords:

1. Short-tail keywords - include one or two words, have the highest search volume, and are the most difficult keywords to rank for.
2. Long-tail keywords - Have a much lower search volume – usually include three or more words.

Categories of keywords:

- a. Navigational – Used to find a specific web page (e.g. a search for “payless” should list the Payless site)
- b. Informational – Used to find information on a topic (e.g. “cheap shoes online” “designer shoe style”)
- c. Transactional – Used to complete a transaction on the web (e.g. “buy shoes online” “get designer boots”)

### Choosing the Right Keywords

Chosen keywords should have the following attributes:

1. Relevance - Target phrases that accurately describe your site content. Will searchers find what they are looking for on your site when they search using these keywords?
2. Target Location - Choose keywords that are geo-targeted; the more specific, the better. (e.g. “new construction homes in Prescott Arizona”)
3. High Search Volume and Competition - Understand not only the demand for a given term, but also the work required to achieve those rankings. Make sure to select keywords you can compete on.

### Selecting and Using a Keyword Research Tool

Unless you’re a mind reader, you are going to need some of these tools to select your keywords.

- Google Adwords’ Keyword Tool
- Google Insights for Search
- Google Trends Keyword Demand Prediction
- Microsoft Advertising Intelligence
- Wordtracker’s Free Basic Keyword Demand

Finding the right set of keywords to target with your search engine optimization efforts is the first step in getting to the first page of SERPs. Make sure to get it right and you will be on your way to achieving success on search engines.

### Fast Facts

- Some keyword get as much as 5,000 searches a day.
- Popular phrases only make up about 30% of searches performed online.
- About 70% of searches lie in what is called a “long tail” of search. These are unique search terms that are typed a few times a day but converts well.