**STRATEGY TO KEYWORD SEARCH**

* **What is Keyword?**
* **Keyword is a word or phrase that described the content your web page.**
* **Keyword research is a process of finding words, queries, and phrases that users are searching for, which means a keyword that has search volume.**
* **Research involves connecting the relevance of keywords to a website and its individual pages so that the user can find the best page to answer their query, known as search intent.**
* **Keyword research also involves categorizing search queries into the different stages of a user journey and different categories of search, such as transactional, navigational, and informational.**
* **Short Tail keywords:**

**It is not basically a short keywords.It means that we use general query**

* **Long Tail keywords:**

**It is not basically a long keywords.It means that we use specific query**

* **Latent Semantic Indexing Keywords**

**Rank Brain Algorithm was developed in 2015,it was focused on the intent of searching for users.**

**It was actually seen that if a person is typing a keyword then what is his actual intention of searching for that keyword.**

**For e.g.Take an example of Apple.If my user types Apple in his search box then he can see the details of Apple Fruits and can also see the information of Apple related web pages but how does Google know that with what intention this person is searching.**

**When Google started understanding this then Google increased the work for us,that is,for SEO experts that now we have to focus on intention of searching of our audience.**

* **Basic Tools for keyword search**

**Lsigraph.com**

**Answerthepublic.com**

**Seoreviewtools.com**

* **Navigational Keywords**

**Navigational keywords play a very important role in SEO.**

**Navigational means something which has a direction.It is a keyword whose direction is fixed.For e.g.shoes for men amazon.**

**Navigational keywords are used when user wants to find the specific brand ,website or location.**