# Keyword Strategy

## Defining Key Terms For Keyword Strategy

1. **Keywords**: The words users are searching for, to include in your content and overall SEO strategy.
2. **Frequency**: Keyword frequency refers to how often a keyword appears on a given web page. The more frequently a keyword appears in a page or piece of content, the higher your keyword frequency is.
3. **Relevance**: Google ranks content for relevance. Your content will only rank for a keyword if it meets the searchers' needs. In addition, your content must be the best resource out there for the query.
4. **Long-tailed keyword**: Long-tail keywords are used to target niche demographics rather than mass audiences. The "long-tail" refers to the search demand curve; as keyword terms become more specific and detailed, search volume becomes less competitive, but searcher intent becomes higher.

## How to create and use keywords

Start by brainstorming a keyword seed list of terms you think would be effective for representing your business and driving traffic to your site. Begin organizing this seed list into rough categories by general theme of the keywords and placing these in an excel spreadsheet. Now start your keyword research using tools like google trends, Moz keyword explorer, and ahref keyword difficulty checker. Keep track of the average monthly searches, competition, difficulty to rank, and priority for each term you search. Look for places in your spreadsheet with low competition and difficulty, and high monthly searches and priority. Using this information, you can now populate your website with these keywords. Don’t just spam your pages with these keywords though, and use them wisely in your h1 headings, page titles, meta descriptions, page URL’s, image alt text, and overall body content of the site. From there use google analytics and tools like Yoast to monitor and record traffic to your site, and continue to refine your keyword strategy continually to improve overall SEO.

## Keyword Research Results

### Initial SeeD Keyword Findings

|  |  |  |  |
| --- | --- | --- | --- |
| **Keyword** | **Avg. Monthly Searches(ranges from moz pro)** | **Competition (difficulty score from moz pro)** | **Priority (priority score from moz pro)** |
| mobile massage | 4,300 - 6,500 | 25 | 78 |
| home massage | 1,700 - 2,900 | 25 | 73 |
| trigger point massage | 4,300 - 6,500 | 38 | 74 |
| swedish massage | 11,500 - 30,300 | 51 | 84 |
| deep tissue massage | 11,500 - 30,303 | 52 | 84 |
| sports massage | 6,500 - 9,300 | 52 | 72 |
| muscle pain | 6,500 - 9,300 | 62 | 69 |
| pain management | 11,500 - 30,303 | 63 | 75 |
| massage | 300,000 - 1,500,000 | 70 | 89 |
| back pain | 30,300 - 70,800 | 72 | 76 |

### 2nd Revision Keyword Findings

|  |  |  |  |
| --- | --- | --- | --- |
| **Keyword** | **Avg. Monthly Searches(range from moz pro)** | **Competition (difficulty score from moz pro)** | **Priority (priority score from moz pro)** |
| mobile massage | 4,300 - 6,500 | 25 | 78 |
| home massage | 1,700 - 2900 | 25 | 73 |
| mobile massage | 4,300 - 6,500 | 25 | 78 |
| massage at home | 851 - 1,700 | 31 | 71 |
| tech neck | 4,300 - 6,500 | 34 | 76 |
| masage to your home | 101 - 200 | 35 | 59 |
| trigger point massage | 4,300 - 6,500 | 38 | 74 |
| mobile massage near me | 1,700 - 2,900 | 43 | 66 |
| massage therapist near me | 70,800 - 118,000 | 51 | 89 |
| swedish massage | 11,500 - 30,300 | 51 | 84 |

## Further Action

Include the 2nd revision keywords in the content of the body of the musclemechanic.me site. As well, insert these keywords into image alt text, h1 headings, page titles and meta descriptions. Add a blog section to the site that using these keywords as a starting point for the first post.