

Keyword Discovery 101

From Strategy to Success!

By strategically selecting keywords, your business can improve its search engine visibility. Appearing in relevant search results increases the chances of attracting potential customers.



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The Essential Steps for Business Keyword Selection

Identify your target audience:

Determine who your ideal customer is and what words or phrases they might use to search for your products or services.

Brainstorm keywords:

Use your knowledge of your industry and customer base to come up with a list of potential keywords. Think about the products or services you offer, the benefits they provide, and the problems they solve.

Use keyword research tools:

There are many tools available that can help you analyze the popularity and competition level of different keywords.

Some popular options include Google Keyword Planner, SEMrush, and Ahrefs.

Analyze your competitors:

Look at the keywords your competitors are using in their website content and advertising. This can give you ideas for relevant keywords you may have missed.

Refine your list:

Based on your research, narrow down your list to the most relevant and valuable keywords for your business. Consider the search volume, competition level, and relevance of each keyword.

Incorporate keywords into your content:

Once you have identified your target keywords,

incorporate them naturally into your website content, including the page titles, headings, and body text.

It's important to note that keyword research is an ongoing process, and you may need to adjust your strategy over time based on changes in your industry or shifts in search trends.

A well-executed keyword strategy contributes to sustained business growth. By consistently optimizing and refining your approach, you set the foundation for long-term success in the digital landscape.