

SEO Keywords Transcript:

In this video, I will be sharing what goes into the SEO keywords template, how to use this spreadsheet, and what all of these different columns mean, and we will also be doing a walkthrough of Moz so that you can better understand how it works and why this is my tool of choice.

Then in the next video I will be using real examples from some of our course students to illustrate the point further and depict how Moz can be useful and how we can apply it to both a fully online business and a local business. Let's get started on the SEO keywords template. So this is my signature spreadsheet. I use it with all my clients.

I also use it in my own business to strategize and plan keywords. So I'll just simply walk you through each column so you can kind of see how this works.

In this column you'll write your keywords. So whatever the keyword is, say it's, you know, Boston wedding photographer or a website copywriter for creatives or something like that, whatever the exact keyword is. And then we have the monthly volume. So this is basically how much it's getting searched for when we're actually in Moz.

I will show you what these numbers can look like because they can vary. But generally speaking, the higher the range, the more people that are searching for it. This can start at something called ND— no data, which means no one's really searching for it into the tens, the hundreds, the thousands.

Moz uses a range. Other keywords use different algorithmic numbers, but generally speaking, the higher the number, the more people that are searching, but that's not the only thing that we wanna keep in mind. We also want to consider the difficulty of ranking for that specific keyword because something to consider is, there are some keywords that are very saturated like for example, the keyword wedding photographer.

That's a very general keyword. So say you are a wedding photographer, that wouldn't necessarily be a good key word because the difficulty is so much higher, it's very saturated by other people that are already ranking very highly for that. You may even find for a keyword that big that there's like dictionary definitions or, you know, bigger marketplaces like The Knot or something like that that you're competing with. This is on a scale from zero to a hundred. Generally

speaking, as a small business, it's a good idea to keep below 50 if you possibly can. The lower the difficulty the better. You'll typically find that there's going to be a balance between the monthly volume and the difficulty.

There will be some challenge to ranking for keywords, but if you find that keywords are really, really hard, like for example, you find a key word that's like an 80 difficulty, that's going to be very, very difficult to rank for.

You may even find with such a keyword that there are a lot of people also like paying for ads that are making that difficulty go up. There are people with, you know, really big corporate machines behind them. So that's something to consider.

If you're finding that, then we wanna go for some easier keywords, a little bit more of the lower hanging fruit. We don't wanna go for something that no one's searching for. We want there to be a good balance between volume, like people are looking for it, but a difficulty that makes that keyword attainable. Especially, you know, if you're a one person small business, you know you are just doing this yourself, we wanna make this attainable for you.

Next we have organic CTR, also known as click through rate. And what this means is this is the percentage of people that are clicking a result from this keyword.

For example, say someone types in Boston wedding photographer. So see how that one's a little bit more specific. It's specific, it's localized. They type in Boston wedding photographer. A result pops up, say your result is one of them. It's the percentage of people that click any result from that keyword. If I were to go and type that in, that's what would happen. So typically we wanna stay in a higher range. This will be a number, it's a percentage from zero to a hundred percent. So ideally we wanna stay in a range. You know, I would say 80 to a hundred percent if possible. A little lower, that's okay. But we definitely wanna weigh some pros and cons between volume difficulty and click through rate. So there's going to be some pros and cons.

You may even find, I think in the example video, this will be illustrated effectively that there will be upsides and downsides to different keywords. You may find that something is a very, very high volume, but the click-through rate's kind of low. So you may want to go for something that has a lower volume, but more people are clicking through to the result.

Therefore the results are more relevant to what that person is looking for and may be better targeted in the first place. So this is just something to consider as you're doing your own keyword word research.

Finally, we have priority. So this is Moz's way of ranking the SEO keywords. This isn't a number that you'll have to come up with yourself. You can merely add it when you are in the queries, which I will show you in a moment here. It will be a number and obviously the higher the number, the higher the priority. And you'll notice here this spreadsheet is actually automatically calibrated to show you in greens and in reds and in shades of color. I will make a note too, if, you know, if red green is a color you can't see, maybe switch this to blue, yellow or some other color matrix that makes sense for you.

Let's say we have a 60 priority, this one's a 50, this one's a 40. You'll see that the numbers or the colors are going to change here slightly. This one is green, this one is white, this one is red. So we've got different shades based on the priority. The higher the number, the higher that Moz ranks that as priority.

