

SEO Fundamentals

Keyword Research



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Keyword Data

- [Google Keyword Planner](#)
- [Google Trends](#)
- [SEMRush](#)
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- [Ubersuggest](#)
- [SearchLatte](#)
- [AnswerthePublic](#)
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On-Page Optimization

- [Slerpee](#)
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Additional Resources:

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- [What is a Meta Description?](#)

Keyword Research: The Basics



Keyword Research : Introduction

What is Keyword Research?

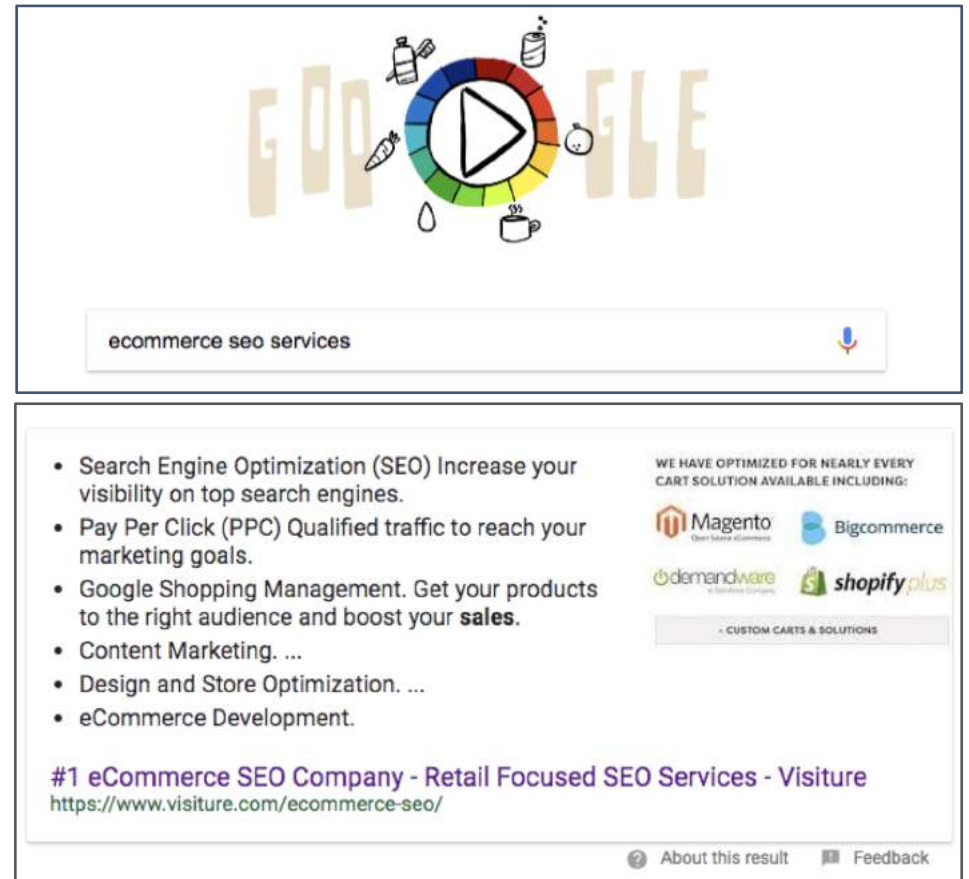
By definition, keyword research is the process of determining specific phrases that users are typing in to search engines in an attempt to find information about your products, services, or industry.

For example, if I'm a digital marketing agency that sells SEO services specifically for ecommerce retailers, you could expect users to type in "ecommerce seo services" to find businesses like mine.

Keep in mind, not all searchers are the same. Some users might type in "ecommerce seo services" and others might type in "seo agency for ecommerce".

The goal of keyword research is to uncover all of the possible keyword phrases that relate to your business and industry so that your website can rule as the authority on the subject.

As we discover more and more variations, building a "pillar" of content around these variations will be crucial for the success of our organic search campaign.



ecommerce seo services

- Search Engine Optimization (SEO) Increase your visibility on top search engines.
- Pay Per Click (PPC) Qualified traffic to reach your marketing goals.
- Google Shopping Management. Get your products to the right audience and boost your **sales**.
- Content Marketing. ...
- Design and Store Optimization. ...
- eCommerce Development.

WE HAVE OPTIMIZED FOR NEARLY EVERY CART SOLUTION AVAILABLE INCLUDING:

Magento | Bigcommerce
demandware | shopify plus

- CUSTOM CARTS & SOLUTIONS

#1 eCommerce SEO Company - Retail Focused SEO Services - Visiture
<https://www.visiture.com/ecommerce-seo/>

About this result | Feedback

Keyword Research : Introduction

So It's Just About the Keywords I Choose?

No! There's more to keyword research than picking the right keyword phrase or a synonym thereof.

