

# SEO: What are My Important Keywords?



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# Who Are You?

- not a graphic designer
- not a web developer (any more)
- not a public speaker
- Director of Internet Marketing at Orion Group
- a Google Analytics expert, Adwords certified
- a twin to Russ Offord (my SEO slave)
- a permanent US Resident (from Canada)
- husband to Stephanie (a short Asian)
- owner of a Great Dane, “Squiggles”

# Being found on the first page of Google is important...



**Most searchers** stay on the first page of search results



**Some searchers** might look at the 2nd or 3rd page of search results

**And here's how to get started.**

# What are my important keywords?

- the short phrases in the content of your website and in the code behind it that describe your company, products, and services in a plain, practical, precise manner
- the phrases that people are typing in to the search engines when they are looking for information on a particular topic or searching for a place to buy a product or service

Questions?

# How do I find my important keywords?

- Start by determining the search volume, traffic potential, and competition level of various keywords you think are relevant to your niche (if you are familiar with the niche, don't spend too much time looking up thousands of long-tail phrases)
- identify your competitors – offline and online – and figure out which keywords they use in their website (online competitors are any websites that are above you in the search engine results when you do a search for a particular keyword phrase)

**Here's where he demonstrates stuff**



Questions?

# But really... how do I know what my important keywords are?

- If you already have Google Analytics installed, you are one step ahead
- If you have goal tracking configured in your Google Analytics profile, you are two steps ahead
- If you've had enough conversions tracked over time and can pinpoint the keywords that lead to goal completions most often... you are three steps ahead

Here's where he demonstrates  
more stuff

# What Do I Look For?

Domain / Title	Pages Cached	Domain Age	External Links	Linking Domains	Google PageRank
www.mydomain.com	15	1996-01	5	3	3
www.competitors-domain.com	56	1997-04	154	89	2
www.local-business.com	9	2001-11	63	51	3
www.competition.com	370	2000-05	2376	91	2
www.the-other-guy.com	115	2009-05	129	118	3
www.competitor.net	1147	2004-02	320	295	4

# Keyword Research Tools

## **Google Analytics**

- Keyword Performance
- Bounce Rates & Pageviews
- Visitor Segmentation

## **Google Insights**

- Industry Trending
- Top Related Searches
- Geographic Hotspots

## **SEOMoz.org**

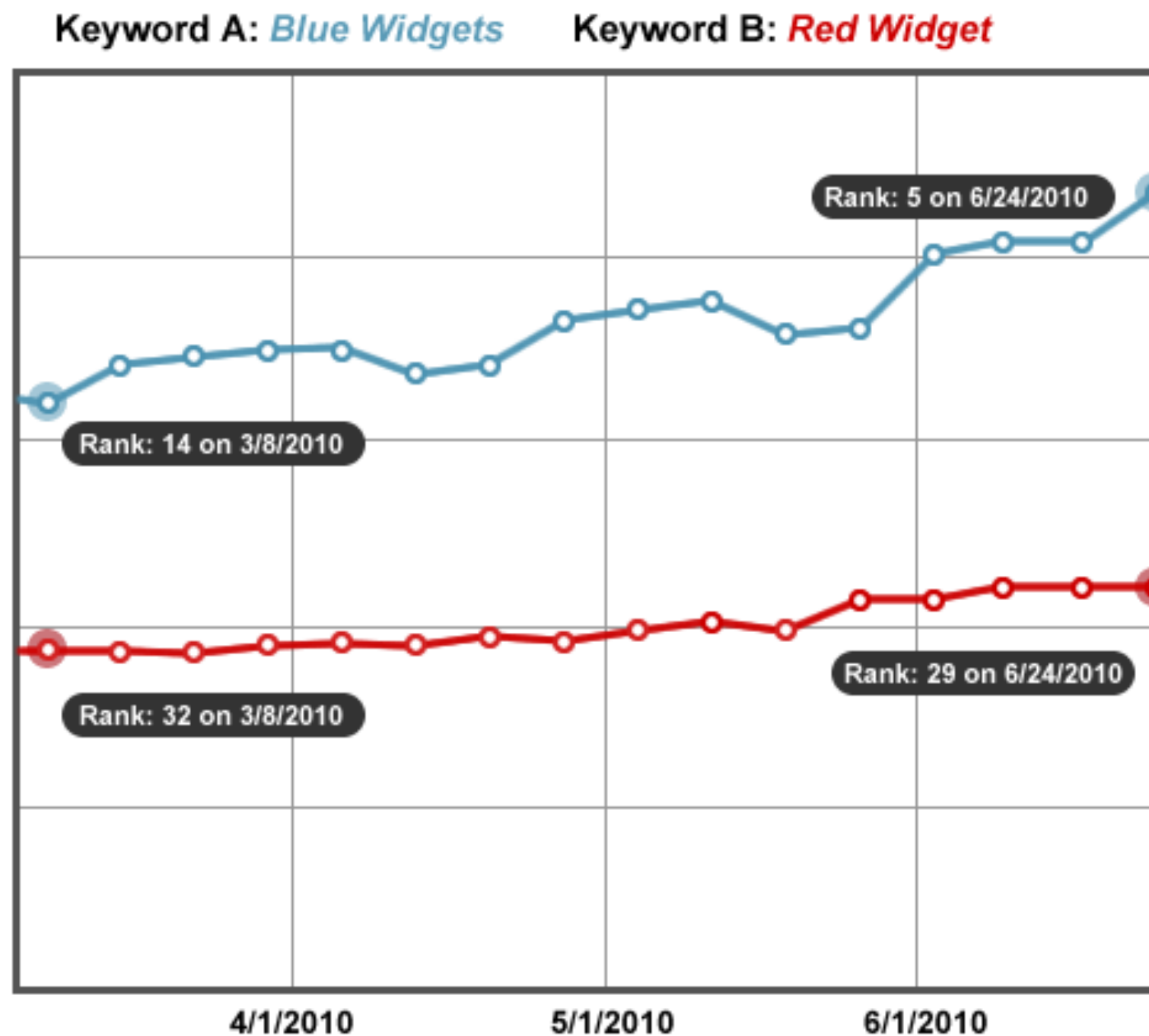
- Link Analysis
- Ranking Reports
- Keyword Research

## **Compete.com**

- Competitive Analysis
- Referral Keywords
- Traffic Volume Comparisons

Questions?

# Tracking Your Position in the Search Engines



# How do I track the position of my website in the search engines for all my important keywords?

- In a spreadsheet, manually search for each keyword every week and record where your website shows up (5th position, 6th page, etc)
- Or... use software that automatically looks up the ranking for each keyword and tracks the position over time
  - Raven Tools: [offord.me/raventools](http://offord.me/raventools)
  - Authority Labs: [offord.me/authoritylabs](http://offord.me/authoritylabs)
  - SEOmoz: [offord.me/seomoz](http://offord.me/seomoz)



**Here's where he demonstrates even  
more stuff**

# How do I become an authority online?

1. Research the niche
2. Understand the competition
3. Write relevant and interesting content
4. Build links to the target website
5. Repeat steps 1 to 4

***Any* final questions?**



[offord.me/googleplus](https://offord.me/googleplus)