



OptinMonster Presents



HOW TO CHOOSE THE RIGHT KEYWORDS FOR SEO



Keyword Types

Head Keywords

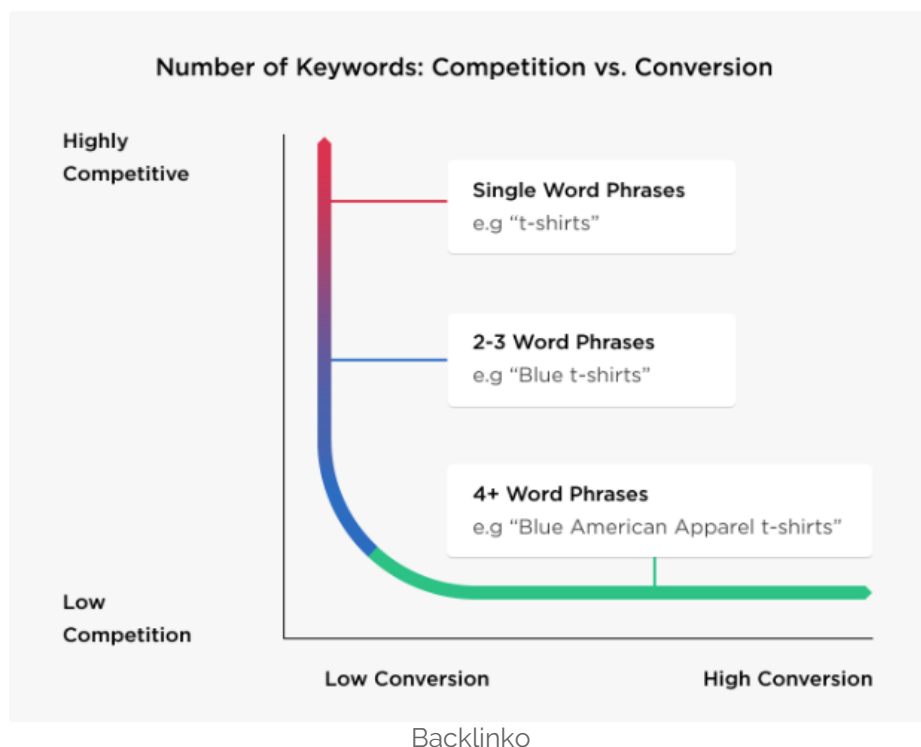
- 1-2 words
- High search volume & lots of competition

Body Keywords

- 2-3 word phrases
- Mid-level search volume

Long-Tail Keywords

- 4 or more words together in phrases
- Low search volume



Latent Semantic Indexing:

LSI is a bit like search engines using word association to decide what you're really looking for.

Keyword Intent

Informational

Users search for an answer to a question.

Navigational

Users search for something specific.

Investigational

Users search for info to help make a decision.

Transactional

Users are ready to buy.

Where to Put Keywords

Page Title

This includes the post title, page title, and SEO title.

Meta Description

Keep meta descriptions short, engaging, and concise!

Links & Social Media

Use keywords in your URL as well as in appropriate hashtags on social media.