



CreatorSEO Keywords/phrases Process Guide

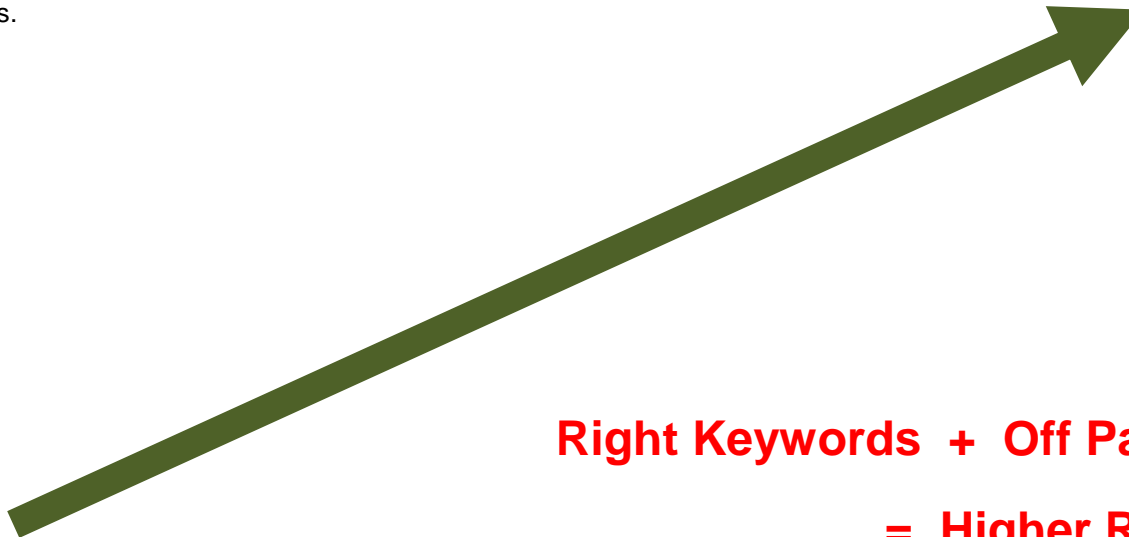
Updated: May 2010

Introduction

This guide has been developed by CreatorSEO to help our clients manage their SEO campaigns. This guide will be updated regularly as the Search Engines amend the criteria for organic search rankings/change their algorithms.

K12 UPDATE YOUR SITE

Now you have chosen your Top Keywords, your site needs to reflect these



K1 YOUR ELEVATOR PITCH

Define your marketing messages:
can you describe your business in
2 sentences

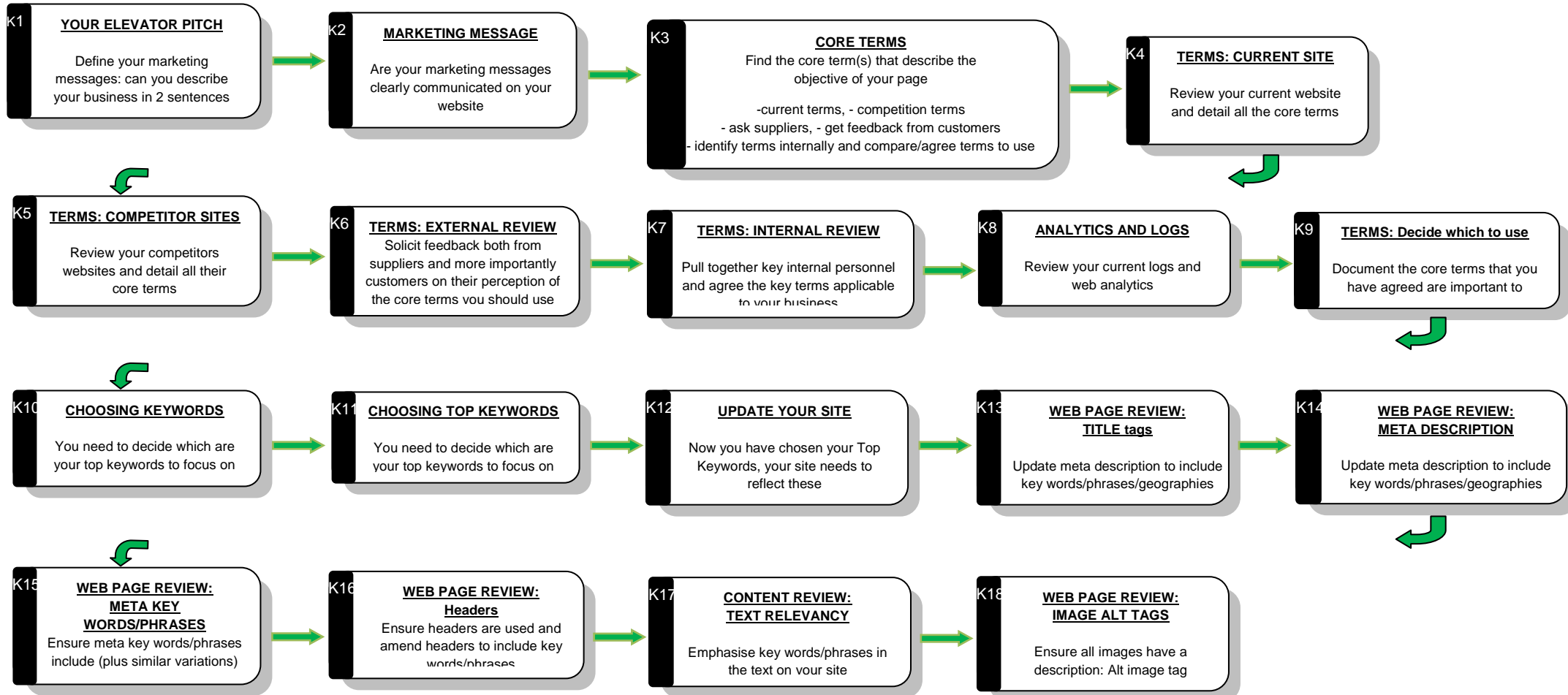
Right Keywords + Off Page optimization
= Higher Rankings
= More Traffic
= More Sales



