

Keywords Slides



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



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 

Creating Your Keyword List

**Make a list of 3-5 word phrases
that describe your business**

Tips For Creating Your Keyword List

- ✓ **What is your visitor searching for?**
- ✓ **Describe what products or services your site offers**
- ✓ **Pretend you're describing your business to a stranger**
- ✓ **Check reoccurring questions from leads**

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



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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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Content Headers

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 1990 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. Demonstrate thought leadership, showcase your industry knowledge, market 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?"



Images/Alt Text

Predictive Content Analytics Provide the Roadmap for Your Content Marketing Success

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.

Content



Predictive Content Analytics

- ✓ **Search Engine Query Volume**
- ✓ **Existing Competitors**
- ✓ **Historical Data**



Predictive Content Analytics

- ✓ What you should write
- ✓ How frequently to post



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