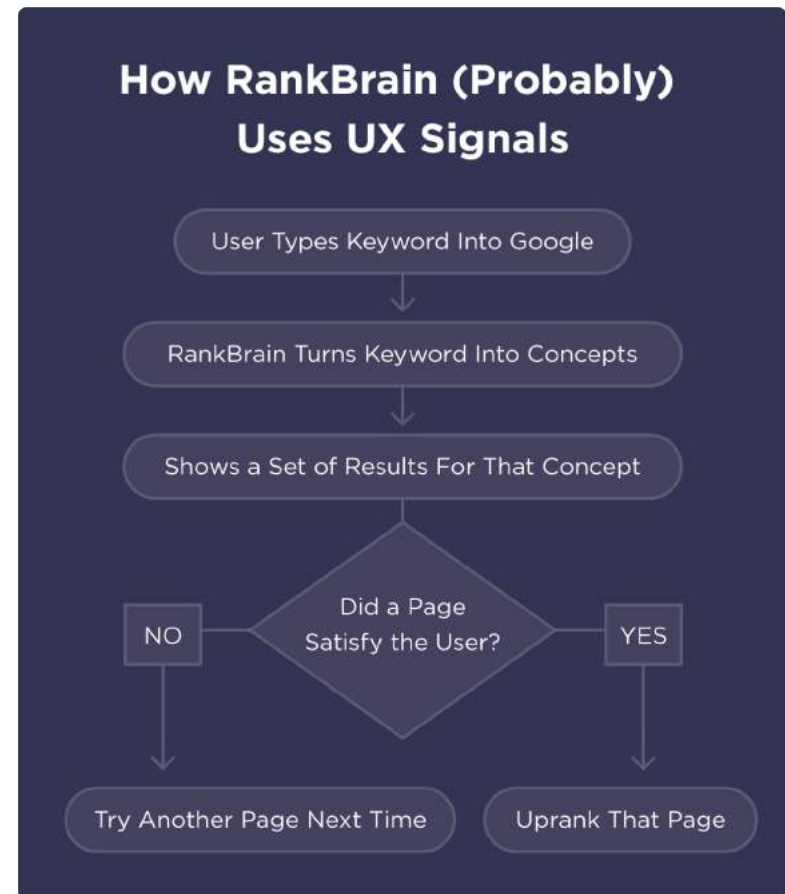
The end goal is to satisfy the user's intent and deliver a user experience that captivates your intended audience.

More than specific keyword phrases, Google is evaluating your web page's content for the following three factors:

- Expertise
- Authority
- Trustworthiness

This is why I can't go out and simply build a page about eCommerce SEO and sprinkle in "ecommerce SEO" every 100 words with a hope of ranking number one. The Hummingbird algorithm update and the addition of RankBrain penalized websites trying to game the system like this.

The bottom line is that the higher quality your website's content is and the more comprehensive of a resource you can be, the better chances you'll have of ranking well.



Keyword Research : Research Tools

To start gathering the keywords that are already a part of our “keyword universe” and the potential keyword phrases we’d like to rank for, we need to understand key metrics like the following:

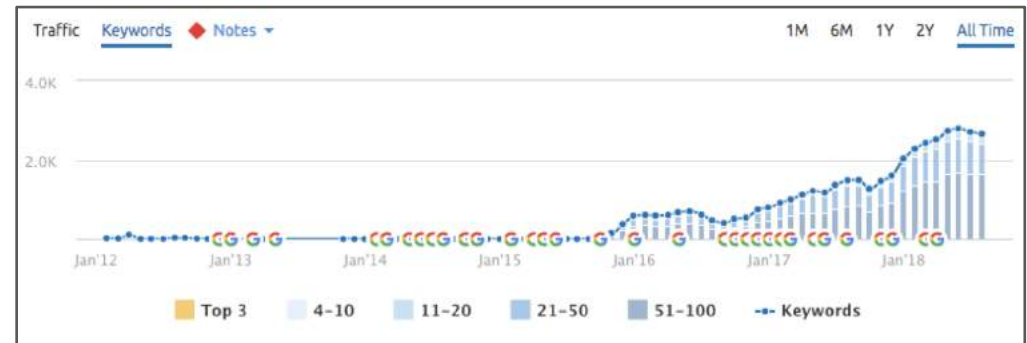
- Current Positions
- Average Monthly Search Volume
- Average Cost per Click

The best tool that we have at our disposal for discovering which phrases and topics are within our grasp is SEMRush. This tool will give us the keyword phrases we are ranking for as long as they are in position 1-100. Anything beyond position 100 is not included in this data set.

Once we have the contents of our keyword universe in hand, we’re going to want to do some research for additional keyword phrases we’d like to add to the group. The most accurate tool for this is Google Keyword Planner, but you could also use UberSuggest, Moz, or a handful of Chrome extensions.

When analyzing the data for new keyword opportunities, consider the three stages of the buying funnel (awareness, consideration, purchase) as we’ll want to target users in every section.

*To access all the data in Google Keyword Planner, you’ll have to logged into an active Google Adwords Account/MCC



Keyword (by relevance)	Avg. monthly searches [?]	Suggested bid [?]	Add to plan
ecommerce seo expert	260	–	»
ecommerce seo consultant	110	–	»
seo services for ecommerce web...	50	\$259.65	»
ecommerce seo packages	260	\$16.28	»
seo for ecommerce website	590	\$7.29	»
magento seo services	170	\$5.65	»
seo company usa	1,900	\$6.97	»

Keyword Research : Determining Value

Determining the value of a particular keyword can be tough. While we naturally gravitate towards average search volume as an indicator of a great keyword, we often forget about user intent.

When choosing keyword phrases to target for your keyword universe consider where your choice of words fits within the purchase funnel. Are users looking for information or are they set on what they want and are just looking for the best deal? Understanding where your user's head is at can help you pick the best possible phrase to draw them in and will also help the content on the page to be more engaging.

Common Examples:

Top of the Funnel: How To, What, Recipes, Diets, Options, Specific Functional Requests, Questions about Deadlines & Compliance

Middle of the Funnel: Product Modifiers, Services, Trainings

Bottom of the Funnel: Brand Name, Deals, Coupons, Sales, Discounts, Pricing, Location



2015 Trek Fuel EX5 29er
19.5in Aluminum Frame
120mm-Travel

Awareness (TOFU)

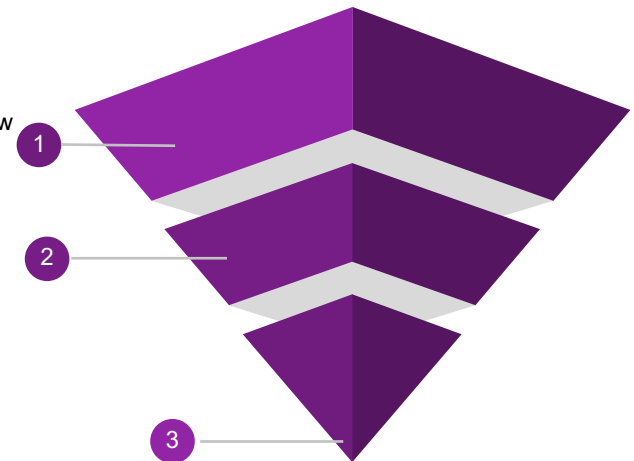
Bikes, Mountain Bikes, Bicycles, MTB, How to Buy a Mountain Bike, Where to Buy a Mountain Bike, How to Ride a Bike, What is a Mountain Bike?

