

## Lesson no. 4 KEYWORDS

### WHAT ARE KEYWORDS



Any time you type a word or phrase into a search box—on Google, for example—you are using keywords to try to find relevant images, videos, or information. Keywords are basically terms that we send to a search engine when we're on the prowl for answers, knowledge, products, or services.

When it comes to SEO, keywords have a specific and important purpose. They tell a search engine, like Google, exactly what you are looking for. The search engine then queries its database to try to deliver the most useful and relevant web pages.

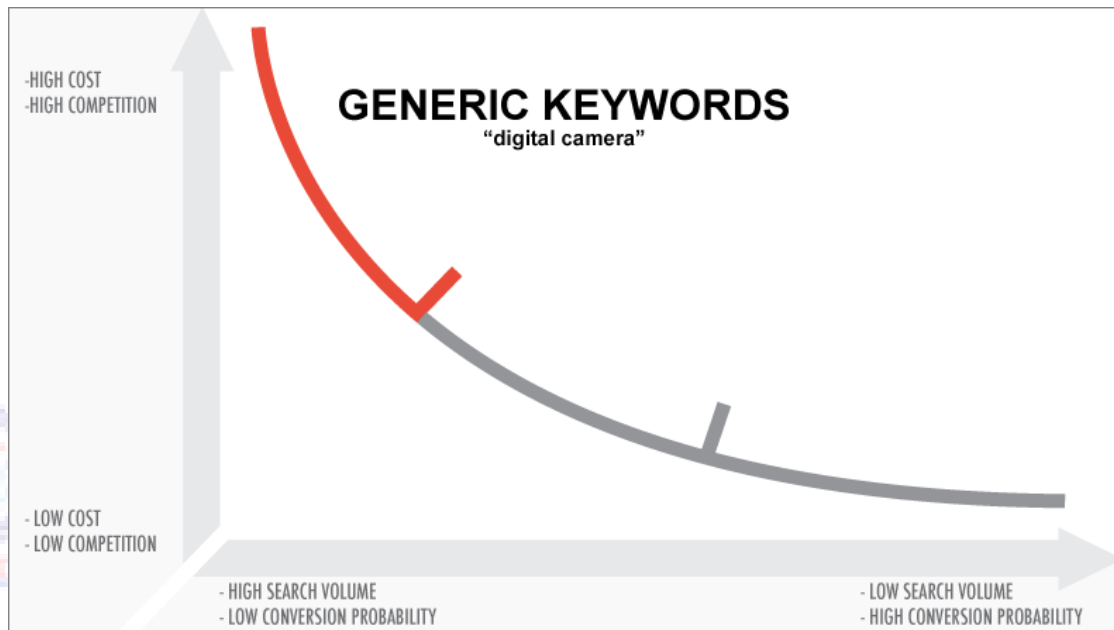
Since organic search plays such a central role in attracting customers to your business, you want to rank high for the terms that your audience is searching for. To do that, you need to send signals to the search engines that you have the high-quality content your potential customers need.

By placing keywords in your content—on your website pages and in your blog posts—you make it easier for search engines to know what your pages are all about. It isn't about

stuffing your content with keywords or trying to hide terms where they don't belong. Instead, write for your audience and optimize your pages for search engines.

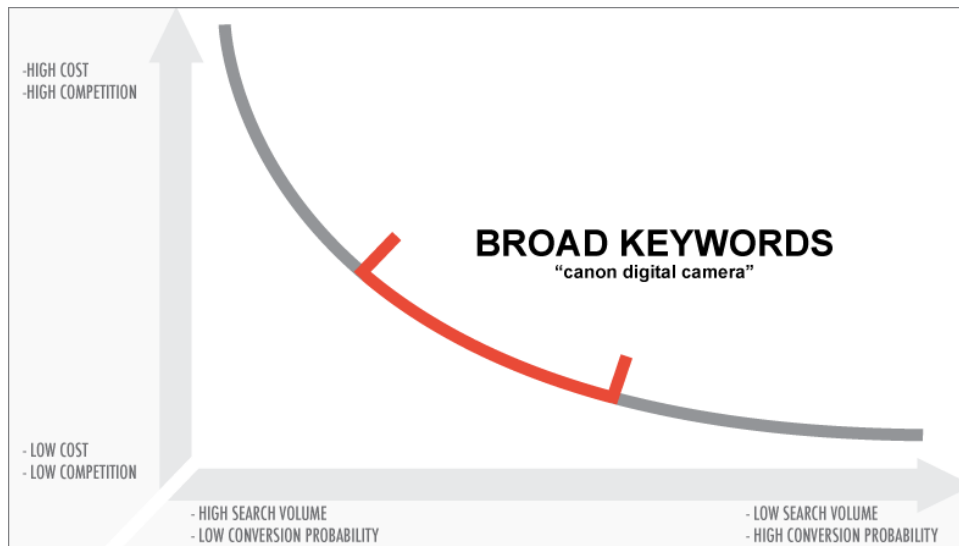
## DIFFERENT TYPES OF KEYWORDS

### a) *Generic Keywords*



Just as the title suggests these are very generic, unspecific terms that get searched for. Something like "Tennis Shoes" or "Digital Cameras" would be considered a generic term. When developing an organic search strategy we typically stray away from these terms as they are highly competitive and not specific enough to the sites actual content. However, if you are able to rank for a generic keyword your site should receive a decent amount of traffic from that term. Conversions for that term might be a little low as a user is hitting your site for a very generic overarching topic and nothing too specific.

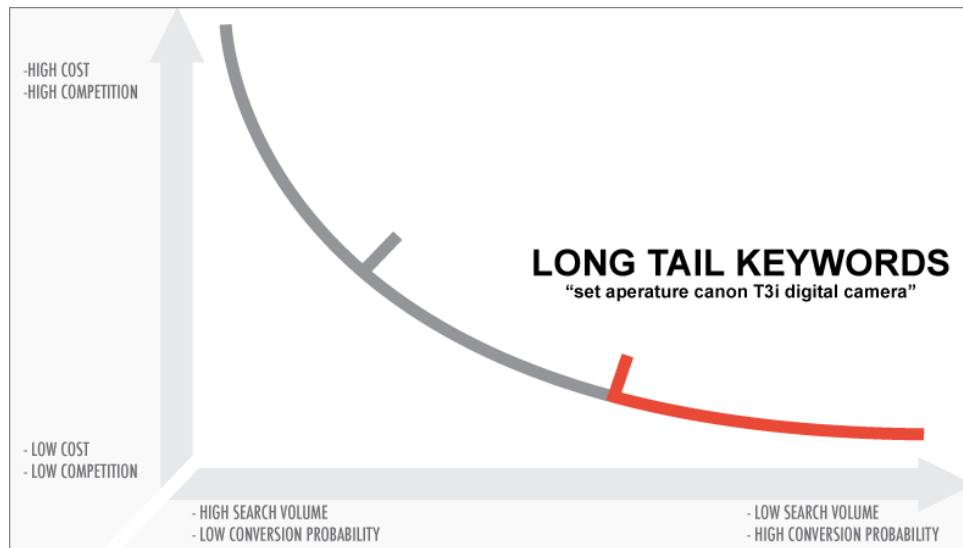
## b) Broad Match Keywords



Broad match terms are the core of SEO. Terms like “Red Tennis Shoes” or “Canon T2I Digital Camera” will present a stronger opportunity and engagement than a generic term. Optimizing for broad match terms will provide good traffic with not as much competition. A broad match searcher has a specific item/content that they are searching for and optimizing for these types of terms will provide an average amount of conversions.

Broad match terms are right in the middle of things and are highly recommended due to moderate competition/cost and click through rate. A site that bases the majority of its content around these types of terms should perform pretty well.

## c) Long Tail Keywords



The last of these three types of keywords to consider is the long tail keyword. Think of these as the sentences that get typed into Google. Something like “how do I set the aperture on my Canon T3i digital camera” would be considered a long tail keyword. Long tail keywords might not be the biggest traffic drivers to your site but if you rank for a long tail term you will get traffic due to its specific nature and low competition. From an AdWords standpoint, these terms will be the most affordable but traffic might not be as abundant. However, conversion rates for these terms should be stronger than generic or broad keywords.

The meat of a strong keyword strategy will reside within the broad match keyword but long tail and generic terms should be integrated from both a SEO and SEM perspective to maintain a balanced approach to your search marketing ecosystem.