



User Personas

Build personas for specific people Easier to identify with "one" person than audience

Daily Activity - What do they do each hour?

Fears / Joys - What motivates them?

Trusted Brands - Who else do they like?

Quote - You should be there when they say "X"



Longer Keyword Phrases

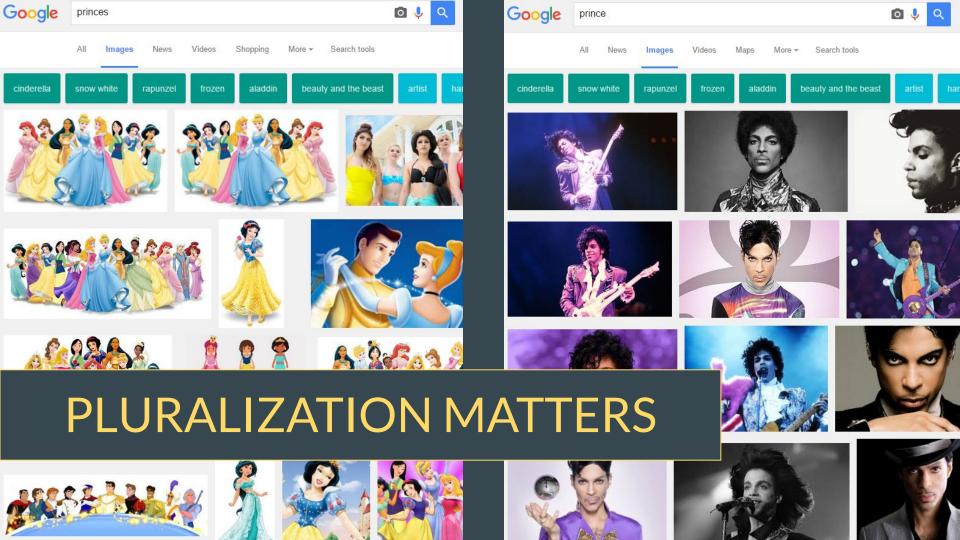
Tend to have less competition

Tend to be easier to get higher rankings

Tend to have less traffic

Tend to have more intentional & converting traffic





Intent in Keywords

Awareness / Informational

- How to, Best way, What is, Ways to, Why

Interest / Desire

- Review, Top, Compare vs, Brand/Product (Dell)

Action

- Buy, Deal, Coupon, Discount, Now, Subscribe

Keyword Strategies

Mix and Match Keywords + Intent to target personas at different stages

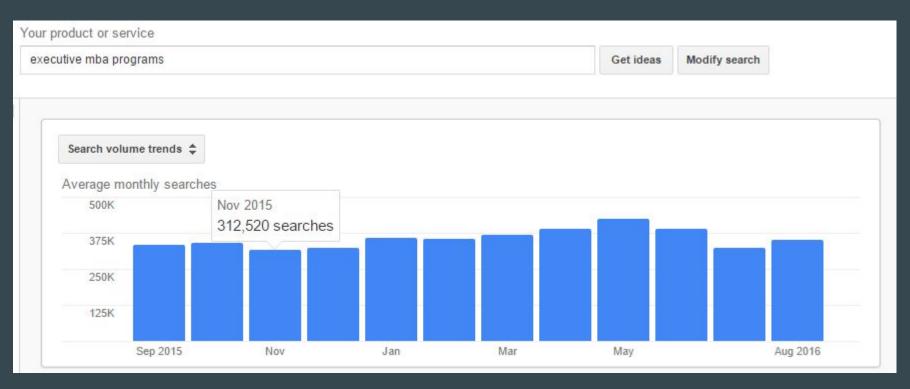
Best way to dunk, Top Dunking Shoes, Buy NK34X

- Create 3 pages / strategies

Keyword Planner (Adwords)