SEO Keywords Process Steps



The SEO Keyword Process





SEO Keywords Process Steps



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Definitions

Keywords

Also known as search terms or query terms. Keywords are the word(s) and/or phrase(s) a user searches while using the internet: these words make sure that you can be found! Keywords are the terms your customer or potential visitor uses when they type in a search box (Google, Bing, Yahoo, etc.)

A Search Engine Results Page (SERP) ranks indexed sites against the relevant terms.

Often large organisations make the mistake of using their own unique keyword terms or acronyms: then they wonder why their site traffic is low.

Keyword Phrases

Keywords phrases typically contain between 2 to 5 keywords. These are the phrases that visitors would typically use in search queries to find your website.

Keyword Length

A longer search phrase is directly associated with better targeting and increased traffic. Most good keyword phrases are generally 2 to 5 words. As you add more content/pages to your site; you need to know and analyse your keywords especially for the landing pages. Make sure you have the right keywords/phrases on the right pages.

Keyword Density

A measure of prominent keywords that appear in the content of a page. The keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page.

Keyword density is always considered to be important to search engine optimisation. However, as search engine algorithms differ for each search engine and the algorithms are not advised, it is difficult to predict the optimum keyword density for all search engines. As a general rule, we recommend a value of between 3 and 5% excluding stop words as an optimum keyword density.

Keyword Marketing

Very important for internet marketing / search engine optimization (SEO). Keyword marketing is the promotion of keyword optimized pages (words and links).

Keyword Submission

Very important for internet marketing / search engine optimization (SEO). Usually used in relation to pay-per-click. Keyword submission incorporates the selection, bid cost assessment and budgeting that users carry out when reviewing advertising networks.

Keyword Stuffing

Negatively effects your search engine optimization (SEO). Keyword stuffing is the excessive use of lots of keywords with the intention of influencing the search engines. Keyword stuffing is often used in conjunction with cloaking, doorway sites and hidden text.

Keyword Targeting

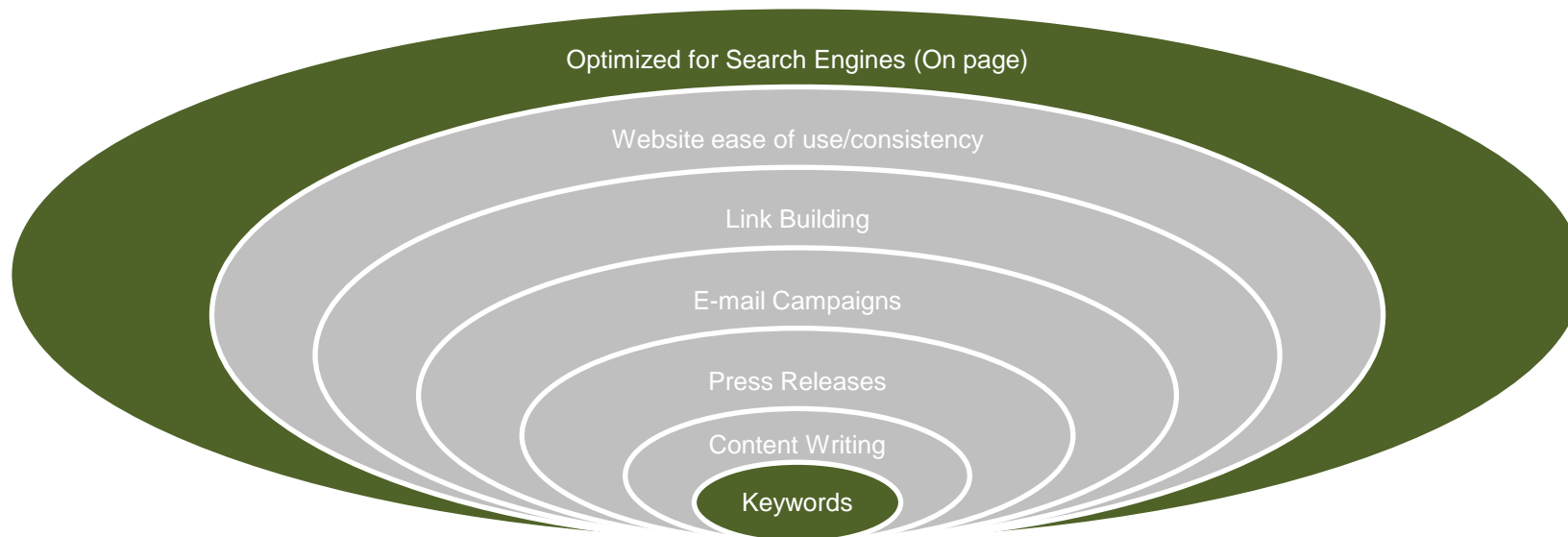
Generic keyword terms (e.g. insurance) may occasionally result in high rankings. Being more specific usually will result in higher rankings and more conversions (e.g. car insurance, London, UK).



