Web Developer

HTML, CSS e Strumenti di Digital Marketing (SEO, SEM, SEA)

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Keyword research

On-page seo

Shadi Lahham - Web development

Keyword research

Keyword research

keyword research involves finding and analyzing relevant keywords that the target audience might use, which connect content to search queries, and effective keyword research reveals what people are searching for, how often, and how difficult it is to rank for those keywords

Overview of keyword research

determining the best keywords for a business is a detailed process that requires study, analysis and continuous iteration

Define your goals
determine if you aim for brand awareness, leads, or sales

Research and analyze
use keyword tools to find relevant terms with good search volume and analyze competitor strategies

Refine and choose
select keywords that balance search volume, competition, and relevance to your audience

Track and adapt
monitor keyword performance and adjust your strategy as needed

Steps to effective keyword research

1. Identify relevant keywords
2. Analyze keyword difficulty
3. Optimize your content

1. Identify relevant keywords

start by finding keywords related to your business. use tools like [semrush](), [ahrefs]()
, [ubersuggest]() and [moz](), to generate a list

For instance, if you sell running shoes, you might start with **"running shoes"**
and find related terms like **"best running shoes for children"**

2. Analyze keyword difficulty

assess the difficulty of each keyword by evaluating its competition and prioritize keywords with high search volume but lower competition

For instance, **"running shoes"** might be highly competitive, while **"best running shoes for flat feet"** could be easier to rank for with decent search volume

3. Optimize your content

incorporate your chosen keywords naturally into your content including metadata, titles, and headings

For instance, if **"affordable running shoes"** is your target keyword, use it in your page title, h1 heading, and throughout the content where it fits naturally

Keyword categories

understanding keyword types helps you better target your audience

Long-tail keywords
specific phrases, usually three or more words, targeting a niche audience with lower search volumes
but higher conversion rates, such as **"best vegan protein powder for weight loss"**

Short-tail keywords
broader terms, often one or two words, with high search volumes and high competition, such as **"weight loss"**

Generic keywords
very broad terms with high search volumes and competition, useful as a starting point for research,
such as **"technology"**

Branded keywords
keywords that include your brand name, like **"Nike shoes"** which track brand awareness

Keyword categories

Geo-targeted keywords
location-specific terms for targeting users in a particular area, such as **"restaurants in New York City"**

Product-focused keywords
keywords specific to your products or services, such as **"digital camera"**

Problem-based keywords
keywords that address specific problems your audience might have, such as **"how to lose weight fast"**

LSI keywords - Latent Semantic Indexing
related terms or phrases that provide context to your main keyword and help improve content relevance and search engine understanding

For example, if the primary keyword is **"high-fat diet"**, related LSI keywords might include **"calories"** and **"ketogenesis"**

Search intent

Search intent is the reason behind a user's search so aligning your content with search intent improves your rankings and user engagement

For example, someone searching **"best running shoes for flat feet"** likely has a transactional intent, while **"what causes flat feet"** is more informational

User search intent
- **informational** - seeks information
- **investigation** - comparing products or services
- **transactional** - ready to make a purchase
- **navigational** - looking for a specific website or page

Reference
Search Intent and SEO

Local SEO

for businesses with a physical location, local seo is key as it involves using location-specific keywords in content and optimizing the google my business profile to rank higher in local search results

For example, a bakery in Florence might use **"best pastries in Florence"** to attract local customers

BrightLocal's Local SEO Guide

Keyword number strategy

each page should contain **1 primary** keyword and **2-3 secondary** keywords, with the primary keyword as the main topic of the page and the secondary keywords covering relevant subtopics to provide more context since using this balanced approach allows the page to rank for the primary keyword and additional related keywords, reaching a wider audience

quality content focused on user intent is more important than keyword density, as google understands semantic relationships between keywords; the key is to naturally incorporate primary and secondary keywords to create comprehensive, informative, and SEO-optimized content

How Many Keywords Should I Use for SEO?
discusses balancing primary and secondary keywords and avoiding keyword overuse

How Many SEO Keywords Should I Use Per Page?
guides on optimal keyword usage per page, emphasizing relevance and density

How Many SEO Keywords Should You Target?
advises on keyword relevance and avoiding having multiple pages that target the same keywords (keyword cannibalization) while focusing on user intent

Try

use tools like [semrush](#), [ahrefs](#) , [ubersuggest](#) and [moz](#) to search for keyword ideas starting with "frontend developer" and compare results across countries, such as the United States vs. Italy on ahrefs, focusing on statistics like volume and keyword difficulty, while also noting how each tool offers unique results

important - many of these tools have a low daily usage limit, so be mindful of how often you use them; consider using different accounts