

Updating Keywords/Synonyms in MCC

- 1.) Log in to MCC.
- 2.) Under the profile tab, click keywords.

Keywords Section [active keywords] Keyword Type: Active Keywords [Download Keyword](#)

Primary Keywords	<input type="text" value="digital marketing services"/>	Synonyms or related keywords	<input type="text" value="digital marketing agency"/>	Target Keyword for SEO Campaign	<input type="text" value="Yes"/>
Landing Page	<input type="text" value="www.enfusen.com/digital-marketing-ser"/>		<input type="text" value="online marketing agency"/>	Additional Notes to writers	<input type="text" value="additional synonyms: inbound marketing agency, small business marketing"/>
Live Date	<input type="text"/>		<input type="text" value="business internet marketing"/>	Activation	<input type="text" value="Active"/>
Home Page	<input type="text" value="http://www.enfusen.com"/>		<input type="text" value="online marketing consulting"/>		
Resource Page	<input type="text"/>		<input type="text" value="inbound marketing consulting"/>		

Primary Keywords	<input type="text" value="content creation services"/>	Synonyms or related keywords	<input type="text" value="content creation companies"/>	Target Keyword for SEO Campaign	<input type="text" value="No"/>
Landing Page	<input type="text" value="www.enfusen.com/content-creation-ser"/>		<input type="text" value="digital content creation"/>	Additional Notes to writers	<input type="text"/>
Live Date	<input type="text"/>		<input type="text" value="dynamic content"/>	Activation	<input type="text" value="Active"/>
Home Page	<input type="text" value="http://www.enfusen.com"/>		<input type="text"/>		
Resource Page	<input type="text"/>		<input type="text"/>		

Primary Keywords	<input type="text" value="SEO agency"/>	Synonyms or related keywords	<input type="text" value="SEO services"/>	Target Keyword for SEO Campaign	<input type="text" value="Yes"/>
Landing Page	<input type="text" value="www.enfusen.com/seo-agency"/>		<input type="text" value="search engine optimization services"/>	Additional Notes to writers	<input type="text" value="additional synonyms: SEO strategies"/>
Live Date	<input type="text"/>		<input type="text" value="search engine optimization"/>		

Changing/Modifying Keywords

- a.) To change a keyword, change the old keyword from active to inactive.
- b.) Scroll down the page and add the new keyword into a blank section.
- c.) Copy and paste the landing page and home page URL's into the appropriate sections.
- d.) Add keyword synonyms in the appropriate blank spaces.

Changing/Adding Keyword Synonyms

- a.) If you want to change a synonym, copy every field in the section for the corresponding keyword (primary keyword, landing page, home page).
 - a. Make this keyword inactive.

- b. Paste these into a blank section and add new synonyms.
- b.) If you want to add a synonym and there is a blank space in the synonym, you can just click there and type in the desired synonym.

*Do not change keywords unless it has been approved!