Consideration (MOFU)

Trek Mountain Bike, Trek 29in Mountain Bike, Full-Suspension Mountain Bikes, Aluminum Frame Mountain Bikes, 29in Mountain Bikes, 19.5in Mountain Bikes

Purchase (BOFU)

2015 Trek Fuel EX5 29er, Black 2015 Trek Fuel EX5, 2015 Trek 29er 19.5in Frame, Full Suspension Trek Mountain Bikes on Sale, Deals on 19.5" Trek Mountain Bikes



Keyword Research : Measuring Success

Choosing the right keyword phrase isn't the end of the line. It's important to understand how the choices you've made affect real-world outcomes like rankings, engagement, organic traffic, and revenue.

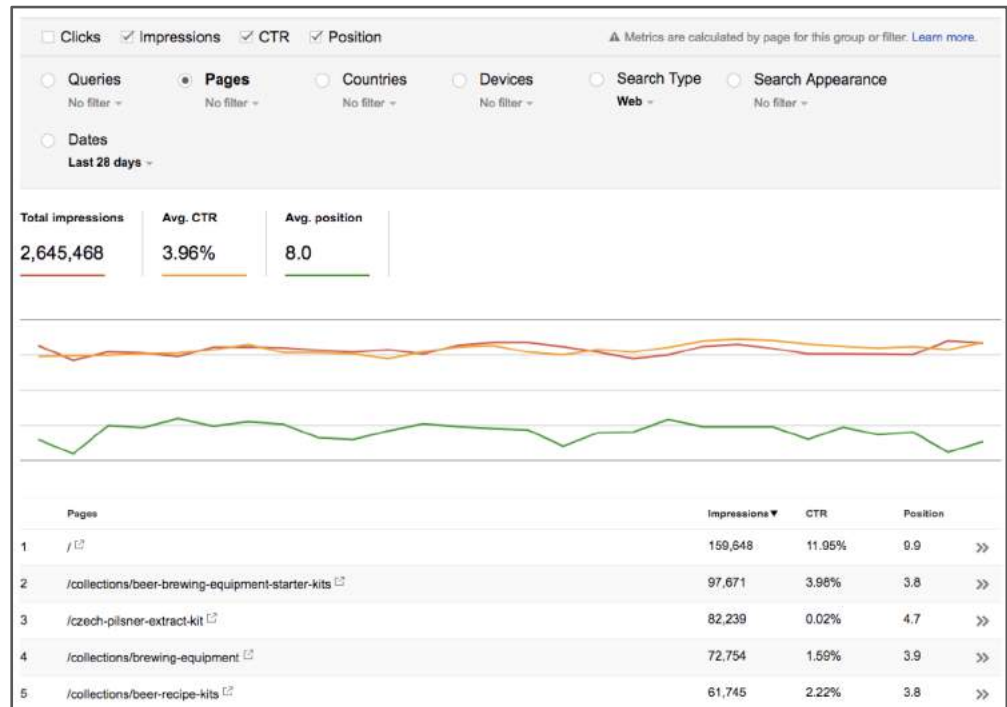
Utilizing the "Search Analytics" feature in Google Search Console, we can see exactly how our new on-page elements are performing in search. The end goal is to create a title, description, and h1 tag that:

- Have a click-thru-rate (CTR) > 1%
- Improve in Position (Hopefully to Page 1)
- Receive More Impressions

