Keywords Review Guide

Researching Keywords

1. **Determine your head terms**. What broad topic encompasses your project? Derive a list of head terms relating to it.
   - E.g., a niche site about Cicero´s rhetorical strategies might use *Latin*, *cicero*, *rome*, *rhetoric*, and *language* as a starting point.

2. **Determine long-tail terms**. What natural phrases can you think of that involve your head terms, or related terms?
   - E.g.: ***Rhetorical*** *structures in* ***Latin***

3. **Research related searches**. Search for your head terms and long-tail candidates, and look at Google's suggested results.
4. **Formal Keyword Research**. Finally, use a tool like Google's Keyword Planner or Moz's Keyword Explorer to get quantitative data on your keyword candidates.
5. **Use Your Analytics**. If your site runs Google Analytics, you can see what keywords bring users to your site. Use this data to inform your keyword strategy.

Density Guidelines

Keywords should appear:

- Once in the title tag;

- Once in an H1 near the top of the page;

- Once in the URL;

- Once in the meta description;

- At least once in an image alt attribute; and

- 2-3 times in page content, with variations (pluralizations, long-tail phrases, etc.). Distribute keywords evenly throughout your text.

- **Always use descriptive anchor text**. Don't use links that read "click here for more about SEO techniques"; prefer links like, "Learn more about SEO techniques."