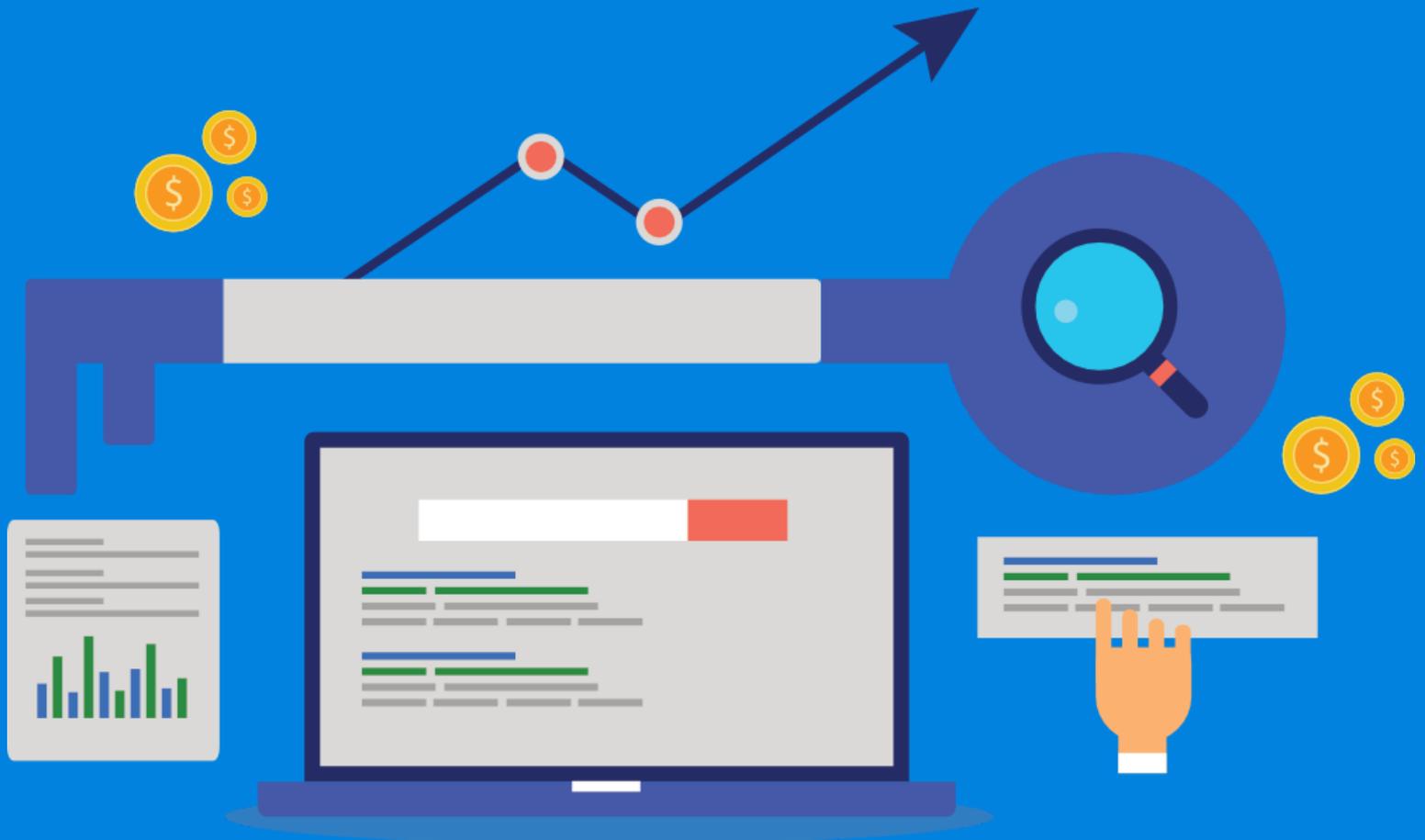




OptinMonster Presents



# HOW TO CHOOSE THE RIGHT KEYWORDS FOR SEO



# Keyword Types

## Head Keywords

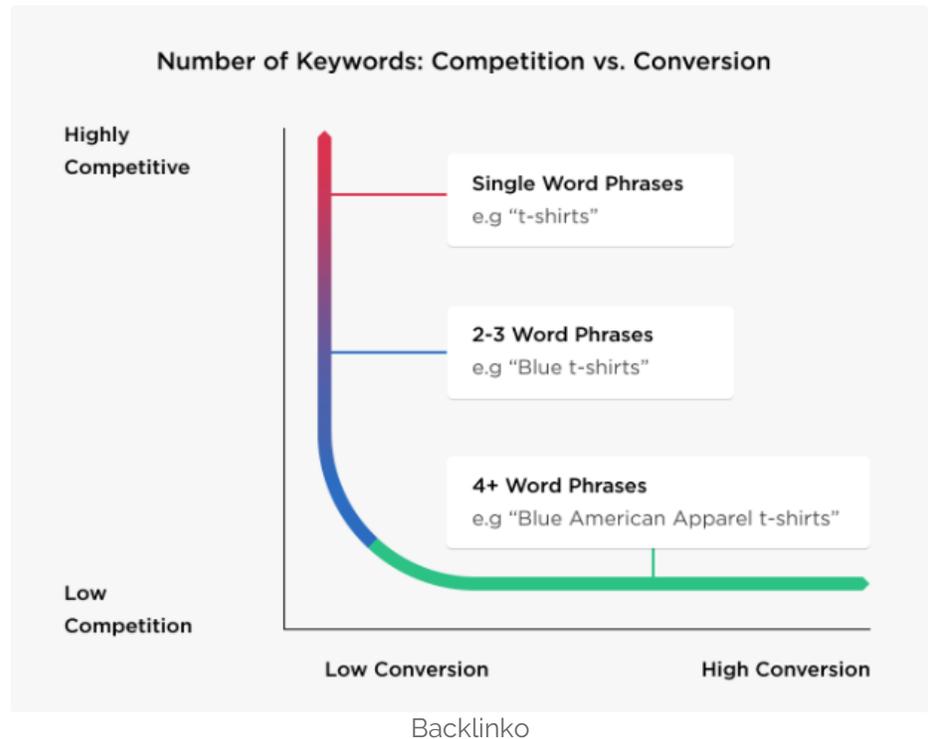
- 1-2 words
- High search volume & lots of competition

## 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.