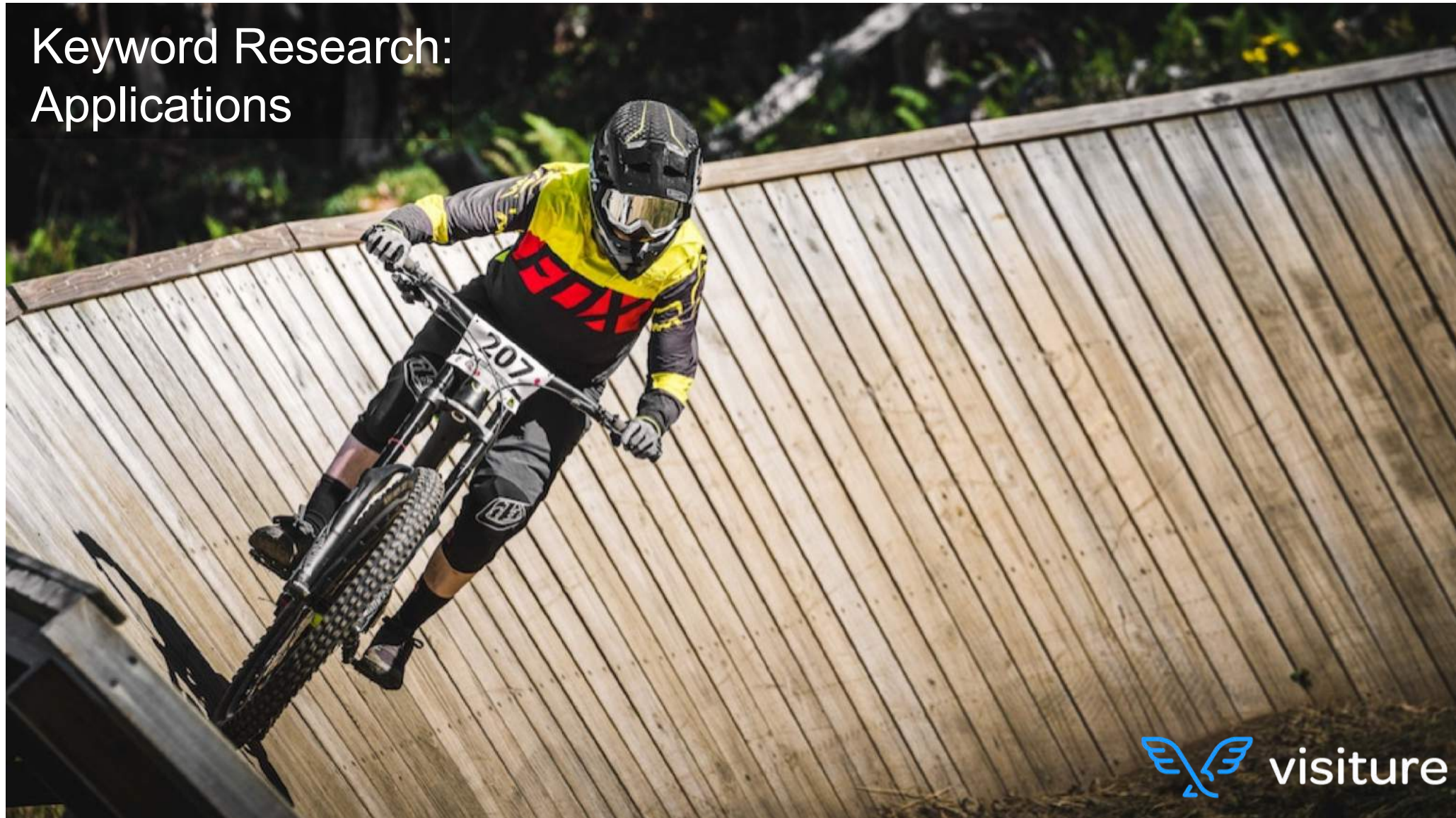
Common Fixes for Poor Metrics:

Low Click-Thru Rate: Is your meta description engaging? Does your page title target the right segment of the audience? Are there an adequate number of users searching for your primary keyword phrase each month?

High Position (>10): Is your page the best possible resource for the topic? Are there bigger players competing for your term? Is your primary term too broad?



Keyword Research: Applications



Applying Keyword Research : Meta Optimization

One of the most common applications for the keyword research that you've completed is crafting unique meta titles, meta descriptions, and h1 tags for URLs on our clients' websites. This process is called, "on-page optimization".

The Title Tag: Often referred to as the meta title, this HTML tag exists in the source code of your website. It serves to provide search engines with context about the main topic of your webpage. It is only visible to users on search engine results and if they hover over the tab in their browser. In terms of ranking in search results, the contents of the title tag are very important.

```
<title>This is a Title Tag - 70 Characters Maximum</title>
```

The Meta Description: The meta description is descriptive text that appears to users below the title tag in search results. This text is only visible to users in search results and serves to engage and entice them to click-thru to the client's website. The contents of the meta description are not important for ranking well but should closely relate to the title tag.

```
<meta name="description" content="This is an example of a meta description. This will often show up in search results. Make sure this is unique per page and keep it under 155 characters.">
```

Google Preview

This is a Title Tag - 70 Characters Maximum

domain.com

This is an example of a meta description. This will often show up in search results. Make sure this is unique per page and keep it under 230 characters.

The Primary Header (H1): Aside from the meta title and meta description, the H1 or primary header tag is the most important SEO element for on-page optimization. This tag serves to define the contents of the rest of the page and should closely relate to the title tag. The H1 tag readily visible to users as they browse the website but not able to be seen on search results pages.

```
<h1>This is my Primary Header</h1>
```

Note:

- Title tags and meta descriptions should not be duplicated across multiple URLs if possible. Duplication can cause competition between different pages on your domain and dilute the website's ability to rank.
- There should only be one primary header tag on each page. This tag is meant to define the rest of the page and too many "cooks in the kitchen" will make the relevancy muddy and hard to understand.

Applying Keyword Research : Heading Optimization

The primary header is the most important of the heading tags, but that doesn't mean that the others should be neglected. Our goal is to be the most quality, authoritative, and comprehensive resource for our users, and certainly supplementary information will help us do that.

