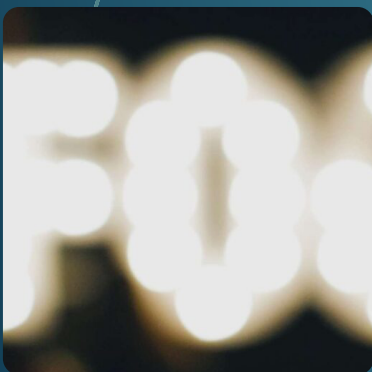
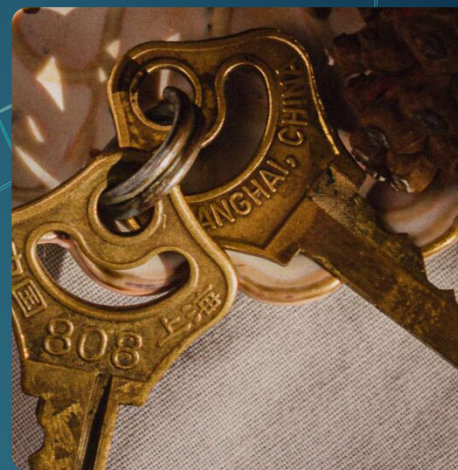
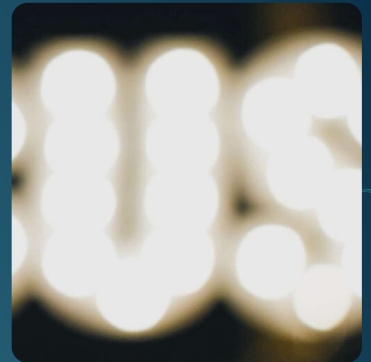
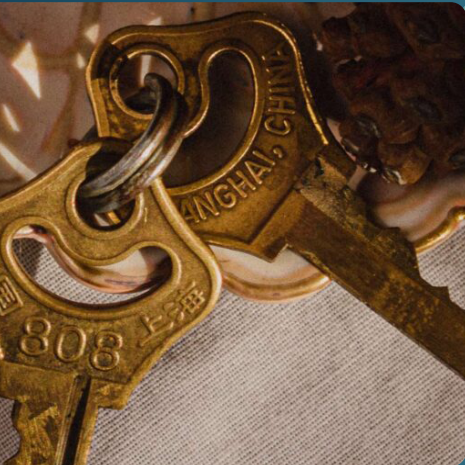


SEOPress

# Keywords and SEO, everything you need to know

Find the right keywords, analyze the competition  
and optimize your content for a specific term

MARCH 2022



# Keywords and SEO, everything you need to know

Search engines associate your content with the keywords entered by the users. It is therefore essential to know the search trends to define an effective content strategy.

In this guide you will learn how to find the right keywords, analyze the competition and optimize your content for a specific term. By adopting our tips and tricks, you can hope to achieve the famous P1 in the SERPs.

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Keyword Research

Keyword Optimization

Keyword Tracking

# Meta keywords, focus keywords, target keywords, focus keyphrase demystified!

There are a lot of terms used to describe keywords: meta keywords, focus keywords, target keywords and even focus keyphrases. We are seeing some confusion about these different terms from our users and we thought it would be a good idea to run through them here on the SEOPress blog.

## Meta Keywords. The best known meta tag is the most useless

The Keywords meta tag was used in the 1990's and early 2000's to allow webmasters to add keywords to their content for search engines to index.