In my spreadsheets I sort them and I will show you this from Z to A. What you'll want to do after you put in all of your results, all your keywords here, you wanna sort it from Z to A so that you can see in context how Moz is ranking these. You'll see that the higher priority keywords will shake up to the top and the lower keywords will shape up to the bottom. You'll find generally speaking, the keywords up here are going to be higher monthly volume and higher clickthrough rate and lower difficulty. Then the lower we get on the spreadsheet, it will be generally lower monthly volume and lower clickthrough rate as well.

Difficulty will kind of vary and that's normal, but again, we want to stay below 50. Generally speaking, I think if you can stay in the twenties and thirties, that's even better. I would even consider this as well. If you go and Google some of these keywords and you see other small businesses ranking for them, that's a really good sign.

Instead of seeing that as a negative or like my competitors are taking over this keyword, it's actually really good because it means you have a good chance of ranking for that keyword as well. Try to keep heart and try to see the opportunities. However, if you see other keywords where there's like a lot of marketplaces, a lot of ads that may not necessarily be the best keyword.

Finally, just as a reminder, I do have this section at the end for AdWords. So when we're assessing the keywords, Moz will actually provide this for you and it will tell you the number of paid search results that are coming up for this term. That means this is the number of ads that is popping up for this respective keyword.

For example, Boston wedding photographer, it could be that like three people are paying for ads. I've pulled up this search result here and this is just, you know, a very random example here. So just take this with a grain of salt, but you can kind of see here there are a lot of ads. There are four ads at the top of this keyword before we even get to the organic. You can see here, like for example bigger marketplaces like The Knot, Wedding Wire, Boston magazine. You can kind of see, you know, local things, bigger marketplaces and then yeah, again, paid ads before we're getting to organic results. You can see it's possible to rank for this keyword, but, and there's ads at the bottom as well. So that's something to think about. In a moment I will go into Moz and actually put this in here so you can kind of see what this looks like in Moz.

First before we do that, let's do a walkthrough of Moz so that you can kind of see how this tool works, what it is and what are some of the capabilities. Use this keyword template as a resource and as a tool. Of course if you have any questions about using it, just let me know. Ping me in Slack, let me know in the group, and I'm happy to answer any questions, but this should hopefully be a solid place for you to organize your keywords and add context and make meaning of these so that you can better understand which keywords we wanna use and which ones to maybe leave behind.

Let's get started in Moz. So you'll land on this homepage. As I mentioned in the overview video, you can sign up for a free trial of Moz. There is a 30 day free trial. If you click here, you'll be able to check that out. You'll get access to all kinds of things for 30 days. This is something I highly recommend doing for this course. I would just make sure if this is a tool you choose not to continue with, just make sure you cancel after the 30 days. I myself pay for this tool, I use this for myself, I use it for my clients. This is a tool I swear by and had just found it to be the best one, although I will also introduce you to some other SEO tools. It's not the end all be all. There are a lot of other tools that you can use but I just find that this is a great way to get started.

I'm gonna go ahead and log into my account. So once you get your trial set up, go ahead and log into your account. You'll show up on this page. If you don't for some reason, you should be able to just click over to Moz Pro, you'll be able to

check this out. What we have here, we have this view. I personally like the other view a little bit better, but we've got a couple things here. I'm actually going to start with the keyword explorer. That is one I believe you'll be hanging out in the most.

Keyword explorer, that's pretty much what we're here to do is explore the keywords of course. So let's use our example of Boston wedding photographer or photographers. We'll just start with Boston wedding photographers. So let's do that. This is loading our keywords. Sometimes Moz can be a little slow to load, just give it a little bit of time, just be patient with it. I do find it's worth the wait.

Okay, so now we have real data to look at. If you remember what I was saying about the SEO keywords, I will actually put these side by side so you can kind of see them. We'll put in our keywords. So we'll put in Boston wedding photographer and then we'll put in our monthly volume. So we have 101 to 200. So this is kind of a mid-level keyword. You can see we're in the hundreds. Pretty reasonable local keyword for a wedding photographer in Boston. It's not like a super super high monthly volume cuz again, this can go into like the tens of hundreds of thousands. But for a small business you'll probably find that a lot of your keywords are gonna be about here. And then we have difficulty, difficulty of 37, which is a pretty solid difficulty. Like, you know, there's some challenge, but that also means that it's a good solid keyword. It's in demand, it's something that people want. A clickthrough rate is a hundred percent, which means that people are finding highly relevant results here. So this is really solid because people are going to see this and be like, Ooh, Boston wedding photographer who's there, and then they click on it and they find that person is very relevant to what their search is. Then we have a priority of 57. So you can see here we're looking pretty good. When I do spreadsheets for my clients, I find a lot of keywords that are in higher priority are usually like in the fifties and sixties, but they can go a little higher than that. It's just going to depend. So, that's how you'll input it into the spreadsheet.

