



STRATEX
digital marketing

Discovering Your Customers Through Keywords

Why Listen to THIS Guy?

Uniquely Qualified to Help Businesses With Digital Marketing

- Dan Stratford
 - Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Display/Programmatic/Remarketing/Retargeting
 - Social Media
 - Lead Nurturing/Email Marketing
 - Consulting & Training
 - Product Development to Business Development
 - Dex Media - \$28M to Over \$120M
 - LexisNexis – Grew to Over \$10M/Year
 - C1 Partners – Grew a \$1M Agency
 - Lawyermarketingexpert.com
 - Strategic
 - Messaging Development
 - Results Based Strategy Development
 - Tracking Results at Conversion Level



Classes Offered

Free Training Sessions – All Presentations Available: bit.ly/StratexFreeResources

Designed to educate you on the right strategies and methods.

1. Growing Your Business With Digital Marketing
2. Attracting Your Best Customers
3. Competitive Analysis
4. On-Site SEO
5. Off-Site SEO
6. Local SEO
7. Paid Search: Adwords, Display, and Programmatic
8. Lead Nurturing and Email Marketing
9. Social Media Marketing



Live & Online Classes Offered

Interactive workshops that teach you how to implement digital marketing strategies

- Messaging and Branding
- On-Site SEO
 - Keyword Research
 - Keyword Mapping
 - Site Structure
 - Titles and Meta
 - Schema and Sitelinks
 - Competitive Analysis
 - Content Development



- Off-Site SEO
 - Competitive Analysis
 - Local SEO
 - Link Building
- Adwords Optimization
- Display Advertising and Programmatic

bit.ly/StratexTraining



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SESSION 3

Keyword Research

Why Keywords?

- The *Foundation* of Your Campaign:
 - SEO
 - Social Media
 - Advertising
- ... all Keyword Oriented

Keywords Connect Your Prospects to Your Site



If You Don't Know the Keywords,
You Can't Connect!

Don't Guess!

1. You'll Miss Important Terms
2. You'll Focus on Unimportant Terms

Myth

Keywords Don't Matter

Example

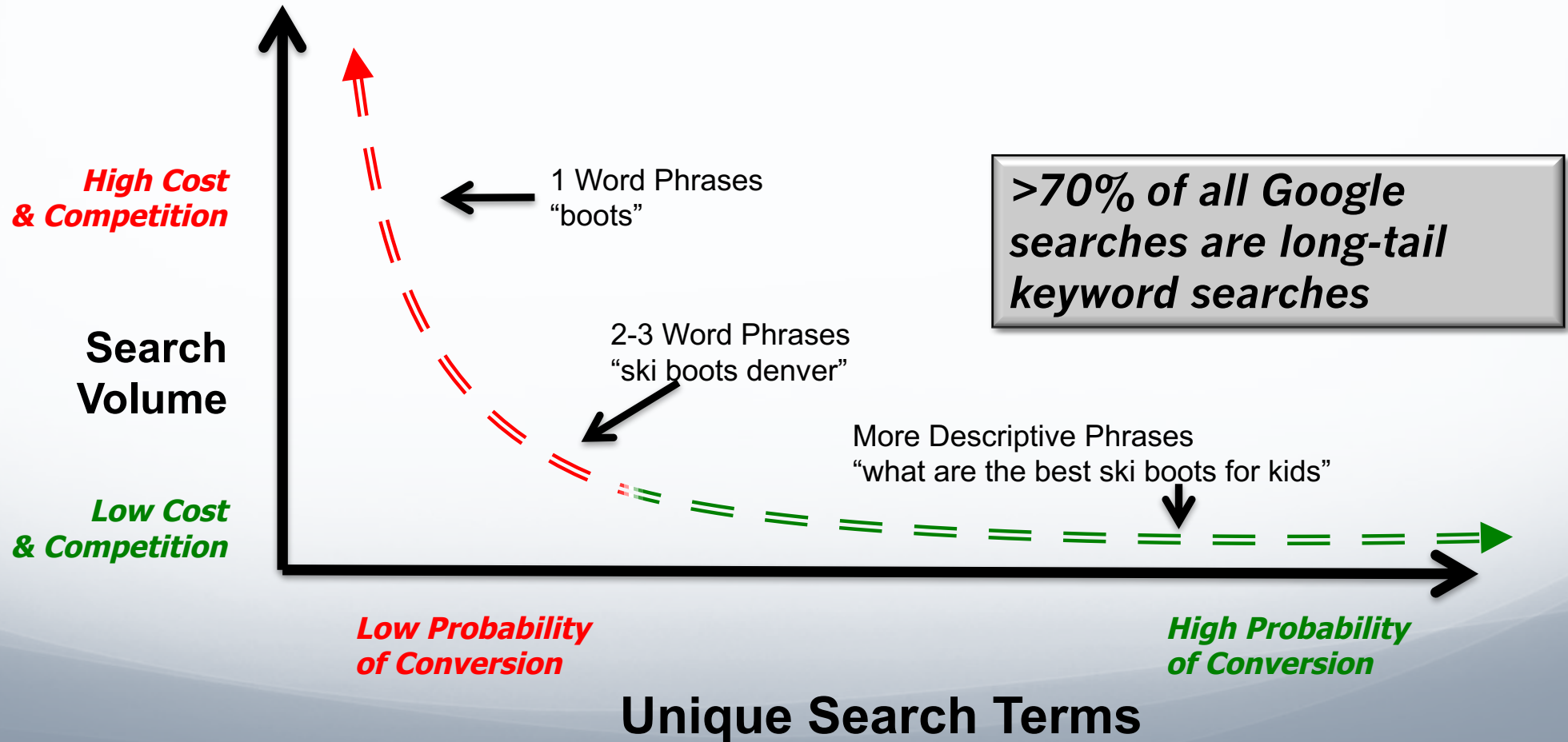
Online University:

online degree

The “Long Tail”

- Most Searches *Do Not Use* Your Primary Keywords
- Multi-Word Phrases
- Very Specific Phrases

Long Tail vs. Head Terms



Long Tail Examples

- Primary Term: *mortgage*
- Long Tail:
 - *denver mortgage broker low cost*
 - *find simple mortgage calculator*
 - *cheapest mortgages*

Ignore the “Long Tail”?

- = Missed Opportunities
- Find Those Opportunities ... Esp. in Competitive Arenas

Ignore the “ShortTail”?

- Won't dominate your market
- Won't get the long tail as easily

Keyword Research

- Brainstorm List
- Refine:
 - Buying terms vs. research stage?
 - Longer tail terms
 - Denver criminal law – Research
 - Denver criminal lawyer – Buying
 - Customs homes denver – Research
 - Custom home builders denver – Buying
 - Point of sale software – Research
 - Point of sale software company – Buying

Developing your “Core”

- “Core” Keywords, and Add
 - Main
 - Qualifiers
 - Buying Signals
 - Location

crown	dental	<city name>
implants	dental	<city name>
crown	dentist	<city name>
implants	dentist	<city name>
crown	dentistry	<city name>
implants	dentistry	<city name>
crown	teeth	<city name>
crown	tooth	<city name>
dentist	<city name>	
dental	<city name>	
invisalign	<city name>	
whitening	<city name>	
orthodontics	<city name>	
orthodontal	<city name>	
orthodontist	<city name>	
root canal	<city name>	

Keyword Research-Tools We Use

Tools I Use

- Google Adwords Free Inactive Account
- Google Search Console
- Ahrefs
- MOZ
- Spyfu
- Google Adwords Active Account
- SEMRush? Maybe-data was low in July 2018

Keyword Research

Third Party Tools

- Google Adwords, Ahrefs, Spyfu or MOZ
- Good place to start
- Gives some direction
- Not all the data available

Keyword Research

Best Tools – If You Have Access to The Data

- Google Search Console
 - Must have access to the site
 - Data can be integrated into Google Analytics, but must be claimed first
- Google Adwords Active
 - More money spent, more data available

Using Your Keywords

SEO – in Web Pages:

- Title Tags
- Description Tags
- URLs
- Internal Links
- *etc.*

SEO – Content:

- “Think Keywords”
- Page Content
- Blog Posts
- Syndicated Content

SEO – in Links to Your Web Pages

- Anchor Text
- Content Around Links

Whatever You Do ...
...Think Keywords

- Posting on Social Network Sites
- Writing Whitepapers
- Placing Ads

Keywords Connect
You to Customers!

Website Keyword Mapping

- Group Keywords

- Choose Relevant Target Pages

- May Need to Create New Pages

- Better User Experience = Better SEO**

Keyword	Target URL
digital marketing denver	https://stratexdigitalmarketing.com/
denver digital marketing	
denver digital marketing agency	
digital marketing agency denver	
denver digital agencies	
denver digital agency	
denver digital marketing agencies	
digital marketing agencies denver	
denver digital marketing companies	
denver marketing consultant	https://stratexdigitalmarketing.com/consulting/
denver marketing consulting	
marketing consultant denver	
denver ppc trainer	https://stratexdigitalmarketing.com/digital-marketing-services/paid-search-2/
denver ppc trainer	
digital marketing trainings	https://stratexdigitalmarketing.com/training/
custom digital marketing training	
marketing workshops denver	
denver digital marketing trainer	
denver digital marketing trainers	
denver digital marketing training	
denver digital marketing trainer	
denver digital marketing trainers	
denver digital marketing training	
seo training denver	https://stratexdigitalmarketing.com/venues/the-commons-on-champa/denver-seo-training/
seo training in denver	
denver seo training	
seo training denver	
seo training in denver	
denver white label seo	https://stratexdigitalmarketing.com/wholesale-and-white-label-services-2/
seo white label partner in denver	
white label seo denver	
wholesale digital marketing	
wholesale seo services	
online marketing service providers	

Reach Out

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