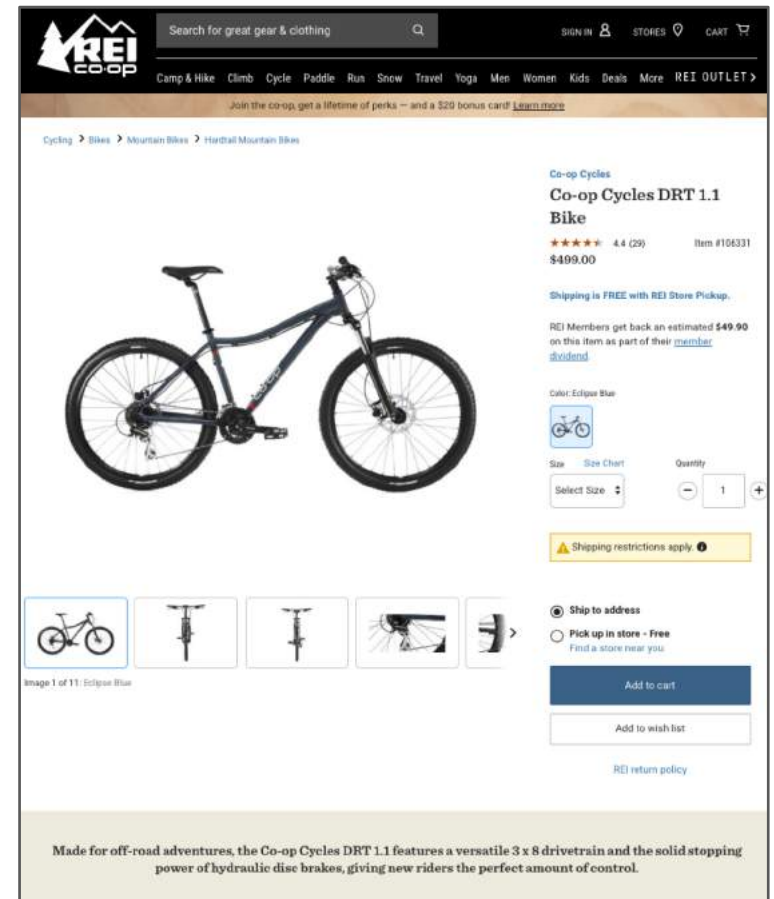
Optimizing h2-h6 tags utilizing the keyword research we've completed, can help us provide more information to potential customers, and target a different audience in search results.

For example the page to the right has the following breakdown of headings:

<H1>Co-Op Cycles DRT 1.1 Bike</H1>
 <H3>Features</H3>
 <H3>Technical Specifications</H3>
 <H3>Sizing Chart</H3>
 <H2>Reviews</H2>

By setting up our heading tags correctly, we will naturally start to rank for phrases like "Co-Op Cycles DRT 1.1 Reviews".

To go the extra mile, we could include this verbiage in the heading, but as you can see setting up the right structure so that it's easily digestible for users and search engines may pay off without any additional work from us.



Applying Keyword Research : Content Optimization

Now that you're targeting the right keyword phrases and focused on the right audience by selecting phrases that are from the top, middle, and bottom of the purchase funnel, you're ready to deliver what potential customers are looking for: the user experience.

In order to be the best answer to users questions as they type them in on search engines, you have to be thorough.

This isn't 2001 and optimizing your content for search engines isn't about how many times you can fit "mountain bikes for sale" on a page. More and more, ranking well in Google, Bing, and other search engines comes down to providing the best user experience through informative content build around the questions and users need answers to.

The formula for great content optimization is as follows:

1. Comprehensive Keyword Research
2. Natural Content Built for the User not the Search Engine
3. Optimized Headings to Break Up Content
4. Applicable Graphics/Images/Diagrams/Charts
5. Internal Linking to Supplementary Resources (Internal + External)

Note: The success of your article, blog, or powerpage is dependant on high-quality keyword research. Items 2-5 are enhancements that will improve the success of your campaign as a whole.

The screenshot shows a blog post on the website 'singletracks'. The title is 'How To Lube Your Chain: A Beginner's Guide' by Chris Daniels, published on August 2, 2016. It has 755 shares. The main image depicts a hand using a yellow 'Tech' lube bottle to apply lubricant to a red bicycle chain. Below the image, there is a paragraph of text explaining the importance of proper lubrication for a bicycle chain. At the bottom right of the article, there is a small graphic that says 'Take the WOW Factor to the Next Level' with a mountain biking scene and a gold medal icon.

Applying Keyword Research : Anchor Text Optimization

The time you've spent in researching the client's business, industry, and relevant topics can also be applied for our off-site activities. Utilizing your targeted phrases in anchor text can allow us to pass additional clues to search engines and users that the destination is about the topics they're looking for.

Example: I've written an editorial article about outdoor activities to do in the Denver area and mountain biking is on my list of best things to do in the summer.

I want to ensure that I can get a link back to my client, REI but I want to provide value to the user and add a link in a natural way.

My link might look something like this:

`Beginner mountain bikes`

Anchor Text Best Practices:

- Succinct
- Relevant to the Destination Page
- Low Keyword Density
- Not Generic
- Not Naked

The screenshot displays the REI website's product page for Mountain Bikes. On the left, a sidebar offers various filters: 'Find in store' (with a location icon), 'Select Store', 'Categories' (Hardtail Mountain Bikes (47), Full-Suspension Mountain Bikes (40), Fat Bikes (15), Rigid Mountain Bikes (14)), 'Mountain Bike Style' (Cross-country (18), Trail (64), All-mountain (19)), 'Brand' (Cannondale (27), Co-op Cycles (7), Diamondback (19), GHOST (24), Salsa (27)), 'Gender' (Women's (24), Unisex (77), Boys' (3), Girls' (3), Kids' (2)), 'Wheel Size' (20 inches (2), 24 inches (1), 26 inches (14), 27.5 inches (60), 27.5+ inches (16), 29 inches (18), 700c (1)), and 'Bike Frame Material'. The main content area features a 'Cycling > Bikes' breadcrumb, a 'Mountain Bikes (104 matches)' heading, and a promotional banner with the text 'Get the right mountain bike for you.' and a 'We can help' button. Below the banner, there are three product listings: 'Co-op Cycles DIRT 1.1 Bike' priced at \$499.00 with a 5-star rating (29 reviews) and a 'Compare' button; 'Cannondale Trail 7 27.5/29 Bike - 2018' priced at \$700.00 with a 5-star rating (1 review) and a 'Compare' button; and 'Diamondback Line 27.5 Bike - 2018' priced at \$900.00 with a 5-star rating (2 reviews) and a 'Compare' button. The page also includes a 'Sort by: Relevance' dropdown and 'View: 30 | 60 | 90' options.

