Keywords made easy

Unlock your content using simple words and phrases.
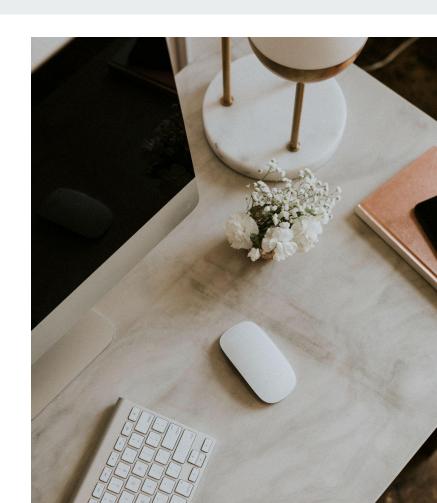
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What are keywords and why are they important?

Keywords are simple words and phrases that people use to search for what they are looking for online.

In order for Google to consider you a credible resource, they need to be able to understand the content on any specific page of your website.

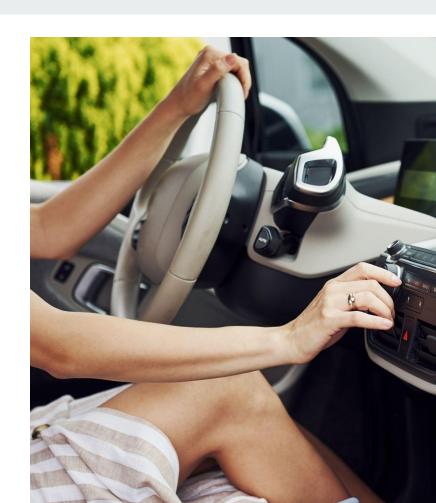The keywords that you choose to use affects how Google ranks your content.

Let us explain the different types of keywords…

Short-tail and mid-tail keywords

Short-tail and mid-tail keywords consist of 1-2 words that get a lot of *search volume*. These highly searched words are usually more competitive and harder to get ranked for. Here are some examples of short and mid-tail keywords:

- Hair Salon

- Home Builder

- Rental Apartment

- Fashion

- Website Design

Long-tail keywords

Long-tail keywords are more detailed terms that get *less search traction* but are also less competitive and attract more qualified traffic. Here are some examples of long-tail keywords:

- Wedding hair salon near me

- Toronto luxury home builders

- Best rental apartment in Ottawa

- Women's fashion boutique online

- Divi website designer

Choosing the right keywords

Let's consider what search terms you want people to use to find you? Are those words used on your website?

- Think like your ideal customer. What might they be typing in to find what you have to offer?

- Use keywords and phrases that describe your business, products or services on your web pages.

- Assume your audience has no idea who you are, what you do or where to find you *but* they have an idea of what they are looking for.

Do more of this...

- Consider what your audience might be typing into the Google search engine and use those keywords and phrases on your website.

- Use similar variations of the same terms in your page content where they make sense.

- Create new relevant content (pages, blogs, videos) that organically contain those keywords and phrases.

- Track your results and don't be afraid to adjust and test out new terms to improve results.

Don't do this…

- Don't be vague and assume Google will know how to rank your website.

- Don't use the same keywords on multiple post and pages.

- Don't forget that relevant content is why people use Google in the first place — *if you don"t believe us, "Google it!"*

- Avoid *"keyword stuffing"*. This means repeating the same keywords in your content way too many times, especially if it is not relevant or natural. Search engines can identify this and penalize your website for it.

Where do keywords go on your website?

There are a number of places you can strategically add keywords on your web pages and posts in order for Google to notice you. Add keywords in the following areas:

- Paragraph Text

- H1 and H2 Heading Text

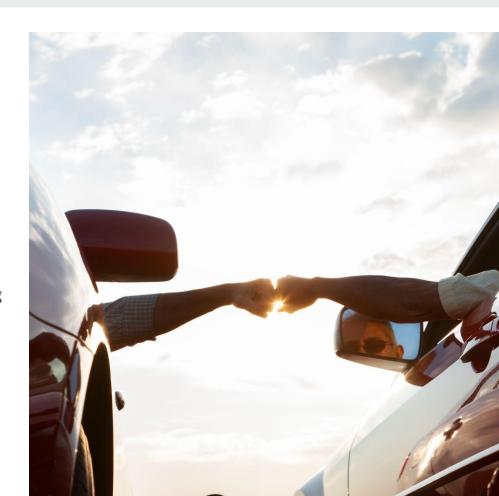- Titles and Meta Descriptions

- Alt-text

Did we just become SEO friends?

Now that you've learned about keywords, creating relevant content is the biggest driver of SEO.

In the next lesson we will cover what is considered good **content**, and why it's important for SEO.

Guess what? Your new keyword knowledge is going to come in handy here — *fist bump!*

We're really cruising along...

We hope you're finding this SEO series helpful.
Connect with us and let us know what you might like to see next from us.

Our next series is just around the corner!

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