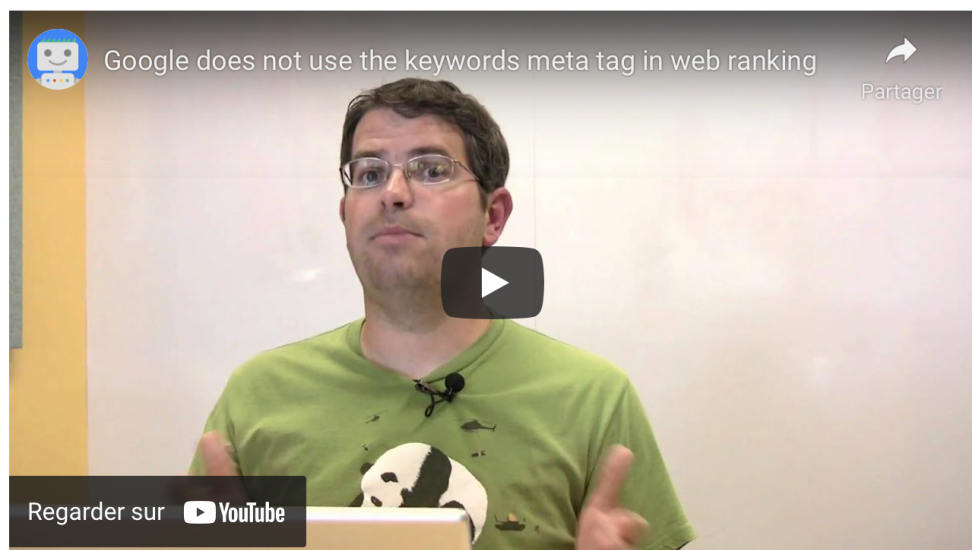
They were visible only in the HTML source code and looked something like this:

```
<meta name="keywords" content="my super keyword, another  
great keyword, a killer keyword" />
```

The problem was that it was easy to fool search engines into considering that a page was about a certain subject just by adding Keywords to it. Also, in the hope of gaining more visibility for their pages, webmasters started adding Keywords with no relation to their content just because they were popular search terms.

So, in 1999, it was possible to find “Britney Spears” in the Keyword meta tags of millions of web pages that had nothing to do with popular music (for younger readers, Britney Spears was a very popular entertainer at the time. No really!)

Although useful for search engines, the misuse of this meta tag meant that its importance in search algorithms was gradually reduced until, in 2009, [Google finally announced officially that it no longer used the keywords meta tag in web ranking](#). Leading other search engines to make a similar announcements.



<https://youtu.be/jK7IPbnmvVU>

Today, 10 years later, the Keywords meta tag is completely obsolete and of no purpose.

## Focus keywords / target keywords or focus keyphrases: not metas!

Focus keywords, target keywords and focus keyphrase are synonymous and serve the same purpose over different SEO plugins. Entered on a page, post or a custom post type, they can be used to analyze your content and give you tips on how to optimize it for a specific search.

*Focus keywords, target keywords, etc. do not generate a Keywords meta tag on your page. They will not be visible to search engines.*

Meta Keywords were once used by search engines to rank pages. Focus keywords, target keywords and focus keyphrases have never had any direct influence on search engine results.

However, by analyzing and then improving your content based on target keywords, you can improve your ranking and get more traffic.

## Conclusion

Some old web developers still add meta Keywords to their web sites, but then they remember that this meta tag has not been used by Google for over 10 years and say "Oops, ... I did it again!"



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# Finding SEO keywords for your WordPress site

Finding the right keywords is fundamental to SEO and should be a first step when starting a blog. Good keywords will be the pillar on which to build your SEO strategy. They will help you structure the navigation of your site, highlight the pages and posts you will have to write, calculate search engine advertising budgets and find sites that will link to you.

You'll also be able to check on your keywords over time and see if your site is ranking better. By ranking higher for popular keyword searches, you'll generate more traffic to your website. Be warned, though, popularity is not the only criteria for a good keyword. You should also consider how relevant your site is for that keyword and vice-versa.

## A keyword often has more than one word

A popular misconception is that a list of keywords is a list of single words. If you are an Indian Restaurant in Seattle, then your keywords are not Indian, Restaurant and Seattle, but search terms with multiple words like "indian restaurant seattle", "curry seattle" and "best naan bread in Washington".

If you are writing a blog with curry recipes, "curry" may be a good keyword, but there is a lot more potential if you target multiple word keywords like "chicken curry recipe", "basic Indian curry recipe", "chicken tikka masala". This "long-tail" of keywords has more potential, traffic-wise, than the main keyword.



A keyword can be a single word but it's more likely to be a combination of words that make a popular search query in Google. Before starting a site, try and make a list of 30 to 100 good keywords. If you are having trouble finding keywords, the website may not be a good idea after-all.

