

Keywords can become your best marketing tool ever!

How keyword use evolved and how it can be to your benefit



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Presentation by Marcom – April 16th 2020

Introduction

- **Overview**

- All about keywords and SEO
- Mark Baines (Chartered Marketer)
- Ben Powell (Digital Marketing Specialist)
- Gil Drori (SEO and social media expert)

- **Objectives**

- Review how keyword research evolved
- Understand Google updates and what are they after

- **Outcomes**

- Understand how and why 'Content is King'
- Learn tips & hacks to help your SEO



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Their experience and deep specialisms in creating websites, marketing materials and SEO campaigns has resulted in a vibrant A2D business culture and strong growth.

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Alun Parry, CEO,
A2D Solutions

Why are keywords important?

Let's help Google understand your strategy:

- What is the content about?
- Who is the content for?
- Why it should be ranking?
- How it can be helpful to users?

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*Tip 1: Don't try to cheat Google, but work with Google.
Search engines are smart and use machine learning to constantly develop.*

Keyword evolution

Before

- Google matching search to keywords
- Keyword stuffing
- Short & multiple articles
- Quantity
- Desktop

Now

- Google matching search to meaning
- Cluster keywords
- Longer & fewer articles
- Quality
- Mobile

Tip 2: Forget about old SEO tactics such as keyword stuffing, reciprocal linking or pages for every keyword variation.

Content is king

“My rule of thumb is build a site for a user, not a spider.”

Dave Naylor

- **Google’s Algorithm is after:**

- Meaning
- Relevance
- Usefulness
- Usability

- **We need to have:**

- Meaningful content
- Relevance to our audience
- Useful to visitors
- Easy to read (mobile)

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Tip 3: When creating content always focus on your audience and only after focus on SEO improvements.

Keywords strategy

Let's think first

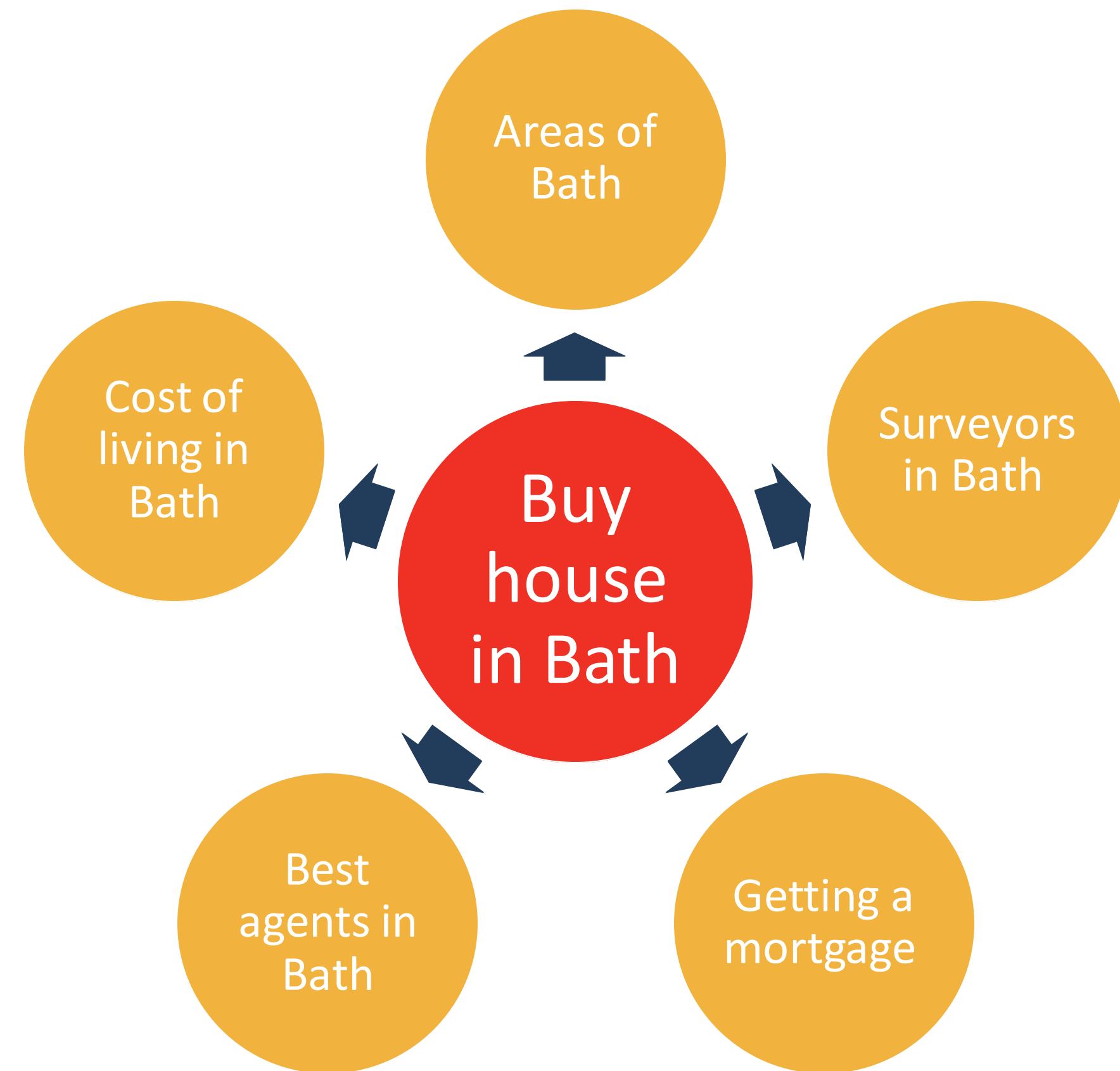
- Brainstorm topic & ideas
- What competitors rank for?
- Search for keywords
- Consider keyword intent
- Review specific competition
- Create a content action plan



Advanced keywords

Learn what the pros do:

- Cluster keywords
- Pillar pages
- Latent semantic indexing (LSI) words
- Internal linking is crucial in the success of SEO



Tip 5: Beware not to use keywords excessively in your content - Google is smart and will penalise your site. Don't force keywords where they don't belong.

Practical keyword tips

How to actually do it?

- Use a paid keyword research tool
 - MOZ, Semrush
- Use a content review tool
 - Yoast SEO (Free)
- Minimum 800 words: more words = higher ranking
- Use experts: copywriters & SEO specialists
- Don't strive for perfection
- Stick to your strategy

Lawyers in Bath

All Locations

Related Keywords

Search

Lawyers in bath

Competition is easy-moderate

Score: 36

Volume: 50 | CPC: \$0.99 | PPC: 0.42 | ALL

Deep Analysis Q

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Search Trends

Past 12 months

Domains

.com .net .org .info .biz .co .io .me

SERP Analysis

Rankings/Traffic

Social

URL	PA	DA	mRank	mDom	Auth	Links	Title	DESC	URL
https://www.justia.com/lawyers/new-yo...	43	90	4.3	1.1	2	76	No	No	No
https://www.justia.com/lawyers/maine/...	42	90	4.2	1.1	3	117	No	Yes	No



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Q&A

Click on the Q&A button in Zoom and ask us a question

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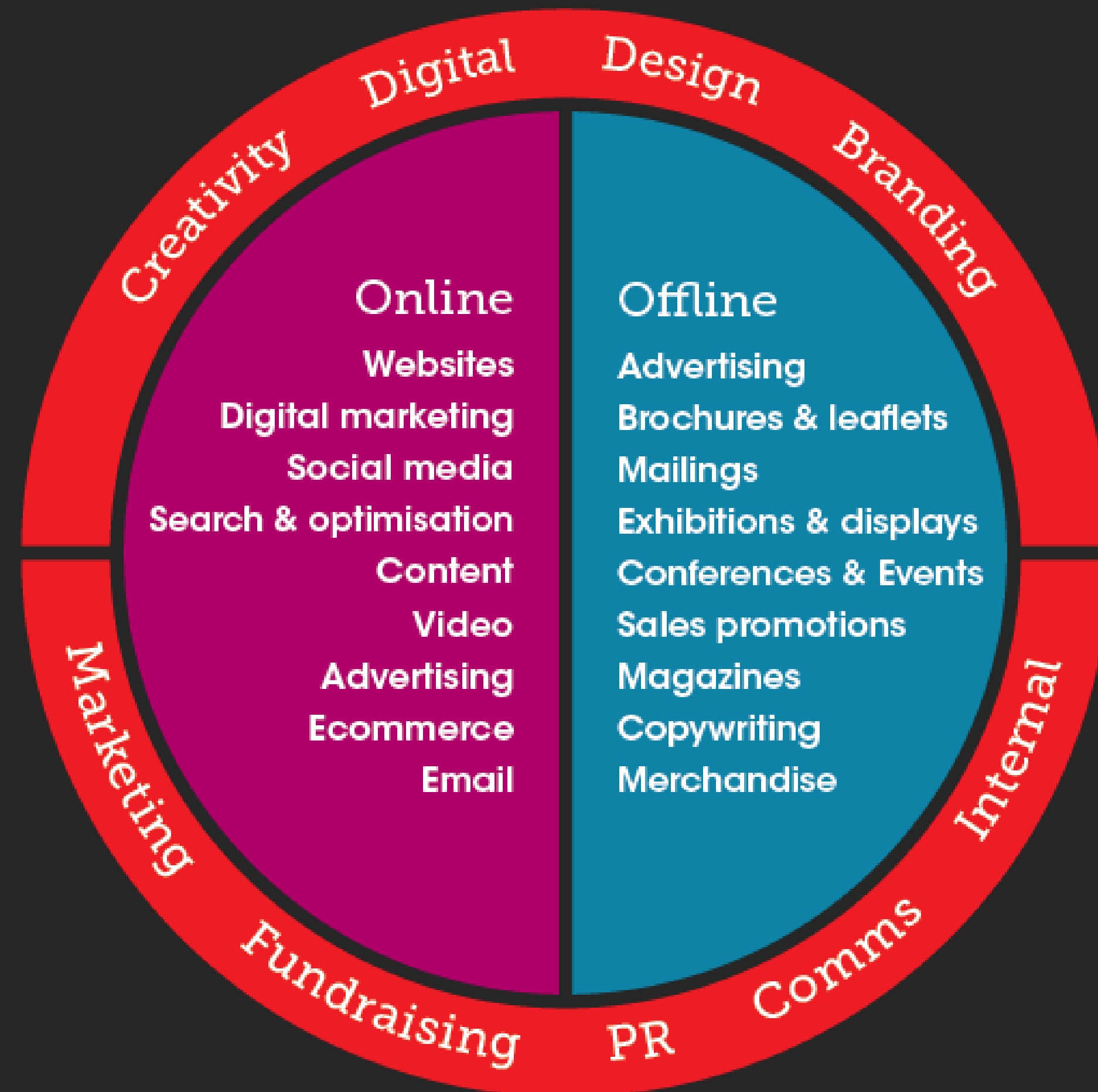
Next webinar

We'll be discussing the SEO benefits of speed and performance

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How we help



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**Marcom were brilliant!
They made social media
a strategic reality for
us...we could not have
done it without them!**

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Pippa Russell,
Head of Corporate
Communications,
Novia Financial

Let's meet

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