SEO, Copywriting, & Keyword Research

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About Me

Main Objective

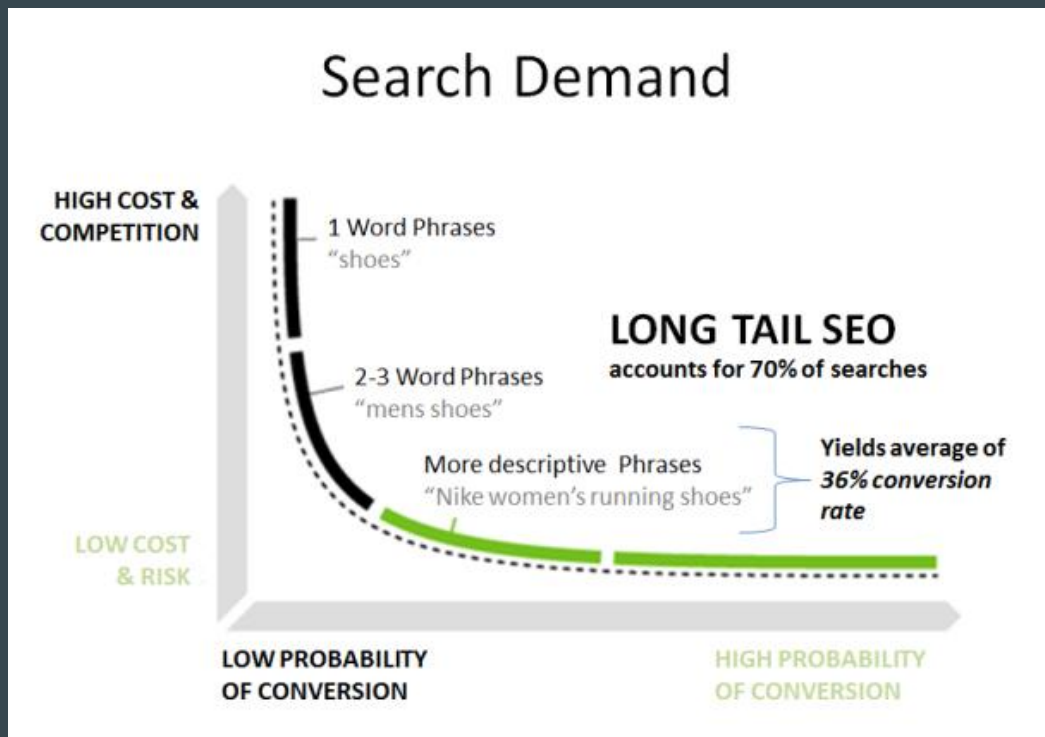- Learn how to create stuff that people actually read.

Agenda

- Keyword research secrets
- SEO basics
- How to create the perfect blog post using best SEO principles

What is Keyword Research?

- The act of finding keywords around which you could potentially build content for a website

- These are phrases that people type into Google
  - ex: "best apartments in Rexburg"

Long Tail vs Short Tail Keywords

Search Demand

HIGH COST & COMPETITION

1 Word Phrases
"shoes"

2-3 Word Phrases
"mens shoes"

LONG TAIL SEO
accounts for 70% of searches

More descriptive Phrases
"Nike women's running shoes"

Yields average of *36% conversion rate*

LOW COST & RISK

LOW PROBABILITY OF CONVERSION

HIGH PROBABILITY OF CONVERSION

Which is Better?

- LONG TAIL!

The PERFECT Keyword

- High search volume
- Low competition

But...

- Low competition trumps high search volume

The power of long tail + low competition

	Keyword	Pos.	Volume
☐	king james tattoo	1 (1)	40
☐	lebron james shoulder tattoo	1 (1)	70
☐	lebron james tattoos pictures	1 (1)	30
☐	lebron james face tattoo	1 (1)	20
☐	lebron back tattoo	1 (1)	90
☐	hold my own tattoo	1 (1)	40
☐	lebron james arm tattoo	1 (1)	20
☐	lebron james lj tattoo	1 (1)	30
☐	lebron new tattoo	1 (1)	30
☐	lebron james new tattoo	1 (1)	50
☐	lebron tattoo	1 (1)	170
☐	lebron tatoo	1 (1)	20
☐	lebron james tattoo	1 (1)	390
☐	chosen 1 tattoo	1 (1)	50
☐	lebron james tatoo	1 (1)	50
☐	lebron tattoos	1 (1)	1,000
☐	lebron james back tattoo	1 (1)	140

The power of long tail + low competition

Targeted keyword:

"suspension training exercises pdf"

	Keyword	Pos.	Volume
☐	suspension training exercises pdf	3	40
☐	suspension training pdf	3 (3)	10
☐	suspension training workouts pdf	5	70
☐	trx suspension training exercises pdf	5	20
☐	trx workout routines pdf	6	20
☐	trx beginner workout pdf	6	30
☐	trx exercises pdf	6	480
☐	trx strength exercises pdf	6	20
☐	trx strength workout pdf	6	20
☐	trx workout program pdf	6 (8)	10
☐	trx training exercises pdf	6 (9)	10
☐	trx exercise pdf	7	20
☐	trx suspension exercises pdf	7	20
☐	trx training program pdf	7 (7)	10
☐	trx workout routine pdf	7 (10)	70
☐	trx workout plan pdf	8	140
☐	trx workouts pdf	8	320
☐	suspension trainer exercises pdf	8 (7)	10
☐	trx workout pdf	9	260
☐	trx pdf workouts	9 (9)	10

RIGHT NOW

LAST SEMESTER

Keyword	Pos.	Volume
suspension training exercises pdf	3	40
suspension training pdf	3 (3)	10
suspension training workouts pdf	5	70
trx suspension training exercises pdf	5	20
trx workout routines pdf	6	20
trx beginner workout pdf	6	30
trx exercises pdf	6	480
trx strength exercises pdf	6	20
trx strength workout pdf	6	20
trx workout program pdf	6 (8)	10
trx training exercises pdf	6 (9)	10
trx exercise pdf	7	20
trx suspension exercises pdf	7	20
trx training program pdf	7 (7)	10
trx workout routine pdf	7 (10)	70
trx workout plan pdf	8	140
trx workouts pdf	8	320
suspension trainer exercises pdf	8 (7)	10
trx workout pdf	9	260
trx pdf workouts	9 (9)	10

Keyword	Pos.	Volume
suspension training exercises pdf	1 (1)	40
suspension training pdf	1 (1)	10
suspension training exercises pdf	2	40
suspension training pdf	2	10
body beast nutrition pdf	2 (2)	70
body beast meal plan pdf	2 (2)	880
suspension trainer workout pdf	2 (3)	50
suspension training workouts pdf	2 (3)	70
trx suspension training exercises pdf	2 (3)	20
body beast diet plan pdf	2 (7)	70
trx workout routines pdf	3	20
trx workout routine pdf	3	70
trx training program pdf	3	10
trx workout pdf	3	260
trx training pdf	3	20

How I Find Good Keywords - Option 1

1. Start with a "seed" keyword
2. Run the seed keyword through Long Tail Pro
3. Check the keyword competitiveness

How I Find Good Keywords - Option 2

1. Find "look-a-like" websites - with domain authority of less than 30
2. Plug domain into SEMrush
3. Look for keywords they rank high for

How to Find Good Keywords - Option 3

1. Start with a "seed" keyword
2. Use KeywordTool.io to get list of keyword ideas:
   http://keywordtool.io/
3. Copy/paste suggested keywords into Google Keyword Planner
4. Find the long tails and paste them into a Google search using the MozBar chrome extension - if lots of DA's under 30, it's good

Keyword Research Activity

- Pick a topic/niche
- Come up with three keywords for three different blog posts

SEO - What is it?

- The process of maximizing website traffic and increasing your website's ability to be found by search engines

SEO - Why is it important?

- Long term internet marketing strategy that can provide targeted website traffic

SEO - How do you do it?

- On-site SEO
  - keyword targeted article titles and meta descriptions
  - include keywords in your content
  - link internally
  - link externally to high authority websites (Wikipedia)
  - Longer articles = more keywords to rank for (The average Google first page result contains 1,890 words.)

SEO - How do you do it?

- Off-site SEO
  - getting other websites to link to content on your website

TOP 3 RANKING FACTORS RIGHT NOW

- 1. Backlinks

- 2. Content

- RANKBRAIN (Google's machine learning engine)

Creating The Perfect Blog Post

- At least 500 words, aim for 1000 - 2500
- BE SKIM FRIENDLY
  - (http://backlinko.com/search-engine-ranking)
- Link out and internally often
- Thumb stoppers

- https://www.stukent.com/build-niche-website/

Create Different Types of Content

- Google loves variety, and so do humans
- This > http://www.digitalmarketer.com/blog-post-ideas/

SEO/Copywriting Activity

- With your three keywords come up with three different types of blog posts (how-to, list post, product review, etc.)

- http://www.digitalmarketer.com/blog-post-ideas/

What To Do Now?

- Pick a topic/niche that interests you
- Research and find 25 - 50 keywords
- Start a blog/website
- Start creating different types of content around those keywords
- Make sure your content is GOOD

Tools

- Long Tail Pro
- SEMrush
- KeywordTool.io
- Google Keyword Planner
- MozBar

Contact Me

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FREE access to my keyword research course - KR101 - A step-by-step approach: https://goo.gl/forms/JAGSL1uTjciMUFto2