Keyword Research: Common Pitfalls

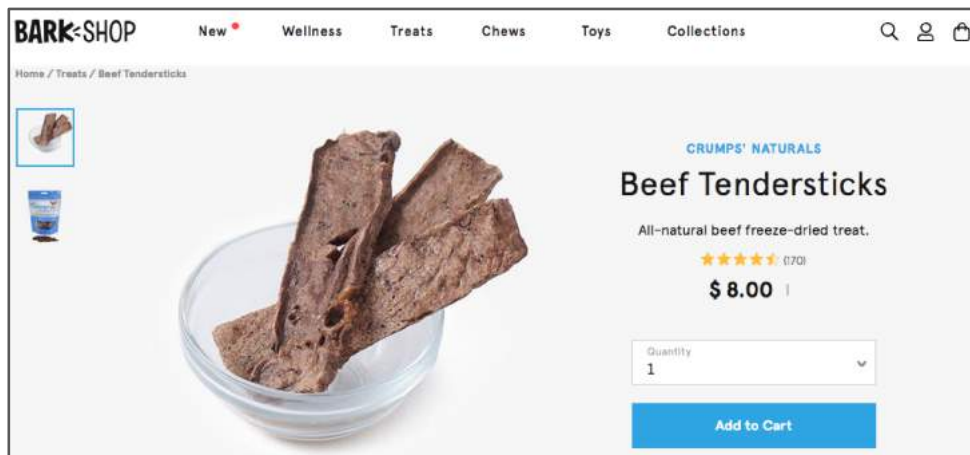


Common Mistakes : Misreading Intent

Anytime you're completing keyword research and trying to decide what you should target on a particular page, it's incredibly important to consider the intent of the user. Targeting the wrong audience may result in poor quality results and ultimately less organic traffic and revenue than the page's potential.

Example: For the page below, we're trying to get users to buy these beef tendersticks, which are made for dogs to consume. On the top right, we're targeting, "beef for dogs". On the bottom right, we're targeting, "beef jerky dog treats". Note the difference in intent.

Beef for Dogs - Top of Funnel (Expecting Information)
 Beef Jerky Dog Treats - Middle/Bottom of Funnel (Expecting a Product)



Dogs don't require the higher protein content of meats such as **lamb, fish, chicken and turkey**, but if your dog doesn't like beef, these meats can be cooked in the same way. To boil **ground beef**, add the meat to a large, cold skillet, break it up and spread to fill the pan, then cover in water and bring to a boil. Apr 8, 2011

[How to Cook Ground Meat for Dogs | Cuteness](https://www.cuteness.com/article/cook-ground-meat-dogs)
<https://www.cuteness.com/article/cook-ground-meat-dogs>

About this result Feedback

People also ask

Can my dog eat beef? ▾

Can I feed beef to my dog? ▾

Is chicken or beef better for your dog? ▾

Can a dog eat raw beef? ▾

Feedback

Dog Jerky Treats. Jerky treats provide a natural, satisfying chew for your dog. Strips of steak and chicken breast jerky are naturally grain free and gluten free, as are bison, duck and venison treats, which provide novel proteins in your pet's diet.

[Dog Jerky Treats: Natural Grain Free Dog Treats | PetSmart](https://www.petsmart.com/dog/treats/jerky/)
<https://www.petsmart.com/dog/treats/jerky/>

About this result Feedback

Amazon Best Sellers: Best Dog Jerky Treats - Amazon.com

<https://www.amazon.com/Best...Pet...Dog-Jerky-Treats/.../pet.../29754390...>
 Best Sellers in Dog Jerky Treats. #1. Triumph Dog Turkey, Pea, & Berry Grain Free Jerky, 24-Ounce. #2. Rocco & Roxie Gourmet Jerky Dog Treats Made in USA - Slow Smoked, Delicious, Tender AND... #3. Farmland Traditions USA Made Jerky Dog Treats. #4. Milo's Kitchen Chicken Meatballs Dog Treats, 18-Ounce. #5. #6. #7. #8.

Jerky Treats Tender Beef Strips Dog Snacks, 60 oz/Large - Amazon.com

<https://www.amazon.com/Jerky-Treats-Tender-Strips.../B00DX010TA>
 Rating: 4.3 - 483 reviews
 Jerky Treats Tender Strips Dog Snacks have a new look and an improved recipe! They are a dogs favorite treat and are made with American beef. This healthy ...

Dog Jerky Treats: Natural Grain Free Dog Treats | PetSmart

<https://www.petsmart.com/dog/treats/jerky/>
 62 Items - Dog Jerky Treats. Jerky treats provide a natural, satisfying chew for your dog. Strips of steak and chicken breast jerky are naturally grain free and gluten free, as are bison, duck and venison treats, which provide novel proteins in your pet's diet.

Common Mistakes : Misreading the Competition

Search Engine Optimization is all about providing a better answer to a user's question than any other website out there. That's not to say that we can't borrow great ideas from the competition.

Where we get in trouble is when we target a keyword phrase but don't consider how the user wants to see that targeting expressed in results.

Example: If my client is REI and I sell mountain bikes, consider the search results to the right for the phrase, "mountain bikes". It's clear to all of us that "mountain bikes" is the best way to describe the product offering and you'll see that all of our competitors agree with this theory.

The question is why isn't our listing performing as well as Trek, Specialized, or Bicycle Warehouse. While there are many reasons in this case, take a look at the meta descriptions. Are you more likely to click on A or B?

A: Trek is the world leader in mountain bike technology. No surprise that our mountain bikes are the most technologically advanced on the market.

B: Shop for Mountain Bikes at REI - FREE SHIPPING With \$50 minimum purchase. Top quality, great selection and expert advice you can trust.

Takeaway: Pay attention to other SEO strategies and what your audience considers a differentiator.

