



Everything you wanted to know about choosing search keywords

(but were afraid to ask)



Crafting well-written, compelling content using relevant and high-traffic keywords can boost your website and ads to the top of search engine results, and drive more customers to your site. So, choosing keywords for your digital marketing is critical – and challenging.

How do you do it?

01.

Define and understand your Target Audience

Who are they? What do they need and want? How do they search for a product or service? By understanding your audience's demographics, interests, and pain points, you can find keywords that resonate with them, leading to higher engagement and conversion rates.

02.

Understand your product or service

How many times have you read something and thought: “This company has no idea what they’re talking about”? It’s the worst, so don’t be that brand. Knowing your product/service inside and out is essential for finding keywords – and for creating authentic, relevant content. Know the special features, benefits, and differentiators to put together the keywords and phrases your target audience uses.

03.

Understand the user's intent

Don’t think about what you want (sell more products; make more money). Think about what your customer wants. Understand your audience, their needs, and where they are in the buyer’s journey. What is the searcher’s intent behind the search? If the keyword(s) don’t match their intent, you may not appear in the search results. Even if you do, the searcher may not find it relevant, leading to low click-through rates and poor engagement.

To better tailor your website's content – and meet the needs of your target audience – SEO experts have identified four common types of searches:

\$ Transactional: *Searching for a particular brand or product.*

- Transactional searchers are ready to make a purchase and are comparing products from multiple stores.
- Use keywords such as best price, sale, best quality, guaranteed, no fuss refund, etc. These keywords are commonly used in transactional content that aims to make the user feel comfortable and confident in making a purchase.

Example: *SAVE \$500 on plumbing services*

i Informational: *Searching for information on a topic.*

- Informational searchers want to learn something and are seeking general information on a specific topic.
- Use keywords such as benefits of, ways to, guide on, facts, etc. These keywords are commonly used in informative content that aims to educate the reader.

Example: *Guide to promoting special events*

👁 Commercial Investigation: *Searching different product or service options.*

- Commercial searchers want to research a product or service before purchasing. Their intent is part Informational, part Transactional.
- Use keywords such as specifications, expiration date, place of origin, shipping fee, etc. These keywords are more likely to be used in commercial content that aims to persuade the reader to make a purchase.

Example: *Style marketing guide + shipping fee*

📍 Navigational: *Searching for a specific website.*

- Navigational searchers want to find a specific page and already know what they want to find.

Example: *Vegan marketing services*

04.

Only use the best keyword research tools

High-volume, relevant keywords are essential to the success of your digital marketing campaign. So to research and select the most relevant keywords for your business, check out the best free keyword research tools.

SEMrush	UberSuggest	Ahrefs	Google's Keyword Planner
SEMrush provides key insights into how often a keyword is searched (monthly search volume), its popularity trends over time (the Trend), and more.	UberSuggest is a free SEO research tool that helps you optimize your website's search engine rankings.	Ahrefs enables you to analyze your competitors' keyword rankings, helping you identify valuable keyword opportunities that you may have overlooked	Google's Keyword Planner is a valuable tool for advertisers developing Google Ads and for researching SEO terms.
With seamless integration between the SEMrush Keyword Research tool and the All-In-One SEO plugin for WordPress, you can easily discover new, related keywords from your dashboard.	With this SEO keyword research tool, you'll gain access to search volume data, keyword suggestions, and an estimate of the difficulty level of your target keyword.	With Ahrefs' competitive intelligence functionality, you'll be able to keep tabs on new keywords and keyword movements in search queries.	To access this tool for SEO keyword research, all you need is a Google Ads account. If you don't already have one, simply create an account and enter your payment information (note: you don't need to run a campaign to research keywords).
Plus, you'll be able to view search volumes and trends in real-time, and quickly add new keywords to your content with just a few clicks.	Log in with your Google account to unlock more features, including daily rank tracking, and personalized SEO recommendations tailored to your specific needs.		You can enter any keyword and get an approximate estimate of its monthly search volume. You'll also be presented with a comprehensive list of related keyword ideas that you can browse through or download.

05.

