

# Webinar Learn SEO: Handout!

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## 1 - How do you find your current keywords using Google Webmasters Tools?

1. Go to <https://www.google.com/webmasters/>
2. Sign In
3. Copy and Paste your URL
4. Copy and paste the code into your website.
5. Verify.
6. Click on **Performance** tab.
7. See what search inquiries or keywords people are typing into Google in order to find your website.
8. Compile a list of these keywords into a spreadsheet before moving onto the next step.

## 2- How to use the most advanced Keyword Research Tools?

### Google Keyword Planner

There are three things that you can type into the search bar to look for related keywords.

- words
- phrases
- urls

In the search result you'll see the following:

- Average monthly searches
  - Average times the term was searched in a month.
- Competition
  - Number of advertisers paying for or bidding on the keyword. Although, this does not relate to the organic search results. It's useful to see how much competition there is for certain keywords.

### Google Trends

*An excellent tool for creating currently trending content.*

1. Go to <https://trends.google.com/>
2. Type in Keywords and words related to business.
3. Change the filters to fit your needs such as time period and geographical location.
4. Record information.

5. Record related keywords newly found through Google Trend research and type them into Google Keyword Planner.

## Google Search

1. Go to [www.google.com](http://www.google.com)
2. Start typing in a phrase or word related to your business.
3. Notice the autofill suggestions Google produces. Record the ones that closely relate to your business.
4. Go to the bottom of the page and record the keywords listed under “Searches related to”.
5. Look at “People Also Ask” before leaving the Google page.

## People Also Ask

*This is a very valuable tool for creating content and helping your website be relevant to your customers. That’s because these are precise questions that people have related to your business.*

1. After typing in a term into the Google Search bar, look for a box that says “People Also Ask”
2. Click on the drop down arrow of one of the questions. It’ll populate with an answer supplied by your competitors website. And, more questions related to the one you clicked on will populate the People Also Ask box.
3. Copy down the questions that are most related to your business and make articles for them using related keywords.
4. Open the website that answers each question that best relates to your business. Copy the urls for Data Scraping (Data Scraping is explained later).

## 3- How to spy on your top competitors and the keywords they use?

1. Copy and paste the url of your competitor’s website into Keyword Planner.
2. Analyze what keywords come up.

## Also, Data Scraping

## Data Scraping

*This means that you’re sifting through all the text in the website or page to find the keywords they use.*

1. Open up your competitors website.

2. Then you can either right click and select view source code. Or, press the buttons **Ctrl** and **U**. This will allow you to see the source code of the website.
3. Now, we are going to open up a search box. This search box can be used in most text related programs like websites, Google Docs, Microsoft Word, spreadsheets and that sort of data. Just press the buttons on your keyboard **Ctrl** and **F**. Notice the search box? You're going to want to type in the following terms and look for them throughout the code using the arrows in the search box:

- title
  - This is the title of the page.
- description
  - This is the description box that comes up on Google underneath the URL.
- h1, h2, h3
  - This is the tag used for the Headers on the page.
- keyword
  - Sometimes websites will use this tag to track the keyword data on their page. However, this is an outdated practice.

*In this search we can learn that the most important keywords should be used in our title, meta description and our headers. Be sure to look at every individual page of a website as different information may appear.*

## 4- What are the Most Effective Keywords?

We need to understand **search intent**. Search intent refers to the intention people have when searching Google. Are they looking to buy? Or, are they just browsing?

There are about 3 main types of search intents we're going to focus on:

1. Informational
  - a. A person searching in order to research something or answer a question.
  - b. Informational keywords can help you with building your brand, web presence and asserting some credibility.
2. Researching Specifically Where or What to Buy
  - a. Decided to buy, but don't know exactly what to buy yet.
  - b. In response to this kind of search inquiry, we would want to build credibility up front as a business and our service(s)/product(s)
3. Buying
  - a. The Google searcher wants to buy a specific thing right now.

- b. For this intent, make the buying process for the specific service/product as easy, hassle free and immediate as possible.

For more assistance, book a FREE SEO Help with Sandra at

<https://localseotoday.com/free-local-seo-help>