

## **Day 6: The SEO Process & Keyword Research Strategy (Unit II)**

**Lesson Goal: Understand the cyclical nature of the SEO process and master the critical initial step: keyword research and competitive analysis.**

### **1. The SEO Process**

- **SEO does not start and finish with the initial steps. To have ongoing success, it is important to monitor results and build meaningful content on a continual basis.**
- **The six steps of the SEO process are: Keyword Research, Reporting & Goal Setting, Content Building, Page Optimization, Social & Link Building, and Follow Up Reporting & Analysis.**

### **2. Keyword Research**

- **Purpose: Identifying a group of keyword phrases that will be used in optimization. This step is critical.**
- **Critical Balance: Find a good set of phrases that offer a balanced combination of two factors:**
  - 1. High usage by searchers.**
  - 2. Relatively low competition within the search engines (less competitive searches/long-tail keywords).**

### **3. Competitive Research**

- **Function: A thorough competitive analysis of the subject site against its biggest competitors (7-10).**
- **Metrics: We use a series of SEO metrics, including indexed content, Alexa rating, inbound links, domain age, and social media following.**
- **Goal: To gauge the client site's starting position against its competition and identify areas requiring priority.**