Targeted keywords

What Is SEO?

Search engine optimization (SEO) refers to the process of improving your site's organic traffic and ranking on search engines such as Google, Bing, and other search engines.

This includes creating high-quality content in addition to monitoring your site's technical health, gaining links from other sites to your site, maintaining your site's local search presence, and more.
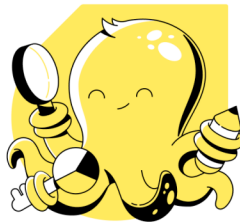
Keywords (also known as "SEO keywords," "keyphrases," or "search queries") are words and phrases that users type into search engines to find information on a particular topic.

How to Use Keywords

After you've completed your keyword research, it's time to start writing copy. Here are some best practices to follow:

- ✓ Avoid keyword stuffing
- ✓ Use keywords naturally

- ✓ Focus on long-tail keywords with reasonable competition
- ✓ Learn where to place keywords

SHORT TAIL	VS	LONG TAIL
High	**Volume**	Low
High	**Competition**	Low
Low	**Focus**	High
High	**Cost**	Low
Low	**Conversion Rate**	High

Xposure Long Tail Keywords Graph

HIGH

Search Volume

LOW

digital marketing
Avg 22,200 pm

digital marketing strategy
Avg 1,300 pm

b2b digital marketing strategies
Avg 30 pm

Conversion Rate   HIGH
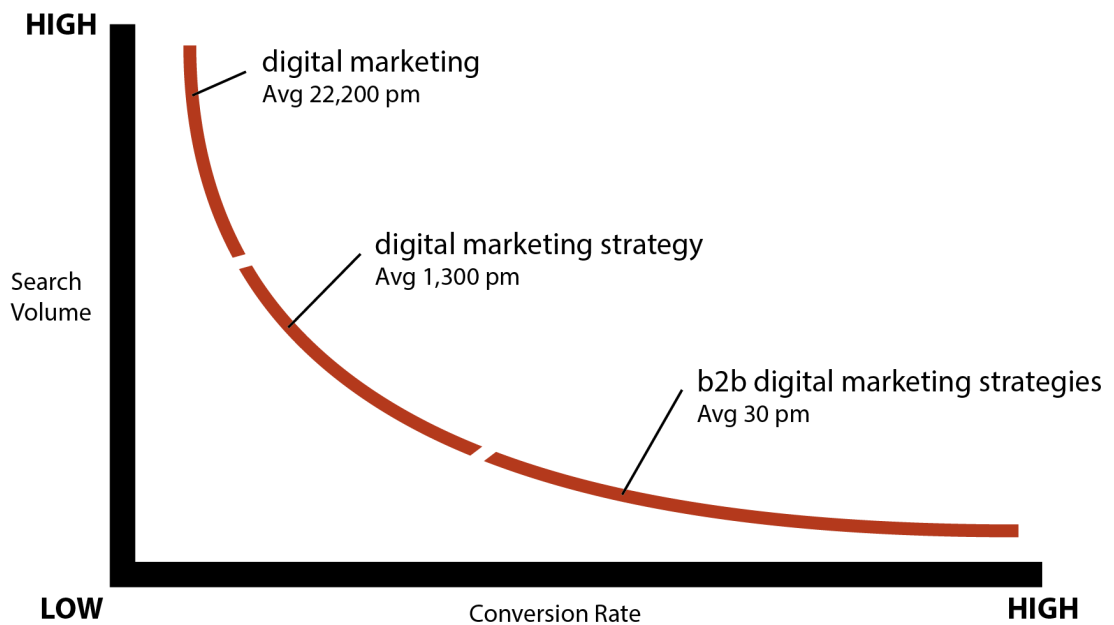
What is Short Tail Keyword?

A short-tail keyword, also known as a 'head term', is **a general search term that typically contains 1-3 words and covers a broad topic**. Short-tail keywords generally have higher search volume than long-tail keywords which means that they attract more website visitors.

What is Long-Tail Keyword?

Long-tail keywords are longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point-of-purchase or when they're using voice search. Most long-tail keywords have lower search volume than short or "head" keywords. They're a little bit counter-intuitive, at first, but they can be hugely valuable if you know how to use them.

Keyword Search Intent Types

Informational	Navigational	Transactional	Commercial
How To Write Content	Facebook Login	Buy Groceries Online	Hp Customer Review
Why Do People Write	Twitter	Order Pizza Online	Pepsi Vs Cocacola
When to Use Cta	Apple	Car Insurance Quote	Spiderman Posters
Best Paleo Blogs	Software Development	Discount Sales	Best Gaming Laptop
Marketing Courses		NYC to DC Flight	Visit Rwanda
Style Guide Examples			
Tutorial			

- **Informational:** Searchers want to find information
- **Navigational:** Searchers want to find a specific site or page
- **Commercial:** Searchers want to investigate brands, products, or services
- **Transactional:** Searchers want to complete an action (e.g., make a purchase)