The importance of Keywords / Phrases

Knowing and using the correct Keywords / Phrases is one of the most crucial aspects of a successful search engine optimization (SEO) campaign. The internet is dynamic and constantly changing; new competitors, search words change and so on. You need review and manage your keywords/phrases on an on-going basis for successful SEO, it's an ongoing process!

Selecting the right keywords will help improve your return on investment in internet marketing. Once you have identified the right keywords, you need analyze, prioritize and organize these and use them in your site to bring you the right traffic. Knowing the right keywords forms the basis for successful and consistent internet marketing campaigns.



Before you begin any SEO/ internet marketing campaign you must select your keywords / phrases.



The process of keyword optimisation

Before you begin any SEO / Internet marketing campaign you must select your keywords / phrases. Sounds simple, so what do you need to do? Follow this process as a guide to getting your Keywords right and beat your Competition.

Remember getting high rankings on the search engines is all about knowing what your competitors are doing and then for you to do better!

	Process step	Explanation
SEO Elevator Pitch	<p>k1</p> <p><u>YOUR ELEVATOR PITCH</u></p> <p>Define your marketing messages: can you describe your business in 2 sentences</p>	<p>k1</p> <p>In 2 sentences, describe/sell the service/product that you are offering to potential customers.</p> <p>An elevator pitch is often a single and key part of your marketing program. It should be both succinct and compelling. An effective elevator pitch could include:</p> <ul style="list-style-type: none"> • A description of your offering and why it is needed (benefits) • An explanation to why you are the right supplier (key differentiators and skills) • And a hook to generate interest
SEO Marketing Message	<p>k2</p> <p><u>MARKETING MESSAGE</u></p> <p>Are your marketing messages clearly communicated on your website</p>	<p>k2</p> <p>Your potential customers need to clearly get your marketing message(s) from your website. Your site (meta title, meta description, keywords and phrases, content, and so on) need to be consistent and support your elevator pitch.</p>



SEO | Core Terms

K3

CORE TERMS

Find the core term(s) that describe the objective of your page

- current terms
- competition terms
- ask suppliers
- get feedback from customers
- identify terms internally and compare/agree terms to use

Do you know which search terms (words/phrases) that are used by potential customers? These come from two sources, the keywords you already know and the keywords that are unknown.

Try to ensure that you know the maximum number of key search words/terms. You will know most of these; why not ask some customers and analyze the keywords/terms that your competitors are using.

What would you expect potential customers to type in their search engine browser, to find your site? If you were looking for your product, what would you type into the browser? What type of problems does your product or services solve (customer needs)? These answers are likely to be good keyword phrases.

An organized approach to finding your keyword phrases is essential.

K3

First you need to look at the core words/terms that potential visitors would use while searching for your product or service.

A core SEO term is a single word or phrase from which many other search phrases can be created. You can take variations of the core term and also different combinations of the terms/words used.

For example, a computer shop might have the following core terms:

Computer
Printer

Including variations and combinations, will give you possible keywords /phrases:



SEO Keywords Process Steps



		<p>Computer Computer monitors Personal computer Desktop computer Laptop computer</p>	<p>Printer Laser printer Inkjet printer Presentation paper Inkjet paper Printer paper</p> <p>The general rule is that you have a maximum of 3 core terms optimized per page.</p> <p>You can optimize this same page for many more keywords provided they branch from the chosen key terms. The core term(s) are the focus of the page and the other keywords /phrases are variations/combinations of these.</p> <p>Core terms usually have up to 3 words in them. The core term must not be too broad (unlikely to be found) and should not be too specific (missing out on traffic who don't use this specific term). If the core term does not accurately describe the page's objective or is not bringing traffic to your site, then it's not a core term.</p> <p>Core terms need to be as simple as possible. At this stage do not worry about all the word variations or combinations. Make sure you chose the core term(s) that adequately describe the topic or the objective of the page being optimized.</p> <p>Remember this is a continuous process; you will discover new core terms, your business changes, customers use new search patterns and so on. Research these new terms using this process.</p> <p>How to identify the core SEO terms:</p> <p>To identify the core terms) it is recommended to</p>
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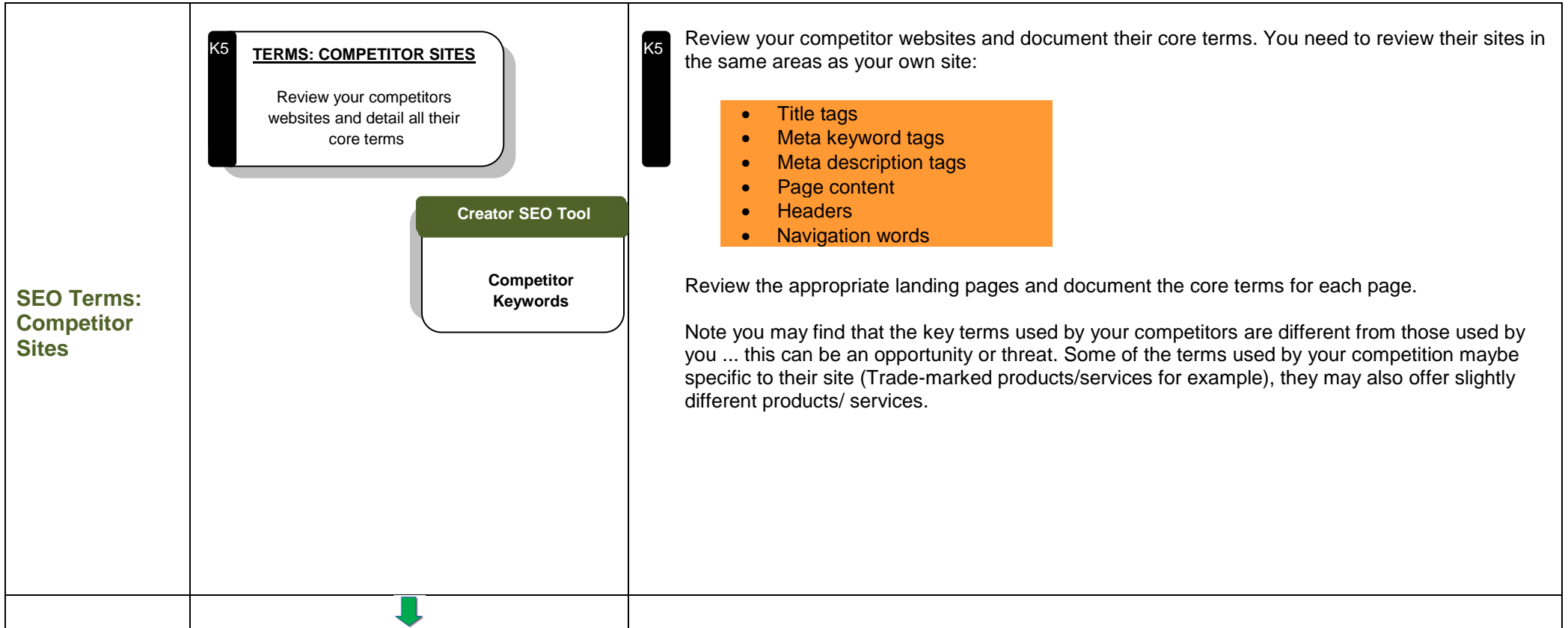
SEO Keywords Process Steps



		<ol style="list-style-type: none"> 1. Review the terms used on your website 2. Review the terms your competition are using 3. Identify new terms internally (sales and marketing are a good source) 4. Review with your suppliers and 5. Discuss with trusted customers (find out what they perceive to be key terms)
	↓	
<p>SEO Terms: Current Site</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>K4 <u>TERMS: CURRENT SITE</u></p> <p>Review your current website and detail all the core terms</p> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px; background-color: #4b7a3d; color: white; text-align: center;"> <p>Creator SEO Tool</p> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Keyword Analysis</p> </div>	<p>K4 Review your current website and document the core terms. You need to review the site in detail to ensure you pick up all the core terms: some maybe on the site for years and forgotten about or no longer relevant. Look for unique terminology.</p> <p>When you review the site you need to look at the terms not just in the page content but also in all the following areas:</p> <ul style="list-style-type: none"> • Marketing pitch • Title tags • Meta keyword tags • Meta description tags • Page content • Headers • Navigation words <p>Review each landing page and document the core terms for each page. These terms should tie in with the marketing pitch for your organisation.</p> <p>- It is not uncommon to find that the Meta tag terms do not agree with the terms of your marketing pitch or the terms mainly used on your site</p>
	↓	