Mountain bikes | Trek Bikes

https://www.trekbikes.com/us/en_US/bikes/mountain-bikes/c/B300/ ▼

Trek is the world leader in mountain bike technology. No surprise that our mountain bikes are the most technologically advanced on the market. Here ...

[Marlin 4](#) · [Fuel EX 7 29](#) · [Remedy 8 27.5](#) · [X-Caliber 8](#)

Mountain Bikes – Bicycle Warehouse

<https://bicyclewarehouse.com/collections/mountain-bikes> ▼

Mountain bikes are the most most versatile bikes in the world. They can be used for everything from hauling groceries home, to tackling switchbacks to.

[Electric Mountain Bikes](#) · [Full Suspension Mountain ...](#) · [Women's Mountain](#)

Mountain Bikes | Specialized.com

[https://www.specialized.com/shop/Bikes/Mountain Bikes](https://www.specialized.com/shop/Bikes/Mountain-Bikes) ▼

XC, DH, trail—our mountain bikes cover every facet of riding. They're made for riders by riders, with no detail dubbed too small to perfect.

Mountain Bikes at REI - REI.com

<https://www.rei.com/Cycling/Bikes> ▼

Shop for Mountain Bikes at REI - FREE SHIPPING With \$50 minimum purchase. Top quality, great selection and expert advice you can trust. 100% Satisfaction ...

Mountain Bikes | MTB | Diamondback Bikes

<https://www.diamondback.com/mountain-bikes> ▼

Items 1 - 12 of 38 - Enduro, all-day cross-country epics, bike park sessions, or singletrack shredding — no matter your inclination, our mountain bikes are made to ...

Mountain Bikes for Men | Men's Off-Road Bikes for XC, Trail, and ...

<https://www.giant-bicycles.com/us/bikes/off-road> ▼

Giant Bicycles' mountain bikes and accessories give you the speed and control you need to master any terrain. Shop our newest bikes now.

Keyword Research: In Action

The Process in Action : The Keyword Universe

Now that we've discussed what keyword research is and what we can apply the research towards, let's put the process in motion.

Everytime we start out with keyword research, we should consider what keywords the client is already ranking for and then what we can do to add more relevant phrases to that list (the keyword universe).

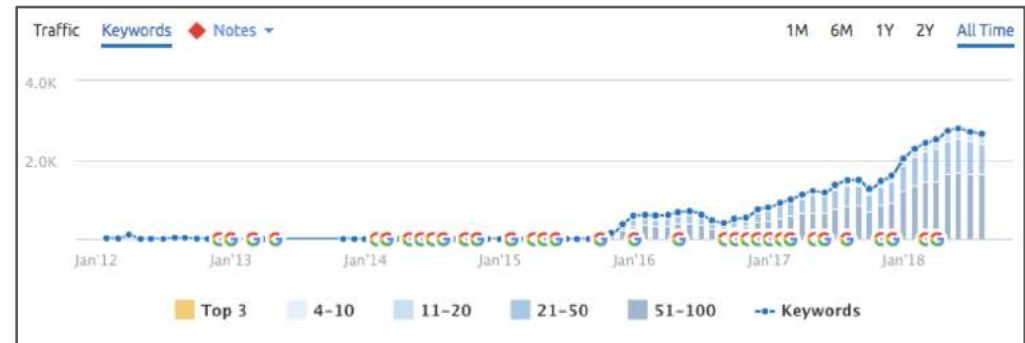
Our goal is to improve their current visibility, while also exploring opportunities to grow the depth of their expertise as it is portrayed to their potential customers.

Step 1: Pull the client's current rankings from SEMRush into a spreadsheet and remove any that are irrelevant to the business' goals.

Step 2: Add to this list using Google Keyword Planner. Start thinking about every possible path you could or should take to get to the client's website. For example, if I sell mountain bikes, I shouldn't only target mountain bike terms. I could target things like "what is the best mountain bike brand, how do I pick a mountain bike for me, how much do mountain bikes cost"

Step 3: Compile all the terms that are part of your keyword universe into the Independant Keyword Research Document.

Note: Our list should be exhaustive and this document should fuel our strategy for 6 months or more.



Keyword (by relevance)	Avg. monthly searches [?]	Suggested bid [?]	Add to plan
ecommerce seo expert	260	-	»
ecommerce seo consultant	110	-	»
seo services for ecommerce web...	50	\$259.65	»
ecommerce seo packages	260	\$16.28	»
seo for ecommerce website	590	\$7.29	»
magento seo services	170	\$5.65	»
seo company usa	1,900	\$6.97	»

The Process in Action : Keyword Buckets


Once we have our keyword universe fleshed out and we need to organize it to help shape our content and on-page optimization decisions. Each “bucket” of keyword phrases that you group together should have a specific purpose for the customer journey.

Example: “What is the best mountain bike brand” might be grouped with “brands of mountain bikes”, “bike manufacturers”, “how do I pick out a mountain bike”

“How much does a mountain bike cost” might be grouped with “costs associated with mountain biking”, “cheap mountain bikes”, “financing a new mountain bike”, “renting a mountain bike”

When we understand how each keyword phrase or cluster of phrases works with the customer journey, we can better design comprehensive pieces of content to help educate and hopefully win over potential customers.


Application: Check out the blog post on the right, How to Lube Your Bike Chain. The author has taken time to include helpful information like “How to Apply Chain Lube” and “Should I Apply Lube to a New Chain?”. The forethought and keyword research put into this shows through and your client’s potential customers will thank you for answering their questions before they even ask them.



One link of chain contains eight parts:

How often should I apply chain lube?

