

# SEO AND PPC KEYWORDS

**When creating your SEO strategy, first determine your keywords—i.e. what you want to rank highly for—and then optimize for those terms. This means that when someone searches for that term, you'll come up in the first results.**

**Keywords should be chosen based on:**

- **Relevant business goals**
- **Traffic opportunity**
- **Competition**

## Keyword Research

Try Google Adwords Keyword Planner to find new search terms. Before you implement your new keywords, research click-through-rate (CTR) estimates in Keyword Planner, so that you can determine conversion success over time. Tools like Google Webmaster can help you measure your results.

When researching keywords, ask yourself:

- How relevant is this keyword to my website, my products and services, and my content?
- If someone searches for this keyword, will he or she find my offerings useful?
- Do we have content to offer for this keyword or will we have to create content?
- Will traffic for this keyword deliver leads to our sales team?

Consider scheduling a keyword brain-storming session with your team. You want to have a solid list of keywords—you could have 10, 50, or hundreds of words, depending on your business and goals.

Because your keywords will also be used in Pay-Per-Click and other online ad campaigns, think about the distinction between early and late stage keywords. You want your offers and copy to resonate with buyers at the right place in their buyer journeys.

Once you determine what keywords will resonate, check to see which websites already rank for that keyword. Next, look at the ads that your competitors are serving up. The more ads, the higher the value of your keywords—and the harder it will be to rise above the noise. Search volume can tell you how popular your keywords are. Make sure people actually search for your keywords, but the higher the keyword search volume, the more money your keywords will cost.

## Keyword Document

Once you've created a spreadsheet or document of keywords you want to rank for, grade their priority and list their target URL, making it easy for your whole team to use those keywords. At Marketo, we use a keyword document for our blog, so we know what to link to. Remember, Google doesn't like exact-match keywords, so look for phrases that relate to your target term. Just make sure that your keywords are used naturally—no keyword stuffing!

To avoid using exact keywords (which Google penalizes), try creating phrases that include your keywords. For example, instead of "revenue marketing", we use the phrase "how to tie marketing effort to revenue".

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