Instructions for Narrowing Down Key Phrases

In many cases you'll see phrases that are duplicated one or more times. These phrases are returned as data from searches for traffic, using different phrases. For instance, searching on "sheds" may return 50 related terms and traffic counts, including "storage, 100,000 views". Then searching on "tool building" may return 50 related terms and traffic counts, including "storage, 100,000 views". As we only need to list it once, the duplicated phrase gets an "not relevant" in Column E as "Not Relevant".

So, you can press the "delete" key on the " Not Relevant " in Column E, "Not Relevant" for any phrases you would like to reconsider. Once completed in scanning through, look to the right of the top frozen row at the top of the page. You will note an arrow. Go ahead and select "Blank".

- There's the new list you have selected and filtered.
- At any time you want to see all phrases, select that arrow and select "All".
- If you lose all phrases, chances are you selected a different arrow and pressed something you didn't want! Fear not; just go through all columns at the top and select "All". Eventually the entire list will reappear.

I can help walk you through the data and strategies if needed.

RE: "The phrase strategy"- Part A: Key Phrase Selection

Only you can be the final determinant in which 20 phrases to use. We figured that with 200 phrases returned as relevant on the initial run, you would be in a better position to see what is missing, what looks odd, what shouldn't be included. To then get to the required 20 total phrases.

So, does the user (in their odd, ubiquitous way), type in "metal shed" to find a product like yours? Or in really searching for "metal shed", they see your site and say "Hmmmm. Maybe I should consider this as an alternative"? We look at the entire traffic study in determining which phrase stays, using logic from past projects. Only you can make that final decision in getting us to 20 phrases.

This is why this part of the project is so important. You may change your mind on phrases, based on real traffic research or other analytics. We may change our mind on project direction (within scope and budget) after digging into the project and products, then making logical assumptions for success. The hard part is done; the acquiring of the physical traffic data.

From a project perspective, you max out at 20 phrases. What we should do:

- In Column H, "Client Notes", let's select all the phrases you would like to do well on over time.
- I'd put the # 1 (just the numer '1') for a critical phrase, then a # 2 for very important, # 3 for smoewhat important, and # 4 for not very important. For just your top phrases.
- Remember that "more is not better"; your site is still relatively small.

- o If your site was 5 pages, we could go as high as 20 phrases per page to equal 100. That's only 5% relevant.
  - o If your site was 100 pages, we'd prefer one phrase per page. Now we're getting cose to the 100% relevance, so your score is higher.
  - o So you would rank better. The engines work with phrases and total grading on relevancy to those phrases
- We can then filter the end result as a "Custom Filter".
  - o Click on the arrow to the right of Column H (Client Notes), Click (Custom).
  - o Right below Client Notes appears a drop-down box with the default "equals".
  - o Click on the down arrow, and select "is greater than"
  - o To the right of this box is a second box with no pre-selected words.
  - o If you click on the right arrow on that box, you will see the different data in that column. In this case, we're not going to use any of the data in that box.
  - o Instead, enter the number "0" into that field/box.
  - o Click "OK"
  - o What will appear are just the phrases you had selected that were numbers!
- We do a hard count on the number of phrases
- We then force down the final selected to just the final # 1 phrases. At 20 maximum. I'd prefer 3 phrases per page, or 21 total.
- The lower importance phrases are dropped to a second project down the road.

Let's recontinue the discussion when this has been done. Now you have a long-term strategy for improvement over the years. The web isn't like brochures. It's constantly evolving, products change, search engines change.

RE: "The Phrase Strategy"- Part B: Traffic and Locations Volume

1. *Traffic*- There are two main directions that can be taken; high traffic phrases, then low traffic phrases.

- **High Traffic-** If the focus is entirely for volume of traffic with directly relevant phrases and you score on one or more phrases, you'll end up with a good volume of new traffic to your site.
  - o The higher the traffic counts, the more likely you'll have general information gatherers. Competitors. Folks who put in the wrong search term and exit immediately. And a good number of real clients.
  - o As competitors (should) know, the good traffic is worth competing for. Organic and Pay Per Click optimization. Heavy competition with competitors well-entrenched. We've been doing organic SEO since 1998, so I'm sure one or more competitors are using a professional firm to handle their organic SEO.
  - o Given time, our strategies will perform well. Everything is relative. We'll know a little more at the 12-week benchmark ranking report.
  - o At no time can we employ any tactics that can be seen as cheating.
- **Low Traffic-** This very well may be your direct client. Low traffic, but high conversion rate.
  - o These serachers were looking for you, almost exactly. They just didn't know that you existed, your name or location, so they went onto the web.
  - o Competitors will say "That traffic isn't worth paying alot of money to perfrom well, on; let's not compete for such a low number".
  - o If limited competition, speed for indexing and ranking is much faster.

- o   At no time can we employ any tactics that can be seen as cheating.
- **Combination/Hybrid-** We like to follow the 20/80 rule in most business development activities;
  - o   80% of efforts target the higher traffic phrases. It becomes a numbers game. Then, content "hooks and fries" the viewer
  - o   20% of the effort is towards the far lower traffic counts, but the increase in likelihood that this will be 'your customer' increases the conversion rates.
  - o   As you should kick in fairly quickly at the 20% mark, this pays for the initial investment and sets you up to be visible for the 80% target.
  - o   Then some 80% phrases start to perform as well.

The Hybrid model also creates an environment which is seen as 'less risky'. You're obviously not trying to get rich quick with an infusion of lower traffic phrases...Thus you're not cheating. The mix of business becomes the best of both worlds.

2. *Locations-* These very rarely came up. They very rarely come up for any retailers. Or service providers of any type. It seems illogical.

I focus myself on "massachusetts" and "new hampshire". Noone comes to me using those phrases; they come instead using "design" (http://search.msn.com/results.aspx?q=design&form=QBRE3). But I still *think* everyone should be looking for me based on location...
Our plan;

- Create one iteration of all states in the logo ALT tag in the masthead;
- Follow up using the dc.coverage meta tag for each state
- There are references to location using current content (footer, about, etc)

This should be enough for aggregators, to feed crawls to the main engines with location filters in place. We can then test and monitor.
The problems with injecting locations into key phrases and landing pages for even higher relevancy:

- Each state should now be matched with each phrase
- So, "massachusetts" matches with "garden sheds"
- If you have 20 phrases, then add a location (state) as a qualifier, this becomes 600 phrases to optimize on
- Multiply the budget by 6... Ouch. We handle this size project, but more for national service firms.

Good luck!

Best Regards,

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President