Classify your keywords

Organize your keywords into categories based on their relevance to your business and target audience. This helps you create targeted content and campaigns for each category.

For example, let's say that your company is a SEO and digital marketing company that targets mid-sized, plant-based vegan companies (...okay, it's us).

You might organize your keywords into categories like this:



- **Long-tail keywords**

Long-tail keywords are specific phrases that consist of more than three words. They have a lower search volume, but are less competitive than short-tail keywords.

Example - *Top SEO and digital marketing companies for vegan products*

- **Short-tail keyword**

Short-tail keywords, also known as head keywords, are short phrases made up of three words or less. They have a high search volume but are highly competitive.

Example - *Digital marketing agency*

- **Short-term fresh keyword**

Fresh keywords refer to something that is currently trending or popular, such as the name of a new movie or song that has just been released. The search volume for these keywords peaks around the time of release and then drops.

Example - *Vegan marketing*

- **Long-term evergreen keywords**

These keywords are always relevant and have consistent search volume over time, with minor fluctuations.

Example - *Vegan digital marketing companies*

- **Product-defining keywords**

These are the specific keywords that describe and define your product, making it easier for searchers to find exactly what they are looking for.

Example - *Digital marketing for vegan products*

- **Customer-defining keywords**

Customer-defining keywords are used to target a specific demographic or audience based on factors such as age, gender, location, and occupation.

Example - *Digital marketing for vegan companies*

- **Geo-targeting keyword**

Geo-targeting keywords are used to target a specific geographic location, such as a neighborhood, city, state, or country. This is especially useful for local businesses trying to attract relevant customers

Example - *Digital marketing for vegan companies in Tulsa*

- **LSI keywords**

LSI (Latent Semantic Indexing) keywords are related thematic keywords that are semantically linked to your main keyword, helping search engines understand the context and relevance of your content.

Example - *Vegan online marketing*

- **Intent targeting keywords**

Keywords for targeting user intent can be classified into the categories we mentioned in Step #3 above.

06.

Analyze competitors' keywords

Look at your competitors' websites and marketing campaigns to see what keywords they are using. This will help you identify opportunities and gaps in your keyword strategy.

07.

Test and refine

Test your selected keywords in your ads, content, websites and landing pages. Remember, you probably won't get the perfect keywords the first time...and even if you do they might not be right down the road. So testing, monitoring, refining, and optimizing your keyword strategy is a must.

Okay, now that you've got the details, here are some tips and tricks the pros use.

1. Include qualifiers

Many companies add qualifiers to their keywords to ensure their budget isn't wasted on users who are unlikely to buy. These can include things like the location of the company, or specific attributes or selling points of their product or service.

2. Use specific, long-tail keywords

When you use a broad keyword, the results may not match the user's intent. So, it's super important to use specific, long-tail keywords that accurately reflect the searcher's intent.

3. Create a positive user experience

Website design, color scheme, layout, website structure and user-flow, and content are all critical to creating a compelling user experience on your website – and for ranking higher on search. By considering all of these factors and monitoring key metrics, you can optimize your website for search engines and improve your overall online visibility.

“I’ve selected my keywords. Now what?”

You’ve completed your keyword research...now here’s what to do next!

- 1** **Share your findings** with your marketing, sales, or internal teams to identify new ideas and opportunities for content generation and/or advertising campaigns.
- 2** **Use these keywords as labels in your nav menu and sitemap** to guide users to the right pages. These tools are already primed to help users find the content they're looking for.
- 3** **Use keywords as alt attributes** when adding images, filters, descriptions, and tags to your products. This helps search engines understand what your products are so they'll show them to users who need them.
- 4** **Create relevant categories for your blog posts.** Relevant and engaging content helps search engines better understand your site, which can help boost your rankings.
- 5** **Design a content marketing strategy** to educate, entertain, and help your target audience.
- 6** **Design a digital marketing campaign** to attract new customers and increase sales.

Okay...that was a lot! But we wanted to share this essential information, so you can make the best decision for your business.

SEO is never easy, but the results are soooo worth it. Don't worry, you don't have to go it alone. Let us help you take your search engine results to the next level! [Level up with Levo!](#)