The frequency at which chain lube should be re-applied is like any other component's maintenance interval: it depends on how often you ride, in what conditions, the type of lube used, and your attention to chain care between re-lubing. For some, this means re-applying lube every day, while for others, it may be once a month or more. Theoretically speaking, frequent riding using a dry lube in wet, muddy conditions, seldomly wiping the chain down between rides, will require a shorter interval between application than less frequent riding using a wet lube in those same conditions with a good wipe after each ride. Over-lubing can also be detrimental, as excess lube attracts dirt, forming a gritty paste which grinds down chain components and other drivetrain bits. Appearance, time, or distance are not as reliable as sound (grinding, creaking, squeaking, squealing) as an indicator for when a chain needs to be lubed.

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To degrease or not to degrease?

Routine use of degreaser on a chain prior to application of fresh lube as best practice is debatable. Again, the real world answer is... it depends. While degreaser rids the chain of grime, it also strips it of the very substance your chain needs. For most day in, day out maintenance, simply wiping down the chain with a dry rag or scrubbing the chain with a dry toothbrush between every ride and before application of fresh lube will suffice.

Some insist on using degreaser as often as they re-lube the chain for various reasons, but this involves careful consideration lest you defeat the purpose of lube. When using degreaser, you need something that reaches every nook and cranny of the chain, as that is where bicycle-specific lube is made to penetrate. A toothbrush works well along with plenty of elbow grease (see what I did there?). Once you've scrubbed it with degreaser, thoroughly rinse the chain with water and let completely dry before applying lube. Omitting the rinse and dry step leaves grime and water on the chain, which cuts and/or suspends actions of new lube.

I'm of the opinion that degreasing is mostly unnecessary, save for the following scenarios:

- when switching from dry to wet lube (or vice versa)
- when switching brands of lube
- on a new chain (see below)




How do I apply chain lube?

The perfect amount of lube is enough to overcome the resistance set forth by the rollers, plates, and pins, and prevent rust to those parts, without attracting excessive dirt. Start by applying one drop per link (each roller) as you back pedal the chain through the drivetrain, and take note where you started to avoid redundant lubing. Slowly run the chain up and down the cassette to help distribute the lube as far down into the rollers and pins as possible. With a clean, dry rag, grip the chain and back pedal, wiping off excess lube. Wet lubes typically require a second wipe, so remember to hit it again with a rag at the trailhead.

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Most sources recommend some amount of wait time between application and tearing off into the sunset. Dry lubes typically require a few hours to set up, while a wet lube needs less. The best advice I can offer is to plan ahead, lube up the night before, and always refer to the manufacturer recommendations. That said, if you're in a pinch, squirt it on, wipe it down, and get going!



A simple wipe after every ride extends the effectiveness of lube while preventing over lubing

Can I apply one type of lube over another?

It's not as if your chain will explode, but application of, say, a dry lube over wet is unpredictable at best. While it's possible the new lube penetrates the chain and sets up properly, it is also very likely that it will not, and will become suspended by old lube. Changing between types of lube is a case where using a degreaser may be warranted.

Should I apply lube to a new chain?

New chains come packaged with some sort of lubricant and, although some are excessively slimy and sticky, attracting way more dirt than any lube I've used, they can be used without degreasing and lubing. I recommend using a rag lightly dosed with degreaser to wipe off the outer chain before use.

What type(s) of lube do I need?

As expansive as the chain lube market is and because drivetrain maintenance rituals differ so greatly, I don't advocate one lube over another. What works best is a matter of personal experiment. That said, there are some basic differences between types of lube that suit certain conditions.

The Process in Action : Content Ideas

Once you've organized your thoughts, we can use our two previous tabs (Keyword Universe) and (Keyword Buckets) to craft great topics for the client's on-site content.

Topic Focus: What is the general theme of the content? This could be something like the costs of getting into mountain biking.

Content Type: What is the purpose of this content? Is it a blog post about an experience someone had or informational content that users are looking to understand more about? (Blog, How-To-Guide, Power Page, etc.)

Test Title: What should we title this blog to entice the user while still helping the page rank well in search results?

Target Keyword: What keyword phrase are we trying to rank for? This should appear in your title tag and play a big part in shaping the on-page content.

Additional Keywords: What other supplementary questions or topics are we hoping to capture with this piece of content?

URL: What is the best SEO-optimized URL that we've thought of for this piece of content?

A	B	C	D	E	F	G	H	I
Topic Focus	Content Type	Test Title 1	Test Title 2	Test Title 3	Target Keyword (Parent)	Additional Keywords	Target Length	URL



The Process in Action : On-Page Optimization

Aside from our on-page content, the keyword research that's completed by you will also be used to craft meta titles, meta descriptions, and h1 tags for each of the website's pages.

Believe it or not, we can apply some of the same principles and best practices to a product detail or product list page. Our goal is provide the user with the best experience and the most information that we can about what they're getting themselves into.

Example: Our client REI has a page on their website about carbon hardtail mountain bikes for sale. Our keyword research will help us craft a new meta title, meta description, and h1 for this page to make it stand out from the competition and rank better in results.

Meta Title: Carbon Hardtail Mountain Bikes | REI.com

Meta Description: Discover the lightest workhorse of the mountain biking world at REI. We have a great selection of carbon hardtail mountain bikes in-stock ready for you to shred the closest berm. FREE SHIPPING on \$50+

H1: Carbon Fiber Hardtail Mountain Bikes

Note: You can tell that I've written this content with the audience in mind, stressed the differentiator (lightweight), connected with the audience (shred the closest berm), and mentioned a value proposition (Free Shipping)

Google Preview

How To Lube Your Chain: A Beginner's Guide - Singletracks ...

<https://www.singletracks.com/blog/mtb-repair/how-to-lube-your-chain-a-beginner...>
A bicycle chain needs lubricant to overcome mechanical resistance, prevent rust and wear, and keep your drivetrain in tip-top condition. If not used

Front Suspension & Hardtail Mountain Bikes - REI - REI.com

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