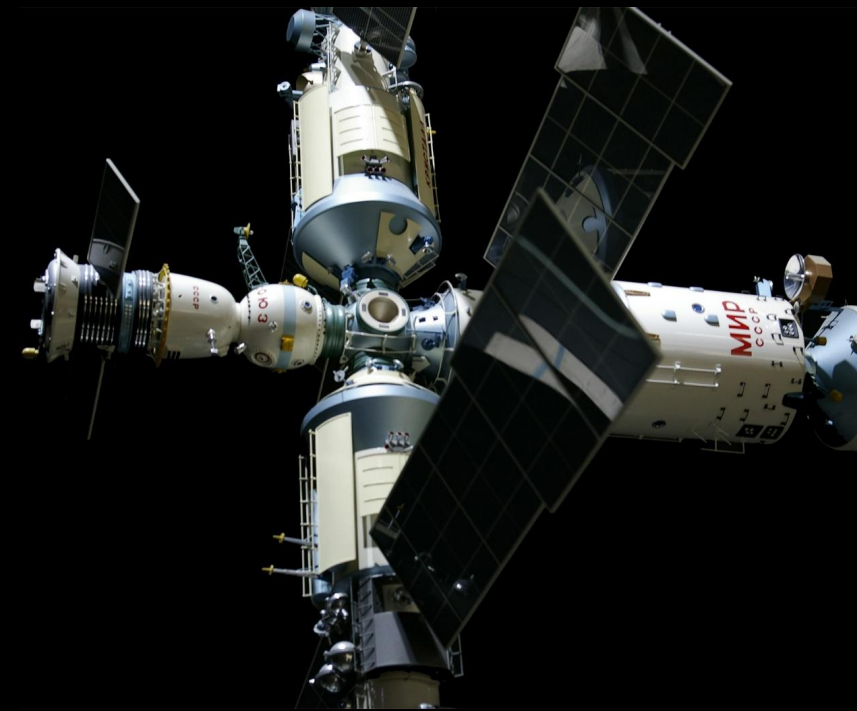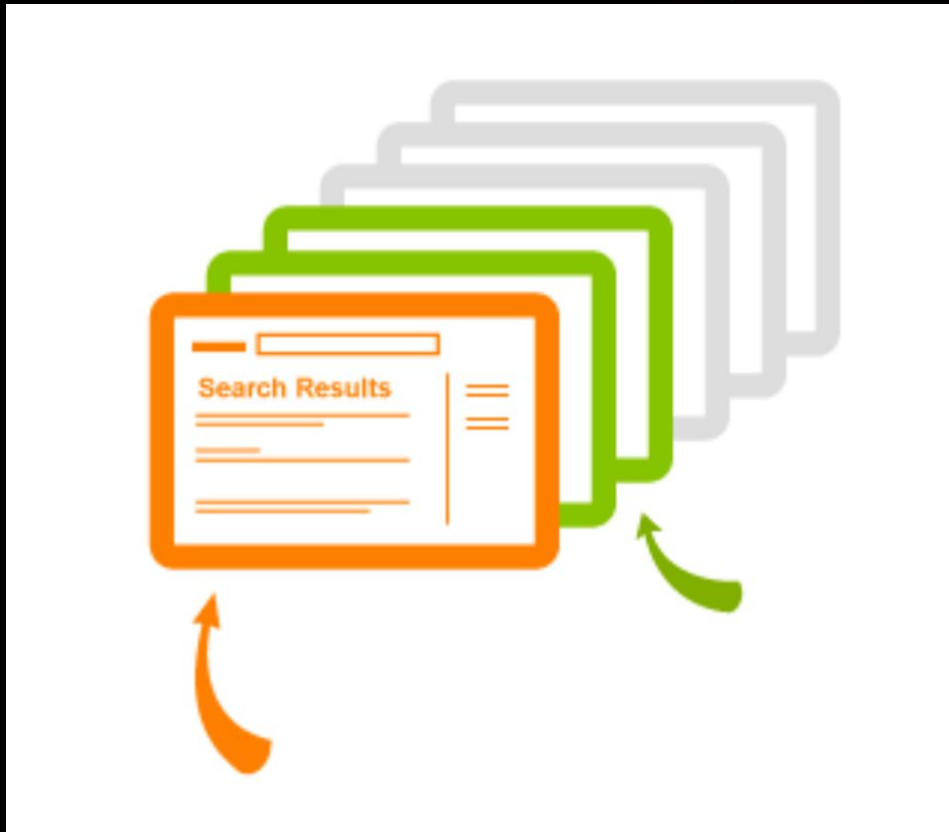# Identifying Your Most Important Keywords

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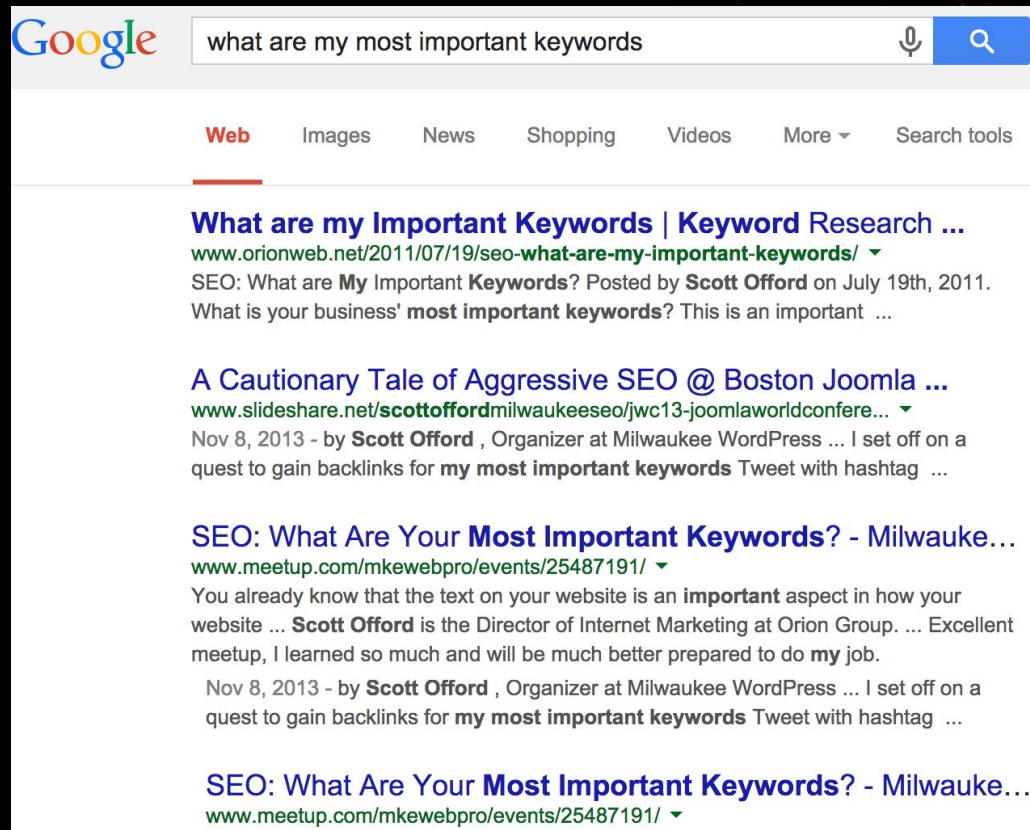
Being found on the first page of the search engine results is important.

Most searchers stay on the first page of search results

Some searchers might look at the 2nd or 3rd page of search results

What are "Keywords"?

The phrases that people are typing into the search engines when they are looking for information on a particular topic or searching for a place to buy a product or service

What are "Keywords"?

Searches related to **important keywords**

important keywords **in java**

important keywords **for resume**

using meta keywords

site keywords

how important **are meta** keywords

are keywords **still** important

how important **are** keywords **in seo**

meta tags important

Goooooooooogle >

1 2 3 4 5 6 7 8 9 10   Next

How are Keywords Used?

The short phrases in the content of your website and in the code behind it that describe your company, products, and services in a plain, practical, precise manner

How Do I Find My Keywords?

Start by determining the search volume, traffic potential and **competition level** of various keywords you think are relevant to your niche

If you are familiar with the niche, don't spend too much time looking up thousands of long-tail phrases

Search Volume, Traffic Potential
and Competition Level

Using the Google Keyword Planner Tool

Keyword Planner

Plan your next search campaign

What would you like to do?

▼ **Search for new keyword and ad group ideas**

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category ▼

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Search Volume, Traffic Potential and Competition Level

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?
keyword tools	📈	5,400	Medium	$4.34
keyword search	📈	6,600	Medium	$6.86
keyword research tool	📈	6,600	Medium	$4.66
keyword search tool	📈	2,400	Medium	$4.48
keyword analysis	📈	2,400	Medium	$5.69
keywords tools	📈	1,300	Low	$1.44

How Do I Find My Keywords?

Identify your competitors – offline and online – and figure out which keywords they use in their website (online competitors are any websites that are above you in the search engine results when you do a search for a particular keyword phrase)

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Keywords

	Apply	Don't Apply
Rank	On Target	No Value
Don't Rank	Get to Work!	Doesn't Matter

What People Search For

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But really... how do I know what my important keywords are?

If you already have Google Analytics installed
you are one step ahead

If you have goal tracking configured in your Google Analytics profile
you are two steps ahead

If you've had enough conversions tracked over time and can pinpoint the keywords that lead to goal completions most often
you are three steps ahead

What Do I Look For?

Domain / Title	Pages Cached	Domain Age	External Links	Linking Domains	Google PageRank
www.mydomain.com	15	1996-01	5	3	3
www.competitors-domain.com	56	1997-04	154	89	2
www.local-business.com	9	2001-11	63	51	3
www.competition.com	370	2000-05	2376	91	2
www.the-other-guy.com	115	2009-05	129	118	3
www.competitor.net	1147	2004-02	320	295	4

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Keyword Research Tools

Google Analytics

- Keyword Performance
- Bounce Rates & Pageviews
- Visitor Segmentation

Google Trends

- Industry Trending
- Top Related Searches
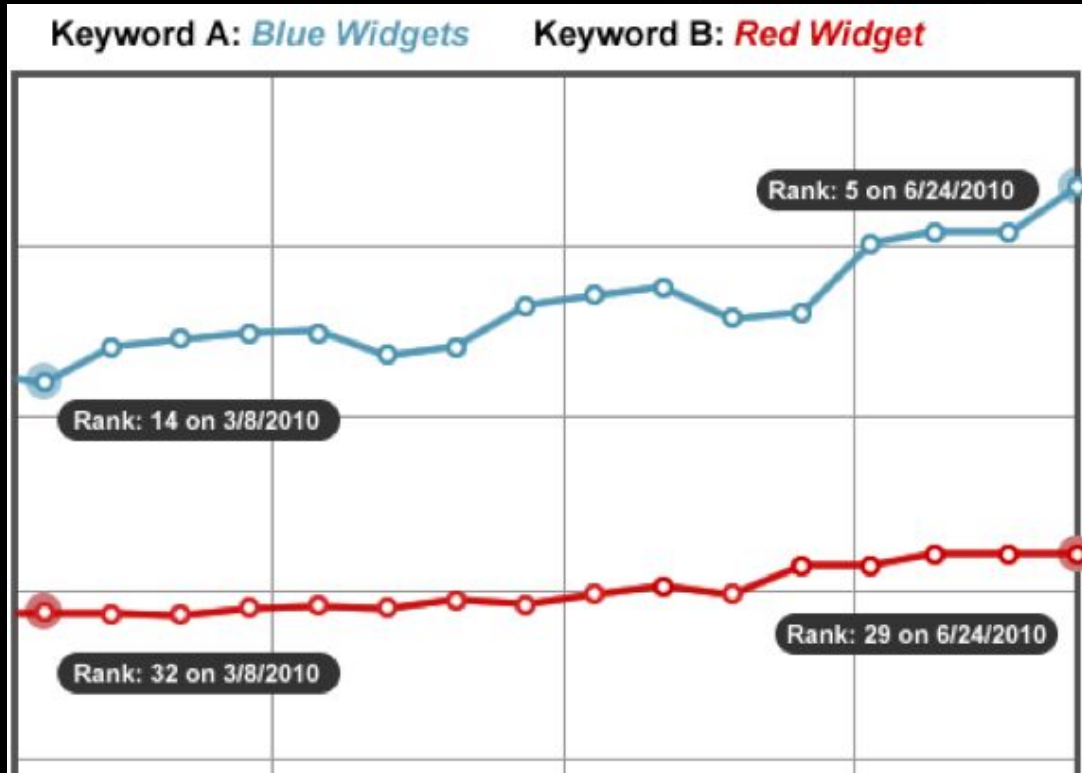- Geographic Hotspots

Google Keyword Tool

- Competitive Analysis
- Referral Keywords
- Traffic Volume Comparisons

Moz.com

- Link Analysis
- Ranking Reports
- Keyword Research

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Tracking Your Keyword Rankings

- **Moz.com**

- **AuthorityLabs.com**

- **SERPS.com**