SEO Keywords Process Steps





SEO Keywords Process Steps



<p>SEO Terms: External Review</p>	<p>K6 <u>TERMS: EXTERNAL REVIEW</u> Solicit feedback both from suppliers and more importantly customers on their perception of the core terms you should use</p>	<p>K6 Solicit feedback both from suppliers and customers on their perception of your core terms. What core terms do they believe should use on your site.</p> <p>It is recommended that you prepare key questions to put to your suppliers and customers. If possible you should interview the supplier/customer face-to-face to clarify answers if needed and read body language.</p> <p>Develop the questions that are most suitable for your website, product or service. Sample questions that could be used are listed below:</p> <ul style="list-style-type: none"> ✓ What terms would you use when searching for product or service X? ✓ Would you use broad or specific search terms? and why? ✓ What would you like to see on our website? What do you want to get from our site? ✓ What do we do well? ✓ What is not done well on our site? ✓ What solutions do we provide? ✓ Are there any geographical phrases that are important? ✓ Are quality credentials important? 
		



**SEO | Terms:
Internal review**

K7

TERMS: INTERNAL REVIEW

Pull together key internal personnel and agree the key terms applicable to your business

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Top Competitors



K7

Once you have reviewed your

1. Current website
2. Competitors sites
3. Suppliers feedback and
4. Customer feedback

It is time to review all this data/information in conjunction with your own internal perspective. Pull together key internal personnel and agree the key terms applicable to your business (senior management, sales and marketing personnel are important here).


There are key questions that need to be discussed and answers agreed, these include:

- ✓ Why do we have visitors to our site(s)?
- ✓ What is our on-line strategy?
- ✓ What solutions do we provide and are they communicated on our site?
- ✓ What are customers looking for?
 - What terms do they use? In what sequence do they use these terms? How specific are these?
- ✓ What markets are we targeting?
 - Are we hitting the right geographies, demographics and so on?
- ✓ What are the missed opportunities?
- ✓ What are our weaknesses?
- ✓ What are our strengths?
- ✓ Why do some customers not come to our site?
- ✓ What are our competitors doing well?
- ✓ Are they the real competition?
- ✓ What terms are used in industry? Are we using them? Should we be using them? Are our terms too complex? Do we use jargon?



SEO Keywords Process Steps



<p>SEO Analytics and Logs</p>	<p>K8</p> <p><u>ANALYTICS AND LOGS</u></p> <p>Review your current logs and web analytics</p>	<p>Use your existing logs and website analytics to find out:</p> <ul style="list-style-type: none">• What keywords are being searched on/convert to traffic• Where is your traffic coming from• How do customers find your site (referrals, organic searches, pay per click, and so on). <p>This is very useful information when you are deciding which core terms to use and the associated keywords/phrases.</p>
		



SEO | Terms: Decide Which to Use

K9

TERMS: Decide which to use

Document the core terms that you have agreed are important to

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Keyword Suggestion

Document the core terms that you have chosen for each landing page. Now that you have the core terms you can now use these to come up with your keywords.

To make sure that you have a complete list; use a word research/suggestion tool (see Creator SEO Tools), you can come up with more combinations and variations of your terms. The more extensively you carry out this step, the fewer new core terms/keywords will be found. The research/suggestion tool will give you keyword suggestions for the entered core term. You need to be confident that you have sufficiently exhausted all the research avenues: in other words, you are unlikely to find something new!

When you review core terms that have limited keyword suggestions you may want to combine core terms and re-run the tool. This is good for SEO and helps focus and targeting. Also if a core term produces too many keyword suggestions, you should consider splitting the core terms: we recommend splitting core terms if you get in excess of 125 suggested keywords (search phrases).

By adding a qualifier to a core term you make it into a keyword/ phrase. Typically a core term can be modified into a search phrase (keyword) using one or all of the following techniques:

Stemmed endings: Take your core term and add a stemmed ending. These include: 's,' 'ed,' 'ing,' 'est,' 'ies,' and so on. For example, you can take the core term 'computer' and use stemmed endings to give you 'computers' and 'computing'.

Targeting modifiers: You can add words to your core term that modify it and make it more targeted. In the example for the 'computer', you could add the modifiers such as 'Laptop computer New York' or 'Recycled computer in London'.

You can obviously combine stemmed endings with targeted modifiers. For example you could have 'Laptop computers New York' or 'Recycled computers in London'.

You may also decide to change the sequence of the words in a phrase. For example, you could decide to use 'Recycled computers in London' and 'Computers recycled in London'. Once it is relevant and is a potential search phrase; then this is another potential keyword variant.