### **Local searches**

A note about local-intent searches: if you stand in downtown Seattle and type "Indian restaurant" into Google Search, then you will see 3 results from Google Maps and organic search results made up of guides to local restaurants and nearby restaurants. The result will be different for a person in New York or even just in West Seattle. Google guesses that you are searching with local-intent and adds a location criteria to your search. Although "Indian restaurant" may be a popular search to target, you are better considering the keyword as "Indian Restaurant Seattle" when you are thinking of content for your site.

Equally "Indian restaurant near me" is a popular search but you don't need to add "near me" to your website. This should be replaced by your location. Ideally you should be using Schema on your site to indicate your physical address.

As you complete your keyword list, search for the term in Google to see what the result page looks like. Are results all national, local or a mix of both.

If you are writing a blog and you are targeting a national or an international audience, then you don't have to worry about adding your location to search terms.

## **Your first key word – You!**

Often forgotten at the beginning of the keyword research process: your company / brand name is a keyword you need to target. When people search for you by name you want to be sure you are ranking number one in Google.

When you are thinking of a new blog name or even a new company name, it's worth searching the name-idea in Google first and make sure there's not a lot of pages listed already. You think that "Curry Guy" is a great name for your blog? Check Google first: **Dan Toombs** is already pretty well established using that handle. He will be difficult to beat.

A restaurant called The Curry Leaf in Seattle should add "The Curry Leaf Seattle" to the top of its keyword list. When The Curry Leaf becomes nationally acclaimed, like The French Laundry, you may not have to include Seattle in the keyword.

## The best keyword research tools:

### Your brain

The first tool to turn to is your own brain, **or rather your imagination**. Try and put yourself in your client's shoes and think what they are searching for in Google.

You may want to start classifying your searches to help you organize your thoughts. A popular organization is brand, category, products and questions.

brand related		category related
The Curry Leaf		indian restaurant

*Find SEO Keywords*

product related		questions
curry seattle		What's the best Indian restaurant in Seattle
Best naan bread washington		

*Find SEO Keywords*

You may find thinking about what other people search for really difficult! We tend to have our own technical slant on our own profession. If you're heading towards imagining keywords like "hygienic catering facilities for authentic Kerala cuisine", then you may be getting too technical. But maybe that's what people really search for – later we'll have a look at how you can tell whether a keyword is popular or not.

Some words have more than one meaning. A restaurant owner searching for a "dedicated server" will be looking for a loyal employee, but Google is more likely to interpret that search term as a search for web hosting service providers.

### Other people's brains

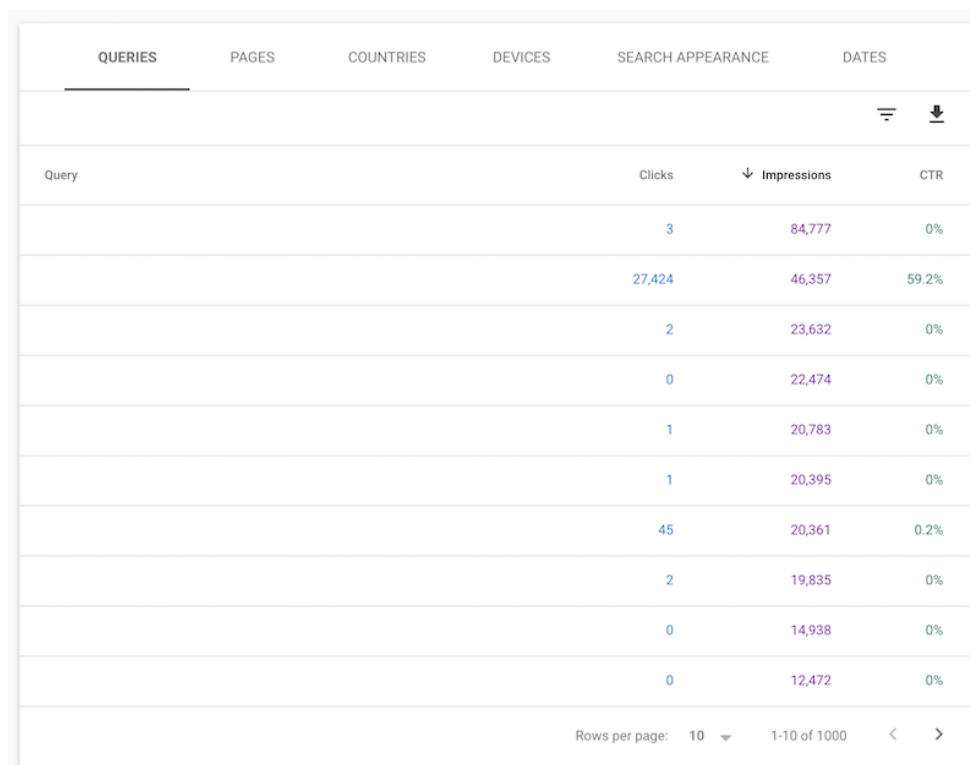
Brainstorm with colleagues on what they think people search for. If you have the opportunity, ask your actual customers or end-users what they searched for in Google to find you. You can do this informally face-to-face, ask them to contribute ideas on social networks or organize a survey. You can ask them to look back at their search history to see what they typed into Google.