Now I wanna show you as well, so you'll see a couple of different views here. We have these metrics here – Keyword suggestions. I'll get to that in a moment. Basically it's suggesting different options for keywords. Like say, you know, we're kind of looking around and we're trying to think about what keywords we rank for, what kind of words make sense. It's possible you may be coming into this process and thinking like, okay, I don't really know what to look for.

How do I know what to look for? And there are a couple ways you can do that. You know, some of them are going to start with just kind of generally having some ideas like thinking through, you know, your products and services, your locations you know, those kinds of things. For starters it'll be googling around a little bit and just kind of perusing the results, seeing what other kinds of businesses pop up and what kind of words they're using. But a very easy hack can also be using the keyword suggestions. So they'll make suggestions like, if this is a keyword that you're using in your campaign, here are some other options that may also be relevant to you and I will show you that.

First I want to show you what is called the SER analysis. Now something to notice is that this may not be super relevant to you if you're not planning on running ads. I think for a lot of us in small business, organic can be the way to go. For some businesses Google ads can be very effective. This keyword searching can still be very, very helpful if you're, you're running ads. I like to incorporate this simply because it's nice to kind of keep in mind like, are a lot of people on here with ads? Because if they are, that can make it more difficult to rank. But however, if we find a keyword that doesn't have a lot of ads, that can be really great for us.

I notice here this says that there's no paid ads for related questions. So sometimes Google will pull content from pages to answer specific questions. That's a little bit more involved SEO, so I'm not going to touch on that here. But then you can also see the actual organic results for each page.

Something to keep in mind as well. So we're looking at national results and something to remember, especially if you're looking regionally, this can actually vary by where you are in the country. It can also vary like say if you're looking from Canada into the US or US into Canada, that can make a difference as well. What you're seeing here may actually be slightly different than what you see in your own Google search results, but this is more on a national kind of average level. If we're thinking about this and we're saying, okay, these are the results on page one. So you know, here's, here's a business for example, that's ranking as Boston wedding and elopement photographer.

We can see after The Knot and Wedding Wire, this person's ranking for this keyword, which is pretty solid. Then we have some other small businesses, this Mark Davidson photography, Boston Magazine, another local business, local business, local business. So you can see here, like this is actually pretty great because we see local businesses ranking, although they may not necessarily be

beating The Knot and being number one, they are heading page one, which is solid. That's absolutely what we want. Something I do recommend is checking the actual result where you are, because again, you'll see sometimes there will be less relevant ads that may not necessarily show up here. Like, you know, Thumbtack may not be like the most relevant results. Or Bark for example. These are kind of like services marketplaces, but they're not as relevant as The Knot or Wedding Wire or something like that.

You'll also see these local maps pop up. So these are local packs. So if you have a local business and you have a Google My Business profile, ideally you'd wanna pop up for these. That's kind of a whole other scope. It's something I mention in the next steps section of this module. So if you're curious about that, definitely check that out. But then below that, if we're just thinking merely organic keywords, you can see here that this is where the results start.

We've got The Knot, we've got Wedding Wire, we have Lena Mariso ranking third, and then we have those relevant questions. So it's definitely very helpful if you're really curious to go and see, you can find out what this actually looks like. These are all things to consider in all different ways that people will find people, some searchers are going to head right the maps and this can be really, really great.

Again, if you're not a local business, this is not going to be as relevant to you. For example, I myself do not have a Google My Business profile. It's not something I use in my business. Although I have heard it can be really great for you. If it's something you're open to doing definitely can help your SEO and then that means when people search your business, they're actually going to land on your business. So it's definitely something to consider. So yeah, so we see here, so see this Lena Mariso, she's ranking third for this keyword.

I think I'll come back to that in a moment. I'll keep that website as a note, but anyway, okay, so you can kind of see where to put the AdWords. I have a notes column as well just so you can kind of keep notes if there's anything that you want to be aware of. Definitely something to think about. We also have those keyword suggestions so we can kind of check out. I'm going to make this a bigger screen actually, so we can see. So you can see some other keywords. Again, you can see the monthly volume and the numbers of keywords. So we can see, okay, Boston wedding photographer pricing. Perhaps this could be good for a services page if you want to, or like a pricing page if you have one.