**At this stage, it is not uncommon to have 50+ core terms
Obviously 50+ terms can result in 100's of keywords/ phrases per landing page.**



SEO Keywords Process Steps



<p>SEO Choosing Keywords</p>	<p style="text-align: center;">↓</p> <div data-bbox="344 363 757 555"> <p>K10 CHOOSING KEYWORDS</p> <p>You need to decide which are your top keywords to focus on</p> </div> <div data-bbox="622 592 907 774"> <p>Creator SEO Tool</p> <p>Keyword Difficulty</p> </div>	<div data-bbox="929 363 2139 555"> <p>K10 You cannot optimize 100's of keywords per landing page. The ultimate goal at this stage is to end up with very tightly focused groups of keywords that will be optimized most effectively on your website.</p> </div> <div data-bbox="929 491 2139 646"> <p>Single-word search queries generally produce the highest volume of results but have the lowest amount of conversions/targeted traffic. Many users of the internet start a search with single-word keywords which usually yield poor results. They then keep refining (adding more words, modifiers and so on) their search till they find the right word combination(s) to give them the results they are looking for.</p> </div> <div data-bbox="929 671 2139 703"> <p>Your job is to predict the right word (keywords) combinations and rank highly for these.</p> </div> <div data-bbox="929 762 2139 885"> <p>Two and three word search queries are used by users of the internet in far greater numbers than single keywords: targeting. Therefore you should put your optimization efforts into multiple-word phrases. Optimizing these phrases will result in higher traffic volumes to your site and a higher conversion rate.</p> </div> <div data-bbox="929 949 2139 1072"> <p>Keyword Stemmed endings and Targeting modifiers: Remember you can add these to your core terms to make more keywords. Stemmed variations of the core terms/keywords are often what are used by your customers when they are searching. The combination of keywords and stemmed variations may also yield significant results.</p> </div> <div data-bbox="929 1104 2139 1195"> <p>Localization: Broad non-localized phrases will increase traffic but these may not bring the right customers. By localizing your keywords, this is effectively targeting a specific market that usually has a greater return on investment.</p> </div> <div data-bbox="929 1228 2139 1319"> <p>You need to review all the keywords and decide which ones are of higher importance to your customers and generate more conversions for you. You need to identify the keywords that provide the best opportunities and will have a more immediate impact on your traffic and conversions.</p> </div>
	<p>↓</p>	



SEO |Choosing Top Keywords

K11 CHOOSING TOP KEYWORDS

You need to decide which are your top keywords to focus on

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Keyword Difficulty

K11

When choosing your top keywords or eliminating keywords: make sure you fully understand what your customers are looking for. Remember the customer types in their search phrases – you need to know what these are and which gives you the best return.

The following items are key to identifying which are your top keywords:

- ✓ Search Popularity
- ✓ Relevance
- ✓ Competition
- ✓ Return On Investment (ROI)/Convertibility

It is recommended that you use a spreadsheet for this exercise. A typical layout is as follows:

Keywords	Search Popularity	Relevance	Competition	ROI/Conversions	Landing Page
Top Keywords					
All Keywords					

Search Popularity is the number of times that each keyword/ phrase is searched on a daily, monthly or yearly basis. Although the actual numbers are important, the relationship or comparison with your other keywords is more relevant. Popularity depends on many factors and can be skewed depending on time of year, geography and so on.



SEO Keywords Process Steps



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Keyword Difficulty

Keywords/ phrases with high volumes are not necessarily the best. Lower volume search terms can often provide a better return on investment: you can usually get high rankings with these and drive this traffic to your site. However, the more often a keyword/ phrase is searched the greater opportunity for more traffic to your site.

Relevancy is a measure of how important a keyword is to your marketing campaign(s) and how relevant is it to your marketing pitch. If you want to drive relevant quality traffic; then you need to make sure you have the right keyword to do this.

High volume search terms are often less targeted. If you just want to drive traffic to your site (non targeted) then use search popularity as the sole metric.

Competition is a measure of whether your direct competitors are using these keywords. It is important to know which keywords your competitors use, to identify opportunities or areas which you have over-looked. Low volume searches with no completion could yield a high return on investment.

Return On Investment/Convertibility is very important in SEO / internet marketing. Some keywords may have a higher impact on your profit and return on investment. These high ROI keywords even if they are all low volume should probably appear in your top keywords.

