

The Foundation of a Successful SEO Campaign

Our Keyword Selection Process: Initial Research

Once your account is set up, our SEO experts conduct extensive research on your keywords so we can select the right ones for your business. It's the first step in doing what we do best—getting your website on the first page of Google!



Business

We examine your website and discover more about your business. Your input is very important to the success of your SEO campaign. Knowing what you do, why you do it, who your clientele is, and how you position your products/services gives us invaluable insight into selecting the right keywords.



Industry

We research your industry, compiling a list of keywords people search for within that industry to strongly position you against your competitors. Competitive research is also conducted and taken into account for possible gains in keyword positioning.



Region

We research search trends so we can craft regional keyword phrases that will drive as much traffic to your website as possible.

4 Stage Keyword Quality Vetting Process

When research is complete, we'll have a list of strong keywords for your campaign. To select the best keywords from that list, we put each keyword through a rigorous system of testing and scoring in four key categories.



Competitively Balanced

Instead of looking for keywords with the most search activity around them, we choose words and phrases with enough activity to drive significant traffic to your site, but not so much activity that they're too competitive to rank for.



Intent to Buy

We interpret "searcher intent"—the action searchers intend to take—for each keyword. This helps us identify people who are more likely to come to your site ready to make a purchase rather than targeting users who are simply looking for information.



Cost

We look at your budget, compare it to the keywords on your list, and select ones in the right price range—we want to make sure there is enough budget to fund the amount of work necessary for a successful campaign.



Current Rankings

We look through your list of keywords to identify any you might already be starting to rank for. With a little extra help, we'll get these keywords on the first page. Once they stabilize, we'll target new keywords. These medium-ranking keywords will take priority as we make final keyword selections.

All these factors help us choose keywords that have the best chance of reaching the first page of Google in 6 months. Targeting quality keywords helps build your online presence and attracts new customers looking for your products/services!



**86% of our clients get on the first page of Google within 6 months.
What happens to the other 14%?**

SEO campaigns typically don't reach the first page within 6 months because of the following issues:

1. Insufficient budget

There was not enough budget allocated to fund the amount of work required to move to page one within six months.

2. Clients choose unrecommended keywords

They're not relying on our expertise and experience to guide them.

3. Clients stop communication

They are unresponsive and miss out on important recommended optimizations we ask them to approve.

Before a client is educated on keyword strategy, they often suggest keywords that have too much competition, or have poor searcher intent. Many clients believe that casting a wider net and choosing broad keywords will result in more traffic to their website. Although this could be true for certain digital marketing strategies, with SEO the opposite is true; the more specific the keywords, the better chance they'll have landing on the first page of Google.

According to a study of over 5 million data points by Backlinko in 2019, 99% of searchers never go beyond the first page of Google's results. If you aren't on the first page, you don't exist to most searchers. This is why it is so important to choose keywords that have the best chance of landing on the first page of Google.

Setting Expectations

The biggest reason businesses rank for highly competitive keywords is they often have years of history optimizing for them. Clients who wish to overtake their top ranking competitors need to do more to build their trust and relevance with Google, which takes time; even more so if your client has a smaller budget.

For local campaigns, we build presence in your physical location before expanding your reach to surrounding areas. Google won't recommend a business outside their searcher's area if that business isn't trusted in their own circle of influence first.

Our SEO clients are incredibly successful ranking online because we advise them to avoid going after the most highly competitive keywords in their industry or region—at least at first. We target keywords that have the most realistic chance to succeed and build Google's trust in the quickest and most effective way possible.

Follow our keyword recommendations to be part of the 86%!