A real customer, all-thumbs, may have typed "idnain retorant seattle" into Google and still found you! This misspelled search shouldn't encourage you to add spelling mistakes to your list of keywords or your site. Google normally corrects these spelling mistakes before running the search.

## Your search console data

If you have an existing website and you have followed our recommendation to submit it to Google Search Console, you will be able to obtain a lot of keyword information from the Performances / Search Results Report.

This report lists any searches that your site was ranked for, even if users didn't click on the link to go to your site. This gives you a great insight into what users really type and what is popular.



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Query				Clicks	↓ Impressions	CTR
				3	84,777	0%
				27,424	46,357	59.2%
				2	23,632	0%
				0	22,474	0%
				1	20,783	0%
				1	20,395	0%
				45	20,361	0.2%
				2	19,835	0%
				0	14,938	0%
				0	12,472	0%

Rows per page: 10 1-10 of 1000

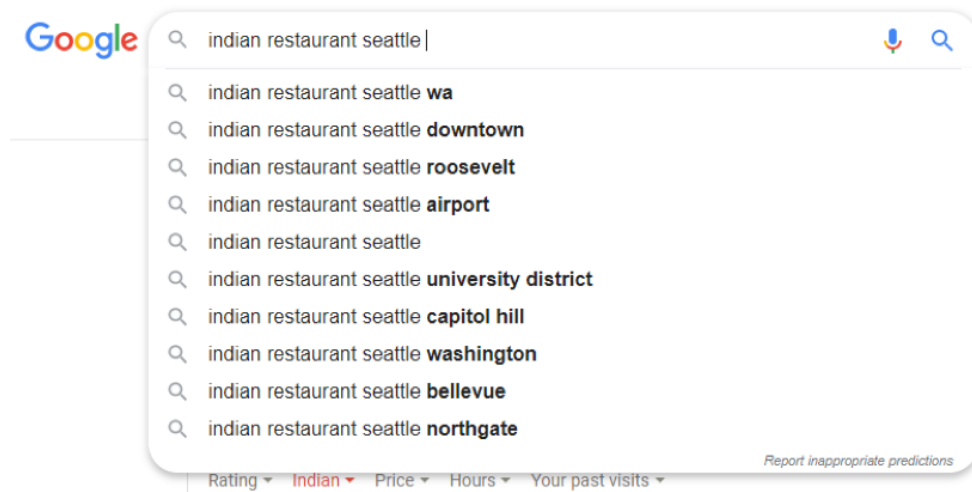
### *Search Console Queries*

If you see some interesting searches here, add them to your list.

Learn how to add your site to Google Search Console with our video guide.

## Google Suggest

As you type searches in Google, Google suggests ways to complete your search. Suggestions are based on what is popular in your location. This will give you new ideas for keywords and it is also a good way to test whether a keyword is popular.



