Week 2 - Day 07 (5 July 2025)

7.1 Keyword Selection Process

Keywords are specific words or phrases that people enter into search engines (such as Google or Bing) when looking for information, products, or services. In digital marketing and SEO, keywords play a vital role in connecting user search intent with the content available on a website.

Example: If someone searches for "best budget laptop 2025", the keyword is that entire phrase.

Types of Keywords

- Primary Keywords – The main terms that represent the core content of a website or page.

- Sub-Primary Keywords – Closely related terms that support the primary keyword.

- Secondary Keywords – Additional keywords that help target related topics or variations.

- Sub-Secondary Keywords – Long-tail or niche keywords with specific search intent.

Sources of Keywords

- **Your Business –** Words related to your products or services.

- **Your Customer –** Terms or phrases your audience commonly uses.

- **Your Competitor –** Keywords competitors are targeting successfully.

- **Suggestions –** Related keywords shown by search engines.

- **Expansion –** Broader or associated terms that extend keyword reach.

- **Narrow Down –** Specific keywords focusing on niche audiences.

- Use of Keywords – Strategically placing keywords in titles, meta tags, and content.

Types of Websites

Different types of websites serve specific purposes depending on business or personal goals. Below are the common types of websites:

- E-commerce Website

- Business Website

- Entertainment Website

- Portfolio Website

- Media Website

- Brochure Website

- Non-profit Website

- Educational Website

- Personal Website

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Topic: Keyword Selection Process and Types of Websites
Week: 1 | **Day:** 08