

How To Do Keyword Research?

SEO is the current trend in marketing today and many business enterprises have adopted this strategy to ensure they remain competitive. In order for the SEO campaign to be effective, you are first required to create a keyword for your site. A keyword is the phrase that when typed in the search engines, it will lead to your site and therefore bring more traffic. The quality of the keyword will determine how efficient it is in bringing traffic to your site.

Select www or non-www

Then 301 accordingly to consolidate indexing signals.



How to do keyword research?

The keyword you choose should not only be relevant to what you are dealing with in your site, but it should also be unique. When a good keyword is used, it will bring the right traffic to the site. In order to come up with a good keyword, it is important that you do a lot of keyword research. This way, you will find out the types and kinds of keywords that are more effective and efficient. In keyword research, the following are the two major things you have to focus on:



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1.The value of the keyword

When you are choosing a keyword, it is important to understand what value it brings to your website. There are tools that you can use to identify the keywords that have been searched by many people. However, this information may be invaluable to your enterprise. This is because you have to first understand the dynamic of your website, and do some experiments.

- The first thing is to ask yourself whether the keyword will help the customers to find the items you are dealing with. If the customers are able to find exactly what they are looking for in your website, then you are on the right track.
- The next step is to look up the keyword in the search engines. When you find the websites that are ranking using the keyword, then it is easier for you to know your competitions and the amount of work you need to put into your campaign.
- When you do not rank with the keyword, you can buy test traffic, point them to your keyword and record the conversion rate. This way, you are able to get an estimate of the conversions to expect from your keyword.
- Once you have all the data, you can then calculate and analyze to find out the value of each of the keywords to your business and determine if it is worth it.

2.The demand for long tail keywords

In addition to the keywords that business people employ in their websites, there are other unique keywords that consumers look for in the internet. For example, if people search the word dresses, they are likely to be window shoppers with no intention to buy. However, another person may type cheapest mini-dresses (M) in New York; this person is willing to buy the dress. Therefore, when you are looking for keyword, it is better and more effective to use long tail keywords so that you are able to attract the right traffic to your site and increase the conversion rate of your website.



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Conclusion

Keywords are the most important aspect of SEO marketing. When you are choosing the keyword to use for your website, the tips above will be helpful to ensure you choose the right keyword. It is important to remember that the keyword will go a long way to determine the conversion rate of your traffic and also your ranking on search engines.

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