Google Suggestions

If you start to type in a keyword and Google doesn't suggest your keyword as a complete suggestion with a magnifying glass icon next to it, then it's probably not a popular search. For example, if you start to type "Indian restaurant seattle good food hygiene" and Google shows a result like this, the complete term is not a good keyword to target – you can remove them from your list.



Google Suggestions

Google guessed that your next word may have been hygiene but it's not suggesting "indian restaurant seattle good food hygiene" as a complete search.

As well as using Google's suggestions you should also look at the end of the results page and see if Google has suggested some "related searches". These can often give you some useful ideas. Again, choose what is relevant for you. If you have a restaurant that does not propose a buffet, then "best Indian buffet seattle" is not a good keyword. But now you know that it's a popular search, why not start a buffet!

### Searches related to indian restaurant seattle

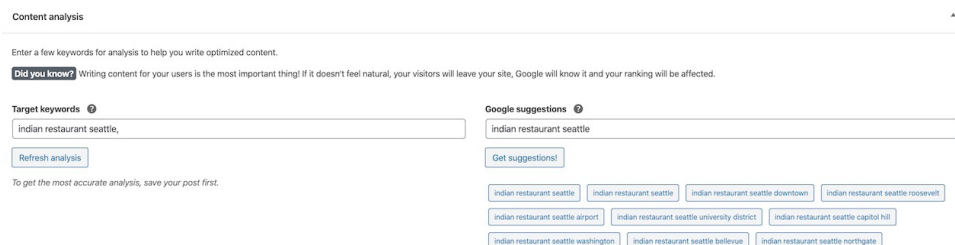
- indian restaurant seattle **downtown**
- best indian restaurants in bellevue**
- best indian buffet** seattle
- taste of india** seattle
- indian **in** seattle
- nimals** seattle
- indian **fusion** seattle
- indian **restaurants near me**



Google Related Searches

## Google Suggest in SEOPress

SEOPress users can go a lot quicker here by using the Google suggestions feature in the "Content analysis" box on pages and posts.



SEOPress Google Suggestions

Adding one or more keyword here will improve the content analysis of your page or post. It won't add keywords to your page or improve your SEO. See [this article](#) for more information on what target keywords do and don't do.

## Google People also asked

For some searches, mainly questions, you will see "People also ask" suggestions from Google.

People also ask	
What is the difference between pita and naan bread?	▼
How many carbs are in naan bread?	▼
What are the different types of naan bread?	▼
Why is it called naan bread?	▼

*Feedback*

*People Also Asked – Google*

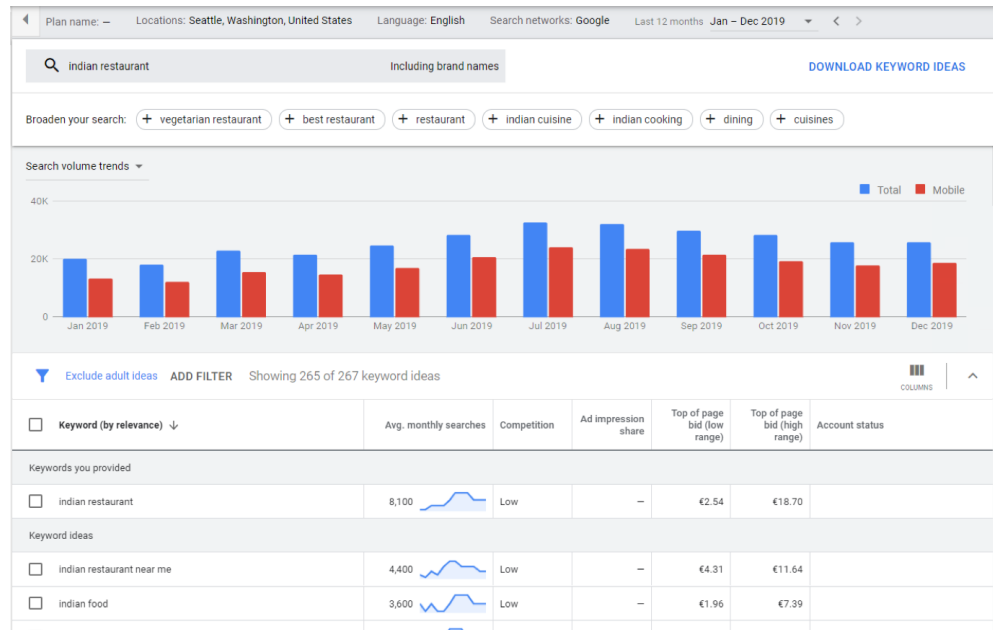
As you explore the questions and answers, more questions will be displayed. Explore these and add questions to your list of keywords.

## Google Keyword Planner

Google Ads is the service that lets you place ads in Google (among many other things). You can enter bids per keywords. Depending on the amount you bid, the quality of your ads and the quality of your landing page, you will be placed at the top or bottom of search results.

To estimate costs, Google provides a Keyword Planner tool and even if you are not going to buy clicks from Google, it's worth creating an account just to have access to this data.

For a given keyword, language and location, Google will return a list of keyword suggestions with their historic search numbers. If you are a paying Google Ads customer, you will get more accurate data. If you don't pay for Google Ads you will only see ranges of search numbers.



Google Keyword Planner

Using the Average monthly searches and more keyword ideas you can complete your keyword list and spot the most important keywords to target on your site. Somehow, The Curry Leaf will have to organize its site to feature the keywords "indian restaurant Seattle" and "indian food Seattle".

brand related	category related
10 The Curry Leaf	8100 indian restaurant
0 Curry Leaf Seattle	880 indian restaurant Seattle
10 Curry Leaf menu	210 indian restaurant Seattle downtown
0 Curry Leaf delivery	260 indian in seattle

Keyword List



	product related		questions
	30	curry seattle	0
	0	Best naan bread seattle	10
	50	best indian buffet seattle	40
	0	indian fusion seattle	880
	10	tandoori seattle	
	880	indian food seattle	
	3600	indian food	
	480	indian buffet seattle	
	880	chicken tikka massala	

Keyword List

Other tools

There are a lot of other keyword research tools to use if you need more help.

[Neil Patel's Ubersuggest](#) tool offers a similar service to Google Keyword Planner. For a given keyword you will get more keyword ideas and estimated search numbers for language-country combinations.

The screenshot shows the Ubersuggest interface for the keyword 'indian restaurant'. It displays 468 keyword ideas with columns for keyword, volume, CPC, PD, and SD. A 'Keyword Overview' panel on the right provides a summary of the top 10 search results, including their Google SERP rank, estimated visits, backlinks, domain score, and social shares.

GOOGLE SERP	EST. VISITS	LINKS	DS	SOCIAL SHARES	
1	indiarestaurant.com/	250,191	107	13	1,965
2	indianrestaurantpa...	133,326	32	4	8,217
3	yelp.com/biz/india...	80,077	2	97	32
4	sahibjohnsoncityc...	54,235	12	1	154
5	kohinoorindianrest...	38,598	24	11	106
6	flavorsindianrestau...	27,817	35	17	237
7	newamberindian.c...	21,068	26	6	90
8	kohinoorchampaig...	16,213	27	5	75
9	tajnashville.com/	12,344	29	3	420
10	holibedford.com/	9,299	60	2	183
11	havelindianrestaur...	1,735	68	13	38

Ubersuggest

[AnswerThePublic](#) is useful for finding lots of long-tail keyword ideas. In the free version you can only limit your search by language and not by region. But it may give you some useful ideas.



*Answer The Republic*

[Keywords Everywhere](#) is a browser plugin that will add keyword data to Google and Bing search results.

The screenshot shows a Google search for "indian restaurant seattle". The search results include two ads: one for "Spice Waala" and another for "Kaur's Kitchen". Below the ads, there are search filters for TripAdvisor, Yelp, and Foursquare. A map shows the location of several Indian restaurants in Seattle, including Saffron Grill and Taste of India. On the right side, there are two tool overlays: "Related Keywords" and "People Also Search For".

**Related Keywords:**

- indian restaurant seattle downtown
- best indian food believeue
- best indian buffet seattle
- taste of india seattle
- indian in seattle
- indian food capitol hill seattle
- indian fusion seattle
- nirmals seattle

**People Also Search For:**

- indian restaurants in believeue
- indian restaurants in redmond
- indian food capitol hill
- south indian restaurant believeue
- india bistro seattle
- indian buffet believeue
- yelp seattle indian restaurant
- indian restaurants redmond
- taste of india seattle reviews
- yelp best indian food
- daawat indian grill
- kathakali indian cuisine
- chill's south indian restaurant

Keywords Everywhere

It will also let you analyze any individual page on the web to find frequent phrases that page uses.

The screenshot shows the Keywords Everywhere dashboard. At the top, there is a navigation bar with links for "GET API KEY", "CONTACT US", "FAQ", "NEWS", and "VIDEOS". A red banner indicates "You have no credits left" and provides a link to "Purchase additional credits here".

The main section is titled "Keyword Density Analysis for <https://www.curryleafcafe.com/>". Below this, there is a description of the website and its word count (53 words). A dropdown menu is set to "Show only Two Word Phrases".

Below the description, there are buttons for "Copy", "Excel", "CSV", "PDF", and "Print". A search bar is also present. The main data is presented in a table:

Add	Keyword	Found In	Density %	Occurrences	Monthly Volume (US)	CPC (US)	Competition (US)
★	south indian	H2	7.55	2	-	-	-
★	indian street	H2	7.55	2	-	-	-
★	food craft	H2	7.55	2	-	-	-
★	street food	D H2	7.55	2	-	-	-
★	craft beer	D H2	7.55	2	-	-	-
★	brighton lanes		11.32	3	-	-	-
★	kemptown kitchen		11.32	3	-	-	-
★	beer home		7.55	2	-	-	-

Keywords Everywhere Dashboard

In the paid version you also get to see keyword search volumes from Google Keyword Planner and Clickstream.

## Competitor research

This leads us to a final subject: competitor keyword research. Just because there are some good tools to grab competitor’s keywords, does not mean that you should base your strategy on them. If their strategy is bad, you’ll be copying bad keywords and missing good ones.

As shown above, Keywords Anywhere can give you a list of words contained in any web page. A tool like [SEMRush](#) can list the keywords a site is ranking for in a given country. It is extremely powerful. The free version will only let you see the first few keywords, but it may be enough to inspire you – but no copying! SEMRush also have a Keyword Magic tool that helps drill down from a seed keyword to groups of long-tail searches.

The screenshot displays the Semrush Organic Search Positions interface. It features a navigation sidebar on the left with categories like Marketing Insights, Gap Analysis, Topic Research, and SEO Content Template. The main area shows a table of organic search positions for a specific domain. The table includes columns for Keyword, SERP Features, Position (Pos.), Position Change (Diff.), Traffic %, Volume, KD% (Keyword Difficulty), CPC (USD), URL, SERP, and Update Date (Upd.).

Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume	KD%	CPC (USD)	URL	SERP	Upd.
taste of india seattle	🌟 📄 📌	2 → 2	0	0.45	1,000	86.28	3.73	www.tasteofindi...html	📄	Jan 05
taste of india seattle coupon	🌟 📄	1 → 1	0	0.41	30	71.65	2.32	www.tasteofindi...html	📄	Jan 10
taste of india menu	🌟 📄 📌	16 → 16	0	0.24	2,900	56.02	1.17	www.tasteofindi...html	📄	Jan 03
taste of india coupon	🌟 📄	4 → 4	0	0.12	110	62.51	2.19	www.tasteofindi...html	📄	Jan 03
a taste of india	🌟 📄	20 → 20	0	0.05	1,300	61.81	1.75	www.tasteofindi...html	📄	Jan 10
taste of india coupon code	🌟 📄	5 → 5	0	0.03	50	68.02	0.00	www.tasteofindi...html	📄	Dec 28
dish 19.99 deal	🌟 📄 📌	99 → 99	0	<-0.01	50	76.64	0.00	www.tasteofindi...html	📄	Jan 01
tandoori chicken outlets	🌟 📄	95 → 95	0	<-0.01	40	79.02	0.00	www.tasteofindi...html	📄	Dec 29
lemon cuisine of india menu	🌟 📄 📌	42 → 42	0	<-0.01	70	81.36	0.77	www.tasteofindi...html	📄	Jan 08
cedars indian restaurant	🌟 📄 📌	37 → 37	0	<-0.01	50	85.41	0.00	www.tasteofindi...html	📄	Dec 22
salmon outlets indian	🌟 📄	87 → 87	0	<-0.01	30	62.51	0.00	www.tasteofindi...html	📄	Jan 05
tandoor cuisine of india menu	🌟 📄 📌	63 → 63	0	<-0.01	70	70.50	0.00	www.tasteofindi...html	📄	Dec 31
indian restaurant whitehaven	🌟 📄 📌	20 → 20	0	<-0.01	70	86.00	0.00	www.tasteofindi...html	📄	Jan 09
cedars in university district	🌟 📄 📌	49 → 49	0	<-0.01	30	86.23	0.00	www.tasteofindi...html	📄	Jan 22
roti cuisine of india seattle	🌟 📄 📌	61 → 61	0	<-0.01	40	84.70	0.00	www.tasteofindi...html	📄	Jan 11
paneer aloo pakora	🌟 📄 📌	67 → 67	0	<-0.01	70	65.17	0.00	www.tasteofindi...html	📄	Jan 09
paneer taste	🌟 📄 📌	67 → 67	0	<-0.01	30	78.72	0.00	www.tasteofindi...html	📄	Jan 09

Semrush Organic Search Positions

## Conclusion

Hopefully at the end of this article you have a better understanding of what SEO keywords are and how to find them. Targeting more keywords and ranking better for those keywords is an excellent strategy to get more traffic from search engines. In future articles we will look at what you need to add or change in your WordPress blog to integrate these keywords.

This article was inspired by some important information given by Rand Fishkin in his [closing speech at Brighton SEO in 2018](#). He said he was amazed by the standard of Indian restaurants in Brighton and in the UK in general but could just not find any decent Indian food in Seattle. He also compiled a list of the [best Seattle restaurants on the Moz blog](#) and didn't include a single Indian restaurant. It got me thinking that maybe good Indian restaurants in Seattle just haven't done enough SEO.

Sorry Rand, you may have also said some other important things about the future of SEO in that speech too!



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# Optimize WordPress posts for a keyword

In a previous article we had a look at [How to find keywords for your WordPress site](#). In this article we'll have a look at how to optimize WordPress posts for a keyword. In a later article, we'll look at how to structure your site (posts, categories and tags; parent-pages, pages, and menus) based on your keyword research.

Let's take the example of a post created to target the keyword "Types of indian curries."

You want to make sure that your post is optimized for search engines like Google, giving you more chance to appear in search results when users type "Types of indian curries".

Although many criteria are at work in ranking pages in search engines, on-page optimization is an important first step.

## Optimizing HTML pages

This may seem obvious, but the first rule in optimizing a web page for a particular keyword is to include that keyword at least once on the page. It is very rare for a page to rank for a term if it doesn't contain the words used in the search. General opinion about optimizing HTML pages is that you should also feature your keyword in specific parts of the page:

- URL

- TITLE tag
- META description tag
- H1 title tag
- H2, H3 tags
- ALT text of at least one IMG tag on the page

The TITLE tag is probably the most important tag in SEO and it is limited to roughly 60 characters in length. It is recommended to place your keywords at the beginning of this tag. The limited space in the TITLE tag is one of the reasons why it's a good idea to dedicate a post or page to each keyword you want to target, rather than trying to get a single page to rank for a list of keywords.

The content of this tag is not visible on the page of your site, but it is used as the text for the tab in the navigator and, more importantly for SEO, the link to your page in the search engine results.

crushmag-online.com › the-ultimate-guide-to-diffe... ▼ Traduire cette page

**The Ultimate Guide to Different Types of Indian Curry | Crush ...**

30 juil. 2018 - Think you know your curries? Check out our ultimate guide to different **types of Indian curry** and see how you fare... Achari. Achari stems from the ...

*Google Search Result Example*

## Optimizing WordPress posts

