



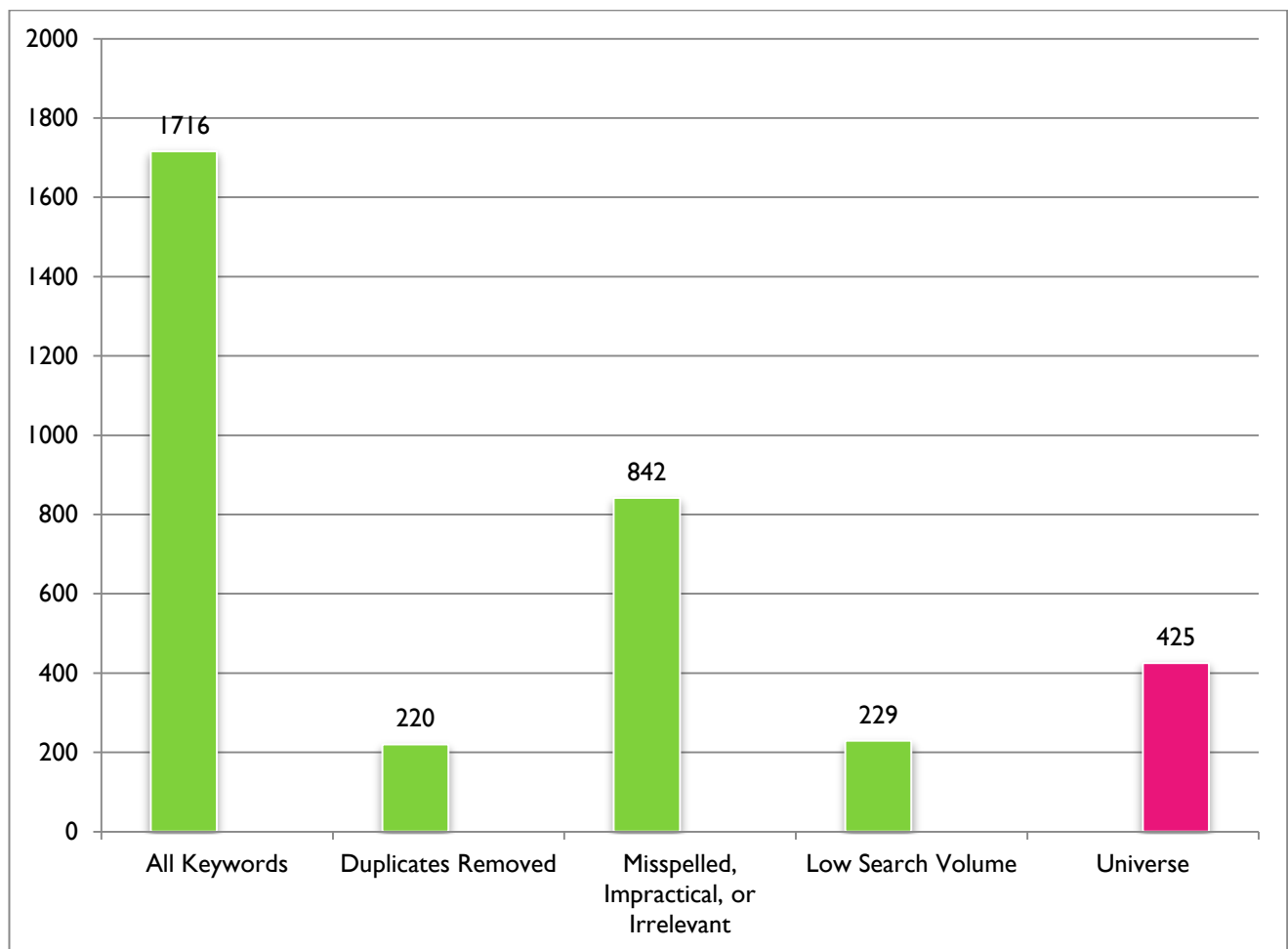
BOIA Keyword Map



Keyword Research

Using SpyFu competitive intelligence software, we harvested **1,716** organic keywords to consider for topic optimization that would appeal to both readers and the search engines. We then removed the duplicates, misspelled words, and keywords that would be impractical for content creation. We also eliminated phrases with low search volume.

The result was a Keyword Universe of **425** unique keywords and keyword phrases that will boost search engine optimization, topic ideation and monthly performance measurement, thus helping us establish and achieve content marketing goals.



Keyword Groups

The final *Keyword Universe* is then sub-divided by hand into three different groups of keywords based on the goals for content marketing with consideration of difficulty to rank in the search engines, content budget projections, traffic growth goals, reader engagement needs, competitive intelligence and realistic expectations.

KEYWORD GROUPS	Keyword Count
All Keywords (Universe)	425
Primary	269
Low-Hanging Fruit	5
Secondary	151

Primary Keywords: *Primary Keywords* are keywords hand-selected for BOIA based on three primary variables: business impact, reader engagement and lead generation – the three goals established for content strategy. These 269 keywords will become the highest-priority focus for content creation and optimization.

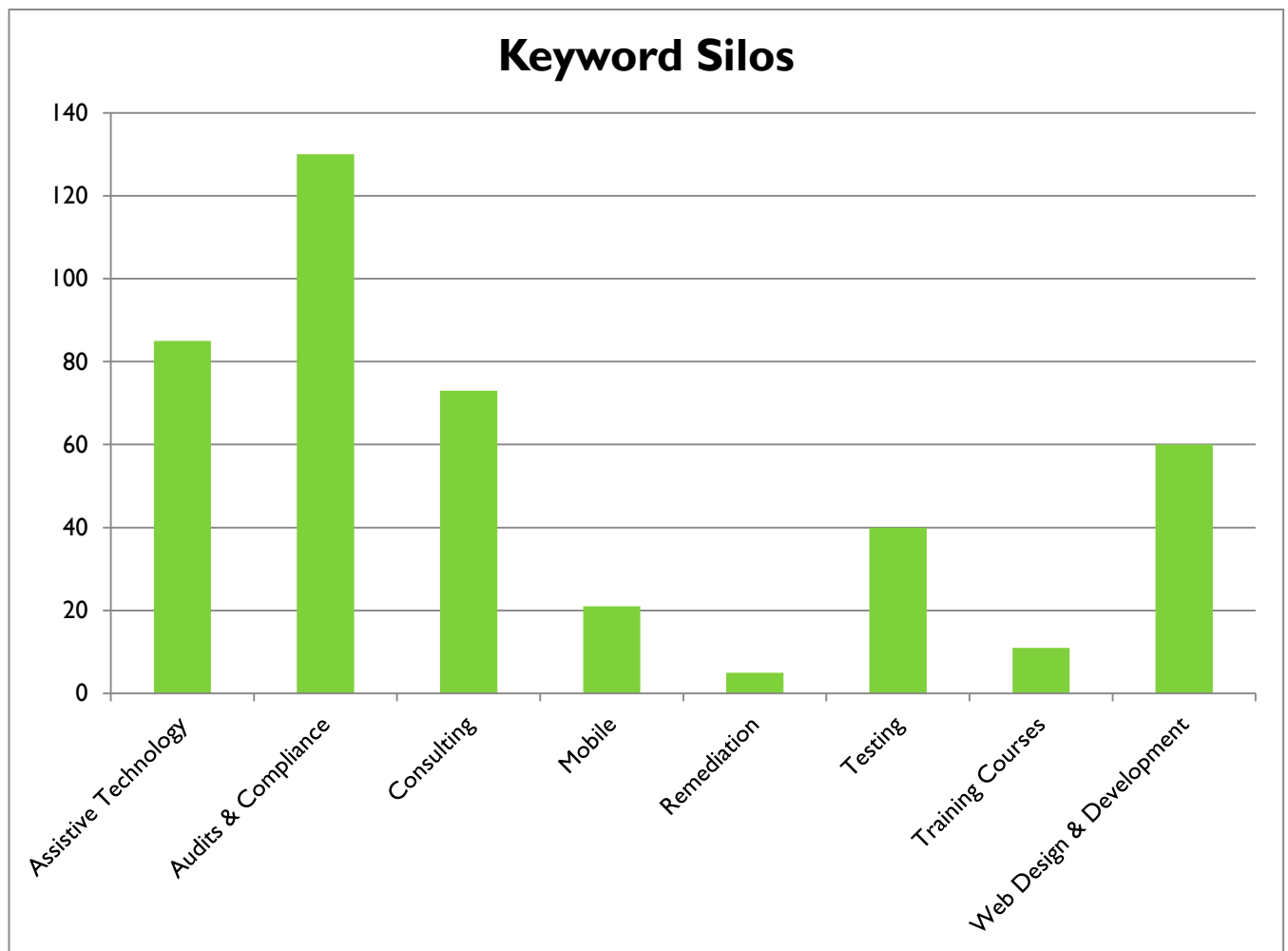
Low-Hanging Fruit: *Low-Hanging Fruit Keywords* are keywords that BOIA currently ranks between positions 11 and 50 on Google. All of these keywords offer opportunity to achieve top 10 listing positions in the search engines and deliver on short term content marketing goals, increasing organic traffic, improving lead generation and boosting revenue.

Secondary Keywords: *Secondary Keywords* are hand-selected based on the long term goals for content marketing, namely capturing organic market share from the competition and consistently engaging readers, customers and fans with fresh information and insights that drive readership and revenue. Both long- and short-tail keyword phrases are included in this group with wide ranges of search volume, PPC price and ranking difficulty.

Keyword Silos

Keyword silos are categorical classifications for groups of keywords targeted for search engine optimization and reader engagement. Each keyword silo contains keywords that align with the keyword silo name, general topic and target audience that would have interest in those topics and keywords.

We've identified 8 keyword silos for BOIA based on the compliance concerns and needs for testing and consulting that potential clients are searching for. All 425 keywords in the BOIA Keyword Universe have been tagged or associated with just one keyword silo to help streamline the SEO process and increase ranking goals. While keywords may be theoretically applied to multiple silos and topics, a 1:1 ratio makes performance tracking much simpler.



Consulting

Keyword Phrase	SSB Rank	IA Rank	TPG Rank	Deque Rank	RANKING DIFFICULTY	Global Volume	Exact CPC	GROUP
aoda website compliance	N/A	23	N/A	N/A	39	120	0	Low-Hanging Fruit
american disabilities act	N/A	47	N/A	N/A	78	450000	0.7	Primary
americans with disabilities act	N/A	45	N/A	N/A	79	450000	0.35	Primary
industrial standards	33	N/A	N/A	N/A	58	6600	1.24	Primary
web accessibility	N/A	N/A	23	N/A	74	4380	1.34	Primary
website accessibility	N/A	N/A	N/A	45	70	4380	3.5	Primary
ada accessibility	N/A	6	N/A	N/A	55	3600	0.81	Primary
ada standards	N/A	13	N/A	N/A	51	1590	1.22	Primary
private websites	31	N/A	N/A	N/A	61	870	0.02	Primary
experience designers	N/A	N/A	N/A	42	60	570	3.53	Primary
w3c accessibility	N/A	24	18	N/A	65	570	0.12	Primary
java access	26	N/A	N/A	N/A	58	480	0.1	Primary
ada standards for accessible design	N/A	27	N/A	N/A	56	390	1.52	Primary
disability community	N/A	38	N/A	N/A	58	390	3.14	Primary
accessibility solutions	N/A	13	N/A	N/A	51	300	5	Primary
disability accessibility	N/A	50	N/A	N/A	70	300	0.1	Primary
web auditing	N/A	28	N/A	N/A	51	300	0	Primary
ada access	N/A	8	N/A	N/A	61	240	6.33	Primary
web accessibility tool	N/A	N/A	5	27	59	240	4.54	Primary
web certification	N/A	N/A	N/A	49	65	240	9.63	Primary
website accessibility tools	N/A	23	11	21	61	240	0.06	Primary
website accessibility tools	N/A	23	11	21	61	240	0.06	Primary
what is aoda	N/A	N/A	N/A	32	40	240	2.61	Primary
what is web accessibility	N/A	35	20	N/A	66	240	2.7	Primary
windows accessibility	33	N/A	N/A	N/A	69	210	7.16	Primary
accessibility consultant	N/A	2	N/A	18	44	150	0.06	Primary
accessibility consulting	N/A	1	N/A	19	40	150	4.07	Primary
accessibility software	N/A	N/A	N/A	6	54	150	2.92	Primary
w3c statistics	N/A	21	N/A	N/A	62	150	0	Primary
w3c validation service	N/A	N/A	42	N/A	58	150	4.31	Primary
accessibility issues	N/A	N/A	N/A	25	63	120	0.1	Primary
ada guide	N/A	9	N/A	N/A	63	120	0	Primary
ada standard	N/A	23	N/A	N/A	58	120	2	Primary