

A photograph of a wooden desk with a laptop, keyboard, mouse, and smartphone. The laptop screen shows a mountain landscape. The text 'SEO KEYWORD MASTERY' is overlaid in large, bold, white letters on the left side of the image.

SEO KEYWORD MASTERY

LEARN THE SECRETS OF MASTERING SEO KEYWORDS!

Copyright © All rights reserved worldwide.

YOUR RIGHTS: This book is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This book is protected by international copyright law & may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate & complete as possible in the creation of this book & to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein & does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate & there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, & company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website, & company names sponsor, endorse, or approve this product.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links & either the author/publisher/ reseller will earn commission if you click on them & buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.



TABLE OF CONTENTS

Table of Contents	3
Introduction	4
Keyword Use Has Changed	
5 Keywords in 2018 & Beyond	6
Keyword Types	7
Keyword Tools Compared	9
Term Explorer	9
SEMrush	9
Moz Keyword Explorer	9
Keyword Snatcher	10
Ahref Keyword Explorer	10
Long Tail Pro	10
Conclusion	11
Resources	11

INTRODUCTION

SEO is a topic that is typically extremely misunderstood. Because things change so rapidly & so drastically in the arena, bad information & outdated information is circulated as truth more often than not, & even some so-called experts aren't actually sure what's true & what isn't. Google & other search engines deliberately keep their algorithms secret, not only from their competition, but from those who might abuse the system if they knew for sure how it worked.

This means what information we do have is largely based on anecdotal evidence & second-hand information from other people who have performed testing & tracking to create an educated guess about what may or may not work.

Thankfully, we do have some information that is relatively certain to be correct. This is mostly based on thorough testing by SEO experts, so it can never be assured to be 100% accurate, however most of this information is generally agreed in the SEO world to be true.

There is one thing that is definitely agreed on by nearly every SEO expert out there, & that is that keywords are still important. They don't work exactly the same way as they used to, but they are still a very important part of SEO, & that's what we are going to concentrate on in this guide.

Keywords will probably always be a vital component of SEO, because that's the primary thing search engines use to rank websites when people search for specific terms however, how those keywords are used has changed significantly over the past few years.

Let's get started, & you'll learn more about the importance of keywords, & how to find the right ones & make sure you're using them correctly.



KEYWORD USE HAS CHANGED

The first thing I want to stress is that keyword use has changed drastically over the past decade. At one point, all you had to do was stuff a page with a bunch of keyword phrases, & you could rank for a lot of those phrases. Sometimes you didn't even have to use relevant keywords.

If you just repeated 100 different keywords twenty times each, you'd have a pretty good shot at ranking in the top 10 for at least a few of those keywords, especially with a little bit of extra effort like using heading tags or even hidden text (making the text the same color as the background).

Of course, search engine algorithms have gotten a lot more complex & a lot smarter. If you attempt tactics like that these days, you'll probably just get your site banned from the search engines entirely.

SEO requires a lot more subtlety these days. You cannot use all those shady tactics & expect to make it to the top, even for less competitive keywords.

Search engines are much smarter than they used to be with regards to keywords. For example, it used to be that if you wanted to rank on the first page for the keyword phrase "underwater basket weaving" you had to have that exact keyword phrase on your page multiple times. Now, it's possible to rank on the first page without having that exact phrase on your page at all.

Of course, if you do have it on your page, you certainly have a better chance of ranking well. However, other factors can push you to the top even if you don't have the phrase on your page.

There's also something called latent semantic indexing, or LSI. LSI is a complex process, but basically it involves the search engine's system taking a look at a wide range of documents, comparing them to see which words they have in common, & determining relevance based not only on the individual page it is analyzing, but others it believes are similar.

If you have "how to weave baskets under water", Google would see that as contextually similar to "underwater basket weaving". The search engine is a bit like artificial intelligence, because it can "learn" by analyzing billions of pages for similarities, & it can figure out context by realizing that many other pages that contain "underwater basket weaving" also contain the words "how to weave baskets under water", & it realized those two phrases must be contextually similar.

Even though the search engine itself knows absolutely nothing whatsoever about underwater basket weaving, it is able to figure out what those pages are about simply because of how often words appear on other pages with the same groups of words.

You can learn more about LSI here:
http://www.seobook.com/lsi/lisa_definition.htm

Remember to keep in mind that just because you can rank well for a phrase that doesn't appear on your page doesn't mean you will rank well for that phrase. Thus, it's always better to have those exact phrases on your page whenever possible.

The most important thing to take away from this is that you do still need to have keywords on your pages in order for Google (and other search engines) to figure out what your page is about, but you no longer have to worry quite as much about incorporating specific keyword phrases or anything like that. As long as you research your keywords & include a few main keyword phrases on your pages, the rest will fall into place naturally.



KEYWORDS IN 2018 & BEYOND

The future of keywords is never certain, but one thing we're pretty sure about is that keyword research will probably always have some sort of significance because there's not much else search engines could use to index sites. Keywords are always going to be necessary in some way, they aren't just useful for search engine rankings. They're also extremely helpful for coming up with article titles & ideas. They're also useful for sites like Pinterest, as well as any paid ads you might create. So you see, keywords are still important for many different reasons, including SEO. So it's important to find a keyword tool that is a good fit for you & to use it to find keywords for your business. Let's take a look at the different types of keywords, & which ones you should focus on.





KEYWORD TYPES

There are three main types of keywords. All three types are important, but you should focus more of your efforts on two of them.

The three main types of keywords are:

- Primary
- Secondary
- Long Tail

Primary keywords are those keywords that everyone thinks of when they research keywords on a particular topic. They get tons of searches per month, & have the potential to make you a lot of money in the very unlikely event that you manage to rank for one of them.

The trouble is, these keywords are hyper-competitive, & it's nearly impossible to rank for them. While it's important to know what those keywords are in your niche, the chances of you ranking for them without enormous effort are practically nil.

They also don't tend to convert very well, because they aren't very specific. However the volume can make up for the lower conversions if you manage to rank for one of them.

Primary keywords are usually one or two words. Examples of primary keywords would be:

- Makeup
- Cosmetics
- Beauty

Secondary keywords are those keywords that are generally two to three words & are a bit less competitive than primary keywords. These keywords are still fairly difficult to rank for, however they get a decent number of searches per month (at least a few thousand) so they're working trying to rank for.

Secondary keywords usually convert better than primary keywords, because they are more specific than primary keywords, & people are closer to the buying process when they search for these keywords.

Examples of this tier of keywords include:

- Makeup tips
- Buy cosmetics
- Beauty videos

Finally, we have long tail keywords. Long tail keywords get much lower search volume than other keywords, but they are much easier to rank for. Plus, they tend to convert better because they are much more specific. If someone searches for “buy Kylie Jenner Lip Kits online”, they are almost certainly ready to buy!

If they search for “makeup”, they might be looking for makeup application tips, information about types of makeup, or, yes, to buy makeup. But it could be a number of things.

Examples of long tail keywords include:

- Buy Cover Girl makeup online
- Where to buy cosmetics in Chicago
- Beauty tips for older women

Long tail keywords actually make up the majority of searches on the internet. You might think more people search for words like “porn” or “golf”, but those longer searches actually make up the bulk of searches.

For this reason, it’s a good idea to focus on long tail as a majority of your keywords, with secondary keywords coming in next. You don’t really need to focus on those primary keywords, because odds are you’ll cover pretty much all of them in your other keywords.

For example, “online beauty tips” contains both “beauty” & “beauty tips”. Plus, you can remember that search engines look at context, & a site that talks about “online beauty tips” could also (to the search engines) be talking about “online beauty tutorials”, “online makeup tips”, or any number of other phrases even without specifically mentioning those phrases.





KEYWORD TOOLS COMPARED

There are hundreds of keyword tools out there. Some are much more effective than others, & some are pretty close to useless. So which ones are actually useful?

Let's take a look at some of the most popular.

Term Explorer

<http://termexplorer.com/Public/testlander/index.html>

Term Explorer is a bit more affordable than most keyword tools, starting at just \$34* per month. They also have a free trial so you can test out the system with no risk. They have plenty of features that rival some of the more expensive tools, so if you're looking for an affordable option, this could be a good choice.

SEMrush

<https://www.semrush.com/>

SEMrush is definitely one of the most well-known keyword tools. Some of the world's biggest companies use them, including eBay, Booking.com, Disney, & Amazon. Considering their high-profile clientele, their pricing is actually quite reasonable, starting at just \$99* per month, which is not that bad considering how many features they have. They go far beyond just keyword research & allow you to track the keywords you're using on your sites, your positions in the SERPs & their changes, & so much more.

Moz Keyword Explorer

<https://moz.com/products/pro/keyword-explorer>

The Moz Keyword Explorer is one of the most well-known keyword tools. It can provide a tremendous amount of data, including accurate estimates of search volume, SERP analysis, intuitive suggestions, & much more. Prices start at \$99* per month, but they let you give the tool a try for free.

Keyword Snatcher

<http://www.keywordsnatcher.com/>

Keyword Snatcher is an extremely useful tool for finding keyword phrases you might never have thought of. It finds keywords that most other tools would never find. The main problem is that it offers no information whatsoever on search volume or competition. However, you can export a file that you can import into the Google Keyword Planner to get that information. It's an extra step, but it's not that big of a deal. But at the current price of \$47* for lifetime access, it's invaluable for finding keywords you probably wouldn't otherwise find.

Ahref Keyword Explorer

<https://ahrefs.com/keywords-explorer>

This keyword tool is fairly expensive, but it provides an incredible amount of information. It will tell you how competitive a keyword is, how hard it would be for you to rank, approximately how many clicks you could expect, & a lot more. This is one of the more robust tools out there. Prices start at \$99* per month.

Long Tail Pro

<https://longtailpro.com/>

If you're looking for detailed information directly from the Google Keyword Planner, but you aren't actually advertising through AdWords, Long Tail Pro is a great tool. They provide all the important metrics, including potential keyword profitability, competition, difficulty, & more. & they have a 7-day trial that bills as low as \$37* per month for their starter plan (or even cheaper if you pay annually). That's a lot more affordable than many other tools.

Disclaimer - *Prices correct at time of writing.





CONCLUSION

Keywords are an important component of your SEO strategy, & although their use has certainly changed considerably, they are still the overall bread & butter of any SEO campaign. It's important to target the right keywords, as always, concentrating on the long tail & those mid-range keywords that you have a fair chance at ranking for. Using the right keyword tool is essential, as it will give you the information you need to make an informed decision with regards to competition & potential difficulty ranking for specific keywords, so be sure to test out a few to find the one that fits best with your marketing plan. Fortunately, many tools have free trials that let you experiment a bit with no risk. Now get out there & find some great keywords & start pulling in the rankings. Good luck!

RESOURCES

Here are links to the resources found in this guide:

http://www.seobook.com/lsi/lsa_definition.htm

<http://termexplorer.com/Public/testlander/index.html>

<https://www.semrush.com/>

<https://moz.com/products/pro/keyword-explorer>

<http://www.keywordsnatcher.com/>

<https://ahrefs.com/keywords-explorer>

<https://longtailpro.com/>



ENTERPRISE
by Design

APPLY IT!

go ahead and apply what you have learned throughout this e-book in your own business now!

I'd love to have you join my [facebook group](#) where I share lots of tips & tricks about design, branding & navigating the world of small business.

ENTERPRISEBYDESIGN.COM.AU