SEO Keywords

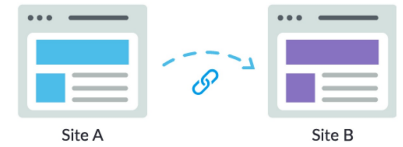|	
SEO:	SEO stands for **"search engine optimization."** It's the **practice** of **increasing** both the **quality and quantity of website traffic,** as well as **exposure to your brand,** through **non-paid** (also known as "organic") search engine results.
White hat SEO:	refers to SEO **techniques, best practices,** and **strategies** that **abide** by search engine **rules,** its **primary focus** to provide **more value** to people.
Black hat SEO:	**techniques and strategies** that attempt to **spam/fool** search engines. While black hat SEO **can work,** it puts websites at **tremendous risk** of being **penalized and/or de-indexed** (removed from search results) and has **ethical implications.**

SEO Keywords (cont)

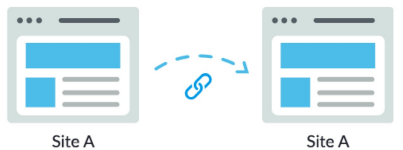|	
Crawling and indexing:	search engines are **answer machines.** They **scour billions** of pieces of **content** and **evaluate thousands of factors** to **determine which content** is **most likely** to **answer your query.** Search engines do all of this by **discovering and cataloguing** all **available content** on the Internet (web pages, PDFs, images, videos, etc.
Backlinks/Inbound links:	are links from **other websites** that **point to your website.**
Internal links:	are **links on your own site** that **point to your other pages** (on the same site).

The Search Demand Curve

The Search Demand Curve

Source: https://ahrefs.com/blog/long-tail-keywords/

Your Job As An SEO

Is to **quickly provide users** with the **content they desire** in the **format** in which they desire it.

Backlink

Site A   Site B

Internal Link

Site A   Site A

Common User Intent Types

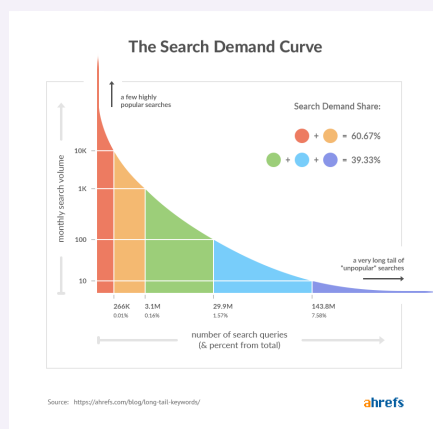|	
Informational:	Searching for information. *"What is the best type of laptop for photography?"*
Navigational:	Searching for a **specific website.** *"Apple"*
Transactional:	Searching to **buy something.** *"good deals on MacBook Pros"*

What Do Search Engines Want?

To **provide useful answers** to **searcher's questions** in the most helpful formats.

7 Keyword Research Tips

1. Know your audience:	You need to **understand** who you are **optimizing for.**

7 Keyword Research Tips (cont)

2. Target longtail keyword phrases:	It's also important that **marketers choose keywords** that are **specific** to their **particular markets,** also known as **"longtail"** keyword phrases. For instance, the term *"training"* alone could refer to **anything from sports training to dog training**, not exactly a niche audience.
3. Use different variations:	There are lots of **keyword research tools** out there designed to help marketers **select effective keywords**, and many of them are 100% free.
4. Identify areas of opportunity:	A great free keyword tool is the **Google Adwords Keyword Tool.** Used for **AdWords pay-per-click campaigns**, it can also be an excellent asset for **organic search.** By plugging in various phrases in the search field, marketers can **analyze search volumes** and **identify** which keywords represent the **best opportunities.**

7 Keyword Research Tips (cont)

5. Let keywords drive the content process:	Once a **keyword list** has been created, marketers can **review it** to identify opportunities for **fresh content ideas.**
6. Use different keywords:	There's **more than one way** to get a singular point across.
7. Leverage traffic analytics:	By **analyzing traffic trends,** marketers can **identify which types** of keywords are **driving visitors to their site,** and build on those trends with future content.

Advanced Metrics

Clicks:	shows the **average monthly number of clicks** on the **search results** for your **target keyword.**
Clicks Per Search:	shows **how many different search results** people click, on average, after searching for this keyword.
% of Clicks:	shows **what percentage of searches** for a **given keyword** result in clicks on the search results.
% of Paid Clicks vs Organic Clicks:	shows **how clicks on the search results** are distributed **between paid and organic results.**

Advanced Metrics (cont)

Bounce Rate:	the **percentage of website visitors** who **leave** without visiting another page on that website.
Click-Through Rate (CTR):	the **rate (expressed in a percentage)** at which users **click on an organic search result.**
Conversion:	when a **user completes a desired action** on a website.
Conversion Rate:	the **rate (expressed in a percentage)** at which website users **complete a desired action.** This is calculated by **dividing the total number of conversions by traffic,** then **multiplying by 100.**
Domain:	a **website address** – typically ending in an extension like .com, .org, or .net.
HTML:	**Hypertext Markup Language.** HTML tags are specific code elements that can be used to **improve the effectiveness** of SEO for webpages and websites.
Landing Page:	any webpage that a visitor can **navigate to.**

Advanced Metrics (cont)

|	
Lead:	a **lead willingly shares** their email address (and usually other personal or contact information) in **exchange** for something they deem of **value** from the website.
Link Building:	a **process** designed to get **other trusted and relevant websites** to **link to your website** to help **improve your organic search rank and visibility.**
Long-Tail Keyword:	highly **specific multiple-word terms** that often demonstrate higher purchase intent.
Relevance:	the way search engines **measure how closely connected the content** of a webpage is aligned to match the context of a search query.
Return on Investment (ROI):	a way **to measure the performance** of SEO activities. This is calculated by **dividing how much revenue you earned via organic search** by the **cost of the total investment,** then **multiplying by 100.**

Keyword Structure
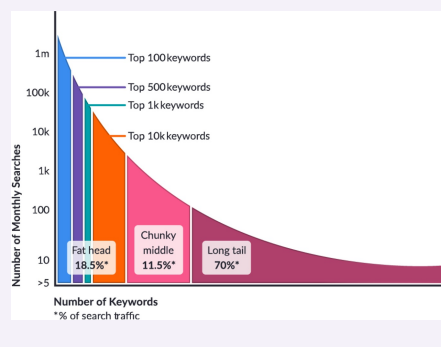
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