

# Keywords Slides



enfusen

# Selecting Your Keywords



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# KEYWORDS

**Keywords:**  
**a word or phrase about  
a topic of importance**





**Authentic deep-dish pizza in Akron, Ohio** 



**Best deep-dish pizza place in Akron, Ohio** 

# **Broad Keywords**

**short words or phrases that are too general and can be used to describe other businesses or industries like yours**

# **Long-Tail Keywords**

# Google

Pizza



## **Broad Keywords**

**short words or phrases that are too general and can be used to describe other businesses or industries like yours**

## **Long-Tail Keywords**

**Longer phrases that are specific to your business or industry**



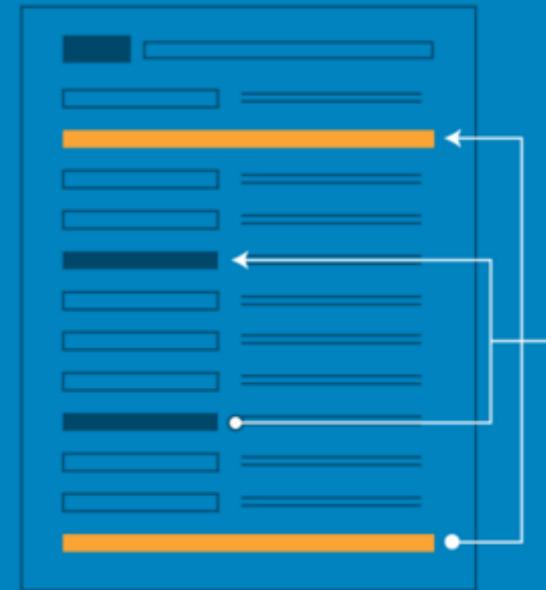
**Best deep-dish pizza place in Akron, Ohio** 

# Long-Tail Keyword Value

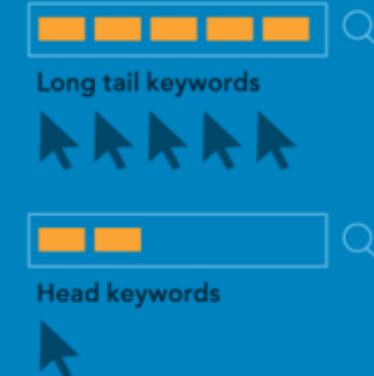
- ✓ More tailored to match searchers needs
  - ✓ Increased targeted traffic
  - ✓ Ranking Potential

# RANKING POTENTIAL & CONVERSION RATES

Pages optimized for long-tail keywords move up **11 positions** on average, compared to just **5 positions** for head keywords

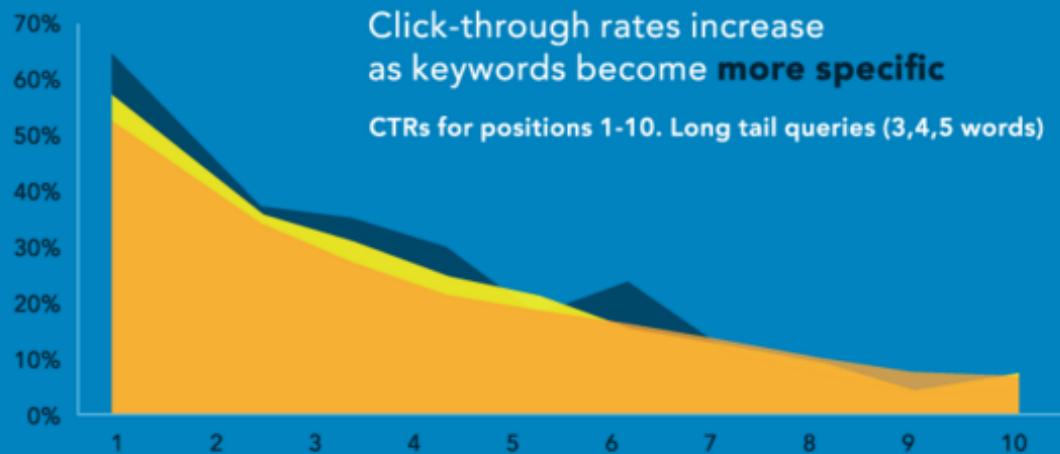


Conversion rates for long-tail keywords are **2.5 times higher** than for head keywords



## CLICK-THROUGH RATE

- 3 words long tail
- 4 words long tail
- 5 words long tail



Source: <https://www.hittail.com/>

# Criteria of Choosing the Best Keywords

- ✓ **What is your audience searching for?**
- ✓ **Focus around your buyer persona**
  - ✓ Pain Point
- ✓ **Check recurring questions from leads**
- ✓ **Commercial Intent**
- ✓ **Geo Targeted Keywords**



# The Importance of Commercial Intent

## Low Intent Keywords

### Navigational

The intent is to reach a particular site.

Examples:

"facebook"  
"citibank log in"  
"white house web site"

### Informational

The intent is to acquire information assumed to be present on one or more web pages.

Examples:

"signs of pregnancy"  
"austin home prices"  
"lcd tv reviews"

### Transactional

The intent is to perform some web-mediated activity.

Examples:

"get insurance quotes"  
"buy yard signs online"  
"subscribe to new york times"

# Examples of High Commercial Intent Keywords

- **'Buy Now' Keywords**

- ✓ Buy
- ✓ Discounts
- ✓ Coupons

- **Product Keywords**

- ✓ Branded searches
- ✓ Product categories

# Geo-Targeted Keyword Value

- ✓ **Keywords that focus on location**
- ✓ **Localized search is gaining priority in search engines**

# Where do you put your keywords?

## Place Your Keywords In

- Page Titles**
- URLs**
- Meta Data**
- Content Headers**
- Content**
- Images & Alt Text**

www.enfusen.com/blog/what-is-predictive-content-analytics

URL



SERVICES ABOUT RESOURCES BLOG CONTACT

## What is Predictive Content Analytics?

Page Title

by Tony Mastri | Jun 19, 2015



Tony is a Client Success Manager who has a passion for creating highly effective content. He enjoys the outdoors and aspires to bring his passion of all things marketing to all of his clients.

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### Predictive Content Analytics: The Next Development in Content Marketing

The advent of the internet created an incredible amount of opportunity for innovators in the world of business, and in 1991 O'Reilly and Associates took advantage of that opportunity by creating the first ever commercial website. The Dot Com Boom was soon to follow, and with it the evolution of the sales process for B2C and B2B alike. It is said that 60% of today's average sales cycle is complete before a potential customer makes contact with your sales team. This evolved sales cycle is what drives the need for content marketing. Demonstrating thought leadership, showcase your industry knowledge by marketing unique and insightful content, and qualified customers will surely follow. Thus, when it comes to content marketing, today's businesspeople do not ask "Should we implement?" but rather "How do we implement?"



### Content Headers

Images/Alt Text

### Predictive Content Analytics Provide the Roadmap for Your Content Marketing Success

Content

Don't know which keywords align best with your company's vision and mission? Predictive Content Analytics use a number of inputs including search engine query volume, existing competitors, and other historical data to determine the best route to take with your blog posting and keyword strategy. The results provide recommendations about what you need to write about, and how frequently you should be posting your writing.