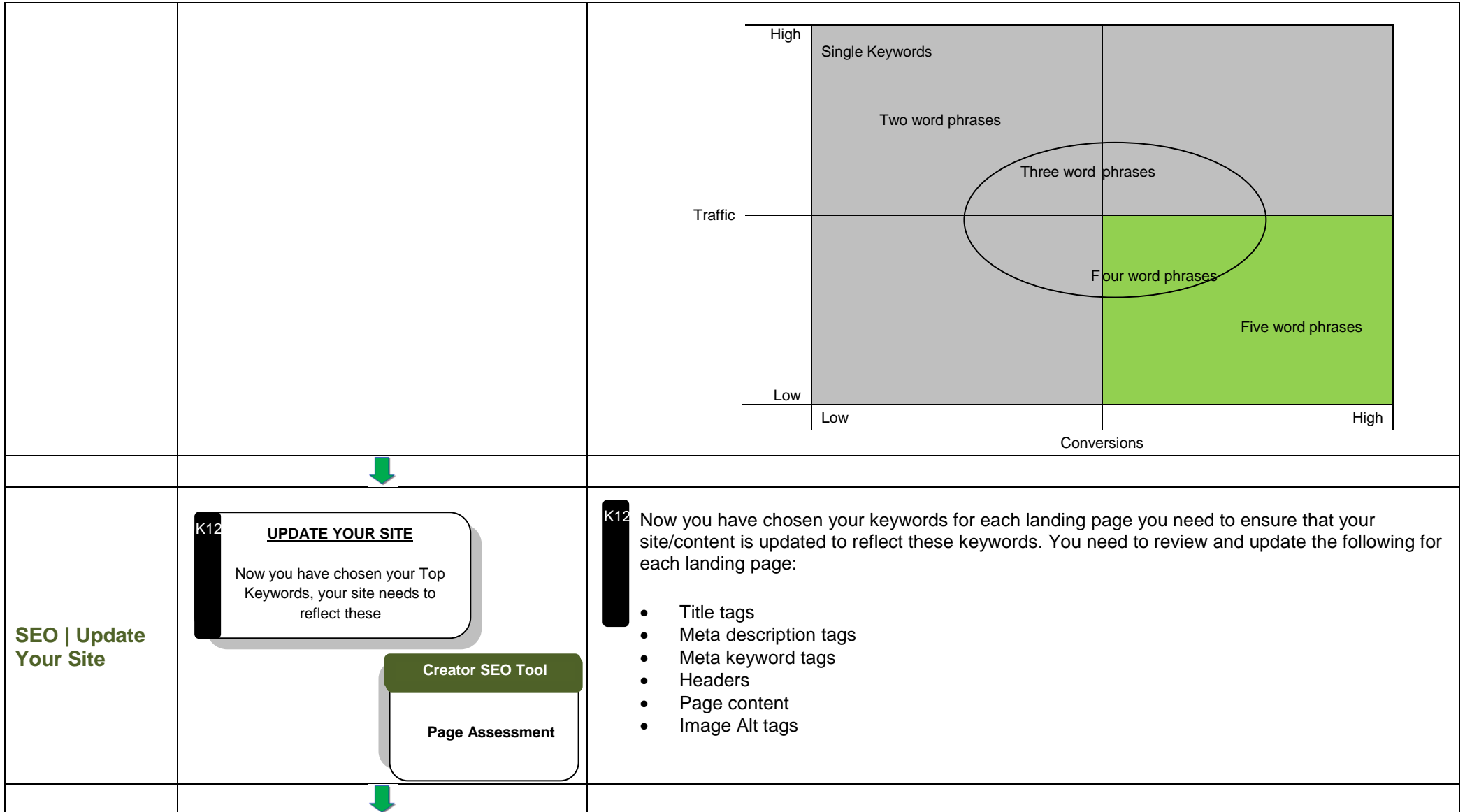
You should eliminate phrases that won't deliver converting traffic. Your selected keywords need to drive the most qualified traffic to your site therefore having the right potential customers (those who buy) on your site. Remember you have on average 8 seconds to convince a potential customer to stay on your site!

High conversion terms (multi targeted words) usually have low volume searches BUT they are usually more likely to achieve top listings and therefore more sales. The more targeted the phrase, the more likely you are to get a sale.


The diagram below is a good representation of where your return on investment is in keyword phrases: as traffic decreases in line with more words used, the higher the conversion rate. Again the 3 and 4 word phrases generally produce the best ROI.



SEO Keywords Process Steps





<p>SEO Title tags</p>	<div data-bbox="344 309 757 491"> <p>K13</p> <p>WEB PAGE REVIEW: TITLE tags</p> <p>Update meta description to include key words/phrases/geographies</p> </div> <div data-bbox="622 577 907 762"> <p>Creator SEO Tool</p> <p>Page Assessment</p> </div>	<div data-bbox="929 309 2139 414"> <p>K13</p> <p>The title tag helps searchers find your site. The Title tag is within the header of an XHTML document that defines the title of the webpage that will appear in the browser toolbar. A title tag is required in all HTML/XHTML documents/webpages.</p> </div> <div data-bbox="929 450 2139 635"> <p>If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Title tag. You will see near the top for example <code><meta name="title" content="Creator SEO Search Engine Optimization Tools improve your rankings" /></code>. In certain content management systems you will be able to update this, if not you will need to get your local IT/web development support to update this for you.</p> </div> <div data-bbox="929 705 2139 826"> <p>Use keywords and/or your brand at the beginning or end of your title tag. When choosing the keywords to include in a title tag: use as many as possible, i.e. those that are completely relevant to the particular page. Above all keep in mind the search terms that your audience use to reach your site.</p> </div> <div data-bbox="929 865 2139 896"> <p>Limit your title tag to a maximum of 65 characters (including spaces).</p> </div> <div data-bbox="929 935 2139 992"> <p>If you want to get more than one message across in a title tag you can split these using a divider i.e. ' ' or an arrow '>' or hyphen '-'.</p> </div> <div data-bbox="929 1031 2139 1088"> <p>At CreatorSEO, we have found it useful to use the same title tag as Header (H1) on a page: focuses the keywords and shows consistency.</p> </div>
		



SEO Keywords Process Steps



<p>SEO Meta Description</p>	<p>K14</p> <p><u>WEB PAGE REVIEW:</u> <u>META DESCRIPTION</u></p> <p>Update meta description to include key words/phrases/geographies</p> <p>Creator SEO Tool</p> <p>Page Assessment</p>	<p>K14</p> <p>The Meta Description is very important for good SEO. Meta description tags are hidden from the user and are not visible on the page. The meta description tag allows some search engines to display a description of your site in their search results.</p> <p>If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Meta Description tag.</p> <p>You will see near the top for example <code><meta name="description" content="CreatorSEO develops and provides SEO -Search Engine Optimization tools, training and advice to improve your ranking on the major search engines such as Google, BING, Yahoo, Ask and so. CreatorSEO also offers SEO consultancy and training services" /></code>. In certain content management systems you will be able to update this, if not you will need to get your local IT/web development support to update this for you.</p> <p>Use keywords and/or your brand in the meta description tag. Try to include as many of the keywords as possible in the meta description for the particular page. Above all keep in mind that your audience may read this; it can be critical for click through rates.</p> <p>Limit your title tag to the following: Google up to 160 characters, Yahoo up to 165 characters and Bing up to 200 characters. Any descriptions over these limits will be cut-off by the search engines.</p> <p>Remember you are accurately trying to describe your page content. Make sure that each meta description is unique and accurately reflects the page content. The search engines analyze each page of your site, so optimize each page according to its content.</p>
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SEO | Meta Keywords

K15

**WEB PAGE REVIEW:
META KEY WORDS/PHRASES**

Ensure meta key words/phrases include (plus similar variations) of your key words/phrases

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Page Assessment



K15

The Meta Keywords are very important for good SEO. Meta keywords are hidden from the user and not visible on the page. The meta keywords tag is an HTML tag which can be used to explicitly tell a search engine what the page's keywords are.

If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. You will see near the top for example `<meta name="keywords" content="Free SEO tools, SEO consultant, SEO Training, Search Engine Optimization tools monitor competitors and competition trends, CreatorSEO" />`.

Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Meta Keywords / Phrases. In certain content management systems you will be able to update this yourself, if not you will need to get your local IT/web development support to update this for you.

Try to include all of the keywords in the meta keywords and geographical locations (if applicable) for the particular page.

Limit your keywords tag to 740 characters. Use keywords that are relevant to the page, with or without commas.

Remember you are accurately trying to describe the keywords applicable to your page content. The search engines analyze each page of your site, so optimize each page according to its content.



SEO Keywords Process Steps



SEO | Headers

K16

WEB PAGE REVIEW: Headers

Ensure headers are used and amend headers to include key words/phrases

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Page Assessment

K16

Ensure that headers are used on all landing pages. Headers range from H1 to H6, with H1 being the most important and H6 the least important. The heading briefly describes the subject of a section. In the HTML code these would be shown as <H1>, <H2>, etc. You can also emphasise header key words/phrases through bolding, underlying, etc. which help relevance.

The <H1> header tag should be as close to the top of the page as possible. Ensure the H1 header contains your most important key word/phrase.

Usually it's best to place your main key words/phrases in your H1 header and your secondary key words/phrases into the H2 headers and so on.

If you right click on your mouse (while on your webpage), select 'view source' to see the source code for this page. You will see near the top for example `<h1>SEO - Search Engine Optimization</h1>
`.

Some sites may have this source hidden; use the CreatorSEO 'Page Assessment' Tool to find the Header tags. In certain content management systems you will be able to update this yourself, if not you will need to get your local IT/web development support to update this for you.





SEO Keywords Process Steps



SEO | Page Content & Alt Tags

K17

CONTENT REVIEW: TEXT RELEVANCY

Emphasise key words/phrases in the text on your site

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Page Assessment

K18

WEB PAGE REVIEW: IMAGE ALT TAGS

Ensure all images have a description: Alt image tag

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Page Assessment

K17

When writing the content for your site, try to evenly intersperse your main key word/phrases throughout appropriate articles. But remember not to overdo it.

Make sure all your keywords /phrases get included in a natural way into your content. A good rule of thumb is to include at least one of the key words/phrases per paragraph.

Try to mention your main keyword /phrase at the very top left and the very bottom right hand side of the relevant webpage For example on the bottom right hand side you could use:
© 2010 copyright www.creatorseo.com easy to use SEO tools.

Search Engines also take account of word/phrase emphases, for example using bold, underline, or italics. Again do not overdo this, which could negatively affect your rankings and make your page difficult to read. You should emphasise 1 key word/phrase per page.

K18

Ensure that all images have a description: Alt tag.

An Alt image tag describes the image and if possible should contain some/all of your key words/phrases. This also includes the banner (if you have one) on your site.

As you use your key words/phrases in your Alt tags, it is recommended that you also include an extra word like "image" or "graphic". This ensures that the Search Engines do not see your images as spam. For example, you could use "Creator SEO Tools graphic".