Best Boston wedding photographers could be really good, especially if you've won an award or something like that. Here's one, Massachusetts wedding photographers. This is also really great. This is an example of kind of going, you know, going in a different direction. We started with Boston and then we're like, okay, let's look at the entire state so we can actually click over and check out what this keyword is like. We'll wanna go out of the suggestions and go back out to the overview. So you can see volume, difficulty, click through and priority. You can see the slightly lower priority, but still pretty good, all the same, slightly lower difficulty, smaller monthly volume, but that usually means that it's just like a little bit more niche as far as who's looking for it. Definitely not a bad thing because sometimes even these small niche keywords can really be key to attracting our ideal clients because those people can be searching for more niche things.

That kind of wraps up the keywords. In the next video I'm going to be doing an over the shoulder so you can kind of see how this looks in practice and how we can really dig deep into the keywords, but I wanted to share that there. So something we also have is we have campaigns. You can actually run a campaign on your own website. I actually have one running right now. So you can put in your details and have it kind of track things for you. You can have it do a site crawl, see if there's any issues on your website you know, kind of see how each page is doing, see if there's any broken links really can help you overall with the seo. You can also see what keywords you're ranking for. I definitely do recommend doing this as part of the trial can be really helpful.

I won't be covering that too much here, but I think that it could be a great thing to explore if you're going to do the trial. Also, competitive research can also be great because it can kind of help you identify competitors. I found this to be a little dicey. It's still in beta. I find, personally, if you already know your competitors it's usually better to go with what you know to be true about your competitors because you likely know your competitors better than this tool, but it is available.

Then of course we have the keyword research keyword suggestions and all of that. Something we also have there are some other things here, but finally is link research. This is going to be kind of researching a link and kind of seeing how it's ranking. So I'm gonna go ahead and use this search result that we got from looking at Boston Wedding Photographer and we'll go ahead and put that in.

We can see here and this is something you can do both with your own website. You can also do this with competitors. This can be really helpful if you're kind of going, well, you know, I thought of some keywords, I'm not really sure what else.

You can actually go and see what other competitors are ranking for as far as keywords. So I'll give a brief overview here. Again, I want you to focus on the keywords. Some of this other stuff is going to go into larger SEO strategy which is a little bit beyond the scope of copywriting, but this can be a great avenue to start building that SEO, start thinking about it and really start bolstering this for your business.

Domain authority is something that we wanna look at. On a scale of zero to a hundred if yours is low, don't worry about it too much, especially for your new website and especially being a small business. 24 is actually on the high end for a small business. That's actually really, really awesome. That might seem low, but it's actually really good.

Linking domains are going to be the websites and external links that link to this website. So if you've ever heard the term like back links, that's what this means. So you know, that can kind of be like if you get featured on someone's blog or a podcast or you know, a publication, a podcast, something like that. Those can be kind of like back links or linking domains. Those can be really great because that builds your authority and it kind of ties you to other people in your industry. It kind of tells Google how to read your site and it goes, Oh, it's associated with like, you know, this person or this person. Especially if they have a high domain authority, it can build a lot of credibility. It definitely can be really, really good. It's something you can do, it's just one way to build your SEO.

Then we have inbound links. So this is like links that are being targeted on the website. Something you may have heard before, and this is something we're gonna go over more in the blogging module, is that it's good to link up to other websites. That's really true because, you know, if you've just link to your own, like that's fine and we want to have linking between pages. But at the same time, we do also want to link to other websites because it can build our overall authority. Then finally we have ranking keywords. So let's go ahead and click and see some of the keywords that she is ranking for.

We can see, for example, I think to start this will actually organize by the like, what is number one? You can see, you can change these to what's ranking lowest versus what's ranking highest. So you can see what's number one.

This one for example, this is a blog. The business owner's name would be like this slug Cape Cod boho wedding. That's a blog. So you can kind of actually see which kinds of pages are ranking well.

I want you to start thinking about this critically and seeing the difference. So some of these keywords for blogs like Cape Cod Boho Wedding, you know, that may not necessarily be like the word that you would put like right on your homepage, but something like Boston Elopement photographer, Boston Wedding Photography, like we can see why this site is, is doing so well actually because she's ranking number three for these very important keywords. These are good examples of static website page keywords. Then we have other things that are more blog friendly, like fruit Lynn's Museum wedding photos. If you're a wedding pro, this might be linking out to venues, locations you know, things in your area or you know, if you're a fully online business and you don't work locally, you know, just simply longer tail keywords.

You know, it could be something like you know how to design your branding or something like that. More how to or more service oriented. This is kind of an interesting tool to be able to see how this kind of works, what's ranking well, what's working the difficulty, so how hard it actually is to rank for these keywords. And an interesting point as well.

