

Keywords & Phrases **roadmap**



for bloggers, entrepreneurs and
online business owners



welcome!

Keywords and keyphrases fall into two camps, so there's not a great deal of confusion: information keywords and buying keywords.

This roadmap will help you figure out what you're looking for

If you had never heard of Boules before, you might search for something along the lines of “What is/are Boules”. That would be a straightforward search for information to help you decide whether or not it may be something you are interested in. So, too, would “Rules of Boules” be another information keyword.

Once you had become familiar with what type of game Boules is, you might then decide to find a club near you and then start using keywords with geographic intent and buying intent, such as “Best Boules” or “Boules reviews” or “Boules Club in Essex”.

That's the difference between browsing and buying

Kevin & Sarah

six-step roadmap

STEP ONE

What do your clients ask before booking you?

STEP TWO

What do your ideal clients type into the search engines to find you?

STEP THREE

Use a tool like Market Samurai (30 day free trial
<https://www.contentnitro.co.uk/marketsamurai>)

STEP FOUR

Put your keywords into a list-information and and buying,

STEP FIVE

When looking at your list what existing content can you re-optimize using your keywords?

STEP SIX

What Keywords inspire you to create new content?

Keywords & Phrases Tracker

<div></div> Keyword	Date Used	Ideas
<div>Buyer</div>	<div></div>	
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three places to use keyphrases



tip number one

Headlines. If you can create a headline with a keyword and it doesn't sound yucky then you're doing great!

tip number two

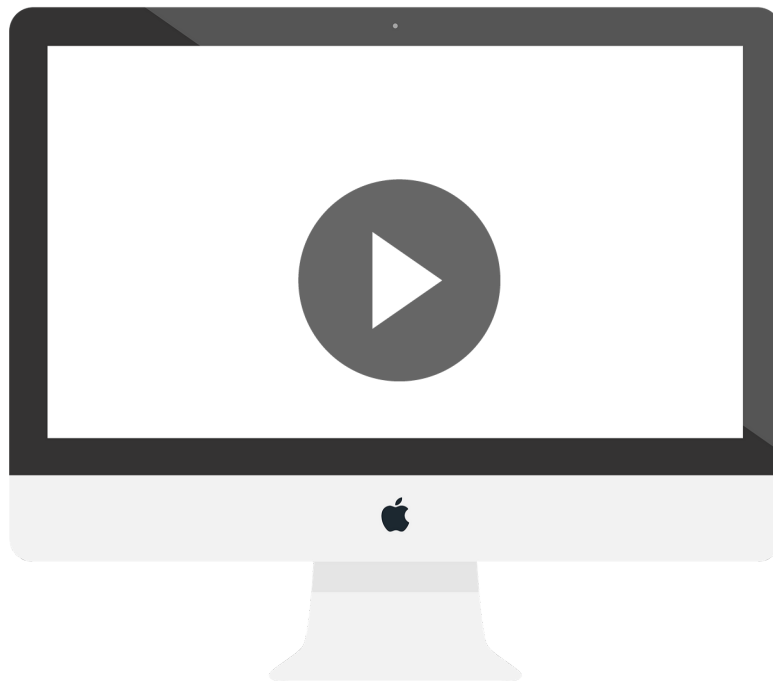
In your heart opening paragraph you may find it's easy to place your keywords or keyphrase here. In terms of search, if your reader found your page and then saw the keyword in the headline and heart paragraph they'd feel in the right place



tip number three

Under your images in your call to action. You might also add it to your image if it fits!





Ready to step up your game? Check out Market Samurai

Need more help with your keywords? Market Samurai has excellent training that you can access as part of their 30-Day trial. We highly recommend the tool and have used it since 2008

SHOW ME