**How to choose keywords:**

* The way people think
* Questions

**Keywords:**

* Needs
* Ideas
* Questions
* Research

Goal: Match Searchers to Answers

Keyword Insights

first keyword, a second or third keyword can add a very different meaning.

Find

Evalueate

Prioritize keywords

Implement

Measure

**How Search Engines Work**

Crawler (Bot) checks website content

Finding all webpages on your site

Finding keywords

Search Engines Assist Searchers (bottom of the page) keep these in mind

**Creating keyword list:**

1. write down what you “offer” (our products)
2. make a high level search (main idea → web site developement, company homepage)
3. understanding words, that the search engine is prefering

Keyword Research

* Keyword research tools
* Webmaster tools (google, bing)
* Analytics
* Google AdPlanner (let’s you plan for google Adwords but you can also just check what keywords are mostly used)

Analytics (Keywords results) time spent, etc.

Google Adwords Keywords planner

<https://adwords.google.com/home/tools/keyword-planner/>

enter product or service

enter landing page

enter category

It shows you the competition

**Keywords and monthly usage is being shown**

**Other Keyword Research Tools**

Keyword Discovery

Raven Tools

Wordtracker

Linkdex

SEMrush

SpyFu

ubersuggest.org (free)

soovle.com (free)

ranking-check.de

**SEQUENCE OF KEYWORDS**

Firmen Website kaufen

Website kaufen Firmen

**Create a Keyword Spreadsheet**

divide in the most important keywords and less important keywords

**export keywords and sort for searches (remove irrelevant keywords)**

don’t always use the words with the most searches because it will often have the most competition

**Plural or singular**

More people tend to search more for plurals

Plural adds allot of visitors but singulars adds more actual “buyers”.

Early on people want to see more options

Later they are more specific (SINGULAR)

use both in strategic ways for example: use plurals in helping articles, etc. to gain traffic and use singular keywords to gain “customers”