Tips for Finding Profitable Keywords for your Site by Audreyabbey

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In order for your site to be highly visible in search results, it is a must not only to have the most relevant content but also finding and targeting the right keywords that users know and use in their queries to find your website.

According to Search Engine Optimisation experts, though search engines now focus on returning pages based on high-quality content, they also still return pages based on direct keyword queries.

In fact, one of the most important professional SEO strategies to increase your siteâ€™s search engine exposure is doing keyword research. You must find out the keywords most used or searched by the visitors you are targeting as well as the keywords that are highly ranked in search engines in order to get their queries directed to your website.

As with any business, one must look out for its bottom-line. Not only should your SEO campaign be effective, but it must also be cost effective and can be of great benefit to you in terms of SEO and conversion.

Here are some tips to consider that could help you how to find profitable keywords for your website:

Create a Draft List of Related Keywords/ Keyphrases

The first step is to create a draft list of related keywords or keyphrases you think people would search to find your site. You should have an in-depth knowledge what your website is all about like what services or products it offers or information it provides to visitors.

Verify the Effectiveness of the Keywords

Once youâ€™ve chosen the keywords you want to optimize, you must also validate its effectiveness or value - validate whether the keywords on your initial list are going to work. You can use:

1. Google Adwords Keywords tool

2. Google Insight for Search

3. Competitor Meta Data â€“ visit your competitorsâ€™ sites and pull keywords that they have chosen. This will help you develop and validate your keywords

Check the Volume of Each Keyword and Amount of Competition Competing For That Keyword

In Googleâ€™s Adwords Keyword Tool, the Google Adwords system will provide you with the keyword ideas related to your site (suggested keywords), advertiser competition and global and local monthly searches of each keyword you should optimize.

Consider High Value â€“ Low Competition (VLC) keywords

You must look from the lists made by Googleâ€™s Adword system and optimize for keywords with relatively high average search volume, but relatively low competition. You must target keywords that have value in terms of getting the most queries by volume - search volume it accrues monthly or the cost per click (CPC) value it would have if it was a paid keyword - and has a low amount of

competition.

Evaluate Competition Factors

Analyze and understand these variables that can contribute to the reason why your competition may be outranking you:

1. page rank â€“ see if they have achieved a higher page rank because of having more backlinks

2. back links â€“ find out if they have more backlinks or their backlinks are of higher quality than yours

3. domain age â€“ find out if their domain has more age and authority (a key SEO ranking metric)

4. domain name â€“ find out if their domain name have target keywords in it

5. content volume â€“ find out if their site has more keyword rich content than yours

6. content frequency â€“ find out if they add content more often than you

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