Keyword (by relevance)	Avg. monthly searches	Competition ?	Suggested bid ?	Add to plan
mba	110,000	Medium	\$24.67	»
mba degree	L <u>~</u> 18,100	High	\$48.62	»
online mba	12,100	High	\$70.23	»
mba rankings	12,100	Medium	\$11.07	>>> ×
business school rankings	12,100	Low	\$10.71	»
top business schools	9,900	Low	\$6.37	· >>

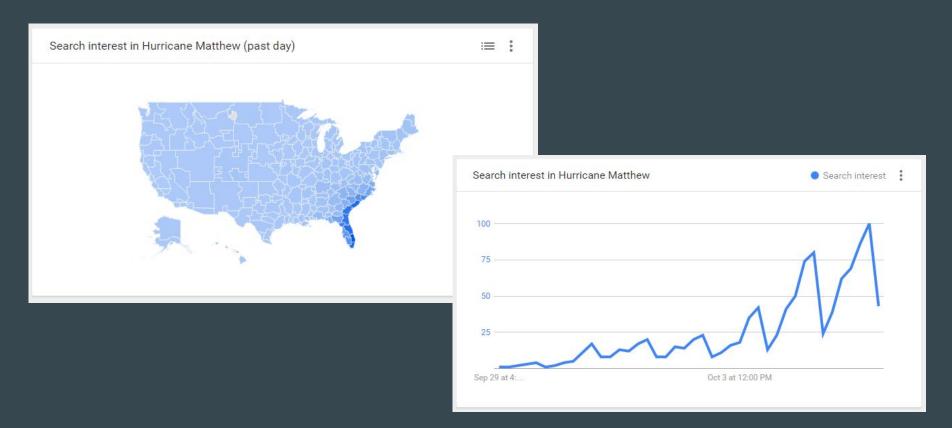
Keyword Planner (Adwords)



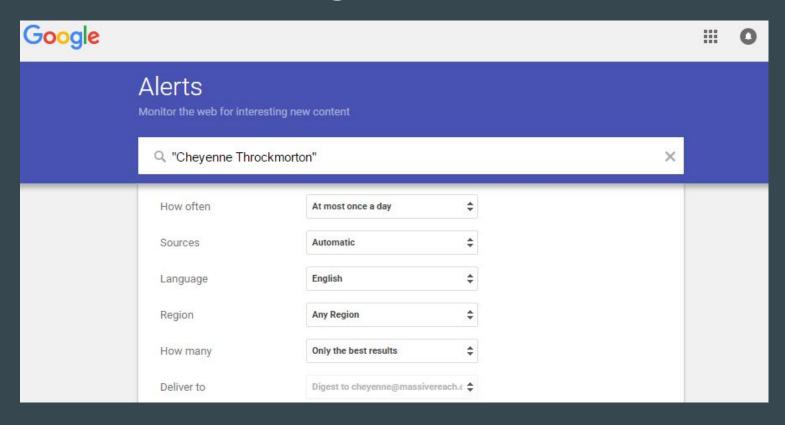
Google Sheets - Conditional Formatting

1	Keyword	Avg. Monthly Searches (exac	Competition
2	immigration reform	368,000	0.15
3	immigration news	301,000	0.19
4	lawyer	165,000	0.45
5	power of attorney	165,000	0.63
6	paralegal	110,000	0.43
7	legal aid	110,000	0.62
8	attorney	90,500	0.36
9	solicitor	49,500	0.35
10	lawyer salary	40,500	0.04
11	illegal immigration	40,500	0.21
12	divorce lawyers	33,100	0.94
13	employment law	33,100	0.8
14	free legal advice	33,100	0.92
15	solicitors	27,100	0.73
16	criminal law	27,100	0.21

Google Trends - Search Interest



Google Alerts



Contact & Resources



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<u>/massivereachcom</u>



google.com/+massivereach

Other Resources

https://www.google.com/trends

https://www.google.com/alerts

https://www.massivereach.com/seo-tools





www.massivereach.com