

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.