Keyword Research:
Best Practices & Guidelines

What is a "Keyword"?

A keyword or a keyword phrase is what we type into Google or Bing to get the product, service or answer we are looking for. Part of the SEO process is to make sure that these keywords or keyword phrases are well represented on your website.

Why is Keyword Research so Important?

Keyword Research helps uncover what phrases are the most relevant to how your customers search for your products or services. This ensures that you are visible in the Search Engines for the "right" phrases. If you show up for the wrong phrases, such as a window business only appearing for "extended handles," then you miss out on attracting new customers looking for your primary offerings. Overall Keyword Research helps you attract the right type of visitors who are searching for the things you offer.

7 Tips for Picking the "Best" Keyword Phrases

Here are 7 practical tips to help you target the keyword phrases with the most potential:

1. Consider all your product lines and brainstorm keywords within each category.
2. Look at how many times a day or month a certain keyword phrase is actually searched for – is it 10 times or 100 times? Keywords with larger search volumes will generate more traffic.
3. Look at how many other websites are listed for the keyword phrase in Google. What type of websites rank for these phrases and is there an overwhelming amount of competition?
4. Ask your friends, "If you were looking for a product like this, what would you search for?"
5. Try to avoid one word keywords and create 3-5 word keyword phrases to help better target your traffic.
6. Make sure your keywords account for all stages of the buying process.
7. Always keep user experience at the top of your priorities! Avoid stuffing your targeted keyword phrases into text where they don't belong. The Search Engines know when you are doing this and you'll drive your visitors away.

Start Optimizing Your Website Today!

There is no better time than the present. Take an hour to sit down and brainstorm the keyword phrases you think your customers use to find you. Need some help?

Our **Keyword Research** experts can lend a hand by suggesting the most relevant and profitable keywords for your website! Contact us today at **1-888-262-6687** to get started.

Contact Us for More Information:
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