

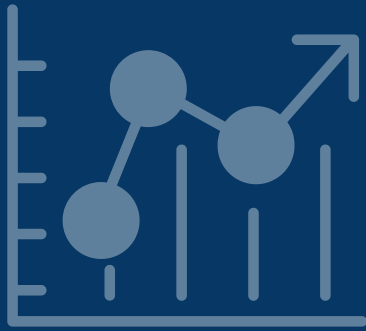
The Perfect Keyword Strategy with Stephan Spencer

www.marketingspeak.com/347-A



10 Step Checklist

- Get the right keyword for your business. Your keywords should be relevant, popular, and attainable in your business and industry.
- Slice and dice your keyword portfolio by types of searches. For example, look at the types of searches like informational, navigational, and transactional. Or look at the sales funnel and identify where the particular searcher is based on likely intent in the funnel.
- Know your target market. Understand your audience on a deeper level. Understand them as people beyond the demographics, the psychographics, and even the sociographics.
- Do topic mapping. Look at your site architecture and figure out the keywords you want to map to your homepage, category-level pages, subcategory-level pages, etc.
- Use keyword brainstorming tools to get the necessary data to build your portfolio for comparison purposes. Here are some great keyword brainstorming tools: Soovle, Ubersuggest, Google Trends, and AnswerThePublic.



"Wrong keywords are like a trophy keyword the CEO is fixated on, or it's a keyword that's a synonym that nobody searches on."

-STEPHAN SPENCER

- Use hardcore SEO tools for real data and not just suggestions. Some great SEO tools are Google Keyword Planner, Moz, Rank Ranger, and SEMrush.
- Download these free gifts that you can use to deepen your knowledge and understanding of SEO: SEO BS Detector, SEO Hiring Blueprint, SEO Myths, and Chapter 7 of The Art of SEO.
- Check out and read Stephan's other books, Social eCommerce and Google Power Search.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/347-A

Thank you!