We may have looked at Boston wedding photographer. Wedding photography is even a slightly different keyword and bonus if you're finding that that's hard to rank for or you're even finding that you do more elopements, look at this keyword Boston elopement photographer.

The difficulty is actually way lower so it's actually easier to rank for that keyword. And the monthly volume to this website is about the same. Something we can also do is we can sort these by difficulty or monthly volume. If we go and sort by monthly volume, we can kind of see that some of the things that are bringing in the most traffic to this website are actually things that are not page one. While I did mention a moment ago ranking page one is desirable, it's important, it can really bring a lot to your business, but simultaneously it's not everything. Sometimes you may even find that things that are not like the highest numbers are actually bringing in a lot of traffic.

For example, we see this blog crane estate, so I'm assuming that that is for a venue that's bringing in a lot of volume and it's pretty hard to rank for as well. You know, this is just something to think about and a really great starting point.

This is something like if you want to get started on this now, you can definitely be thinking about some potential blog words that you could use in the future.

That being said, I think it's easier to just focus on static keywords and just be thinking about your core website pages. Then once we get to the blogs we can kind of expand on this a little bit more. This is a great way to not only get more keyword ideas, see how competitors are ranking and also understand that ranking number one is, is not the end all be all. It's not the only thing. If we sort these by difficulty, that's even more interesting. You can see it's kind of all over the place, so that's a really helpful way to look at keyword word research. Also, I just have to know, I think this website that we've found in the course of our keyword research is a really great example as well because you can see how, you know, she's incorporated really lovely web design with optimizing keywords.

You can see her, she's incorporated Boston wedding photography right up top, Boston Wedding Pro. You can see this mention a couple times, but then you can kind of read her copy and see it's very personality oriented. Here, see even on a button, Boston's favorite wedding photographer. You can kind of see these keywords starting to sneak into the page very cleverly, very naturally as well. You can see these fun design elements you know, segmenting to, you know, respective, you know, services and pages you know, awards and and recognition.

We can also see again, more locations mentioned. Then at the bottom here this is something we're going to do on the website copy module is this sort of section here we can see she's an energetic award-winning Boston wedding and elopement photographer weddings, elopements, micro weddings, Boston and Cambridge city hall weddings. You can see the different services mentioned. This could be a really great way to optimize for keywords as well.

Moz can be a really exciting way to identify competitors and just find what opportunities exist out there for keywords. Again, like I mentioned, there are other tools. I have linked an article from HubSpot that has some other keyword tools, if you'd like to try something else, if you'd like to see what else is out there. If you find something else that you're really enjoying and is a good tool, let us know. We'd love to hear about it.

Some other ones that can be good are Answer the Public, Ubersuggest, and also just Google Search Console if that's something you're already using in your analytics. I recommend Moz as a comprehensive starting point because you can kind of do all of this in this convenient portal here. Then, and then once you do that, you're equipped to add to the spreadsheet add context and meaning, sort these from Z to A and kind of get an idea for what this can look like for you and what keywords are going to be most relevant.

I've also included other resources– we have a web page optimization checklist. So some things to consider when writing your website copy. This will come into play in the next module, but it's something I invite you to consider and start thinking about. Also a page title and meta description planner so that you can start to organize your page titles and descriptions and be able to understand how they will look as you're planning your website because we are entering the early stages of planning your website.

One more tool actually I do want to mention is this website mapping spreadsheet. Obviously it's not required that you use this. The page title, a meta description planner should give you everything you need here, but if you prefer this mapping spreadsheet can be a really helpful way to start planning which pages you will have on your website where they are in the customer journey. I've mapped these already, awareness, interest, consideration and decision. So awareness kind of being the you know, lower hanging fruit of actually them knowing who you are and then decision actually being like reaching out and inquiring, which we get on the contact page. Then we have page title, meta descriptions. So you can write them here or you can write them in the other doc. You know, you can start kind of brainstorming some ideas for your content outline, although I will be giving you a structure for your website copy, so you don't even have to worry about this if you don't want to. Then primary calls to action. So kind of thinking about which pages are going to lead where.

Typically like on a homepage for example, you might wanna lead to like your about page or your services page or whatnot, so thinking about what you wanna point people to most. But once again, as a reminder, we will be doing this in the website copy module.

This is just another way to make meaning of and make context of all of this information. I hope you enjoy your keyword research, you know, let us know in the group what your findings are and what you think about Moz.