

6 Tips for Keyword Effectiveness

Finding keywords that relate directly to your products or services should be paramount in developing an effective keyword strategy. A May 2009 *SEOBook.com* article entitled, “The Search Taxonomy: Getting Inside the Mind of the Searcher” states, “If you can determine user intent behind keyword queries, you can better target your keyword strategies. For example, if your aim is to sell goods online, you may choose to focus on transactional queries e.g. “where can I buy an LCD monitor” as opposed to informational queries e.g. “power requirements of an LCD monitor.” The following tips will help create a solid foundation, utilizing keywords for your online efforts.

Here are 6 tips for keyword effectiveness:

1. Dive into your analytics

Use an analytics tool to track which keywords on your site are currently driving traffic. It may also show that you do not have the right or enough keywords to bring traffic to your site. Pay close attention to:

- Search volume: Make sure the terms you choose have monthly volume of searches
- Relevance: Go for keywords closely related to what you actually sell
- Competition: Analyze resources and relevance before you go for a competitive term
- Goal Conversion: This allows you to measure which keywords are generating sales

2. Use Google AdWords for paid search campaigns

Create an account with AdWords so that you can bid on specific and targeted keywords that will have a strong distribution. Pay attention to traffic volume, Google traffic estimator, and the conversion rate.

3. Find effective keywords

To start out, use keywords and phrases that are descriptive of your overall site. Use broad keyphrases at first and more specific ones as the subject matter gets more specific. Once you move to category pages, select keyphrases that work with your descriptions.

4. Think about click distribution

These are some things to keep in mind when generating a keyword list:

- User Intent: Some users are only researching, not buying
- Related searches: These are helpful for vertical searches
- Seasonality: Some searches are primarily seasonal
- Geography - Local sites usually get a boost in local search results

5. Use longtail keywords

People are beginning to use more words within their searches, so create content related to those keywords that are being overlooked. Product description pages should incorporate longtail keywords that are very specific. Longtail phrases are much less competitive than broader terms; you have a better chance at getting ranked highly for them.

6. Evaluate your strategy

Analyze ranking and conversion data to improve your website structure as well as finding out which pages need link building. Keep an eye out for new keywords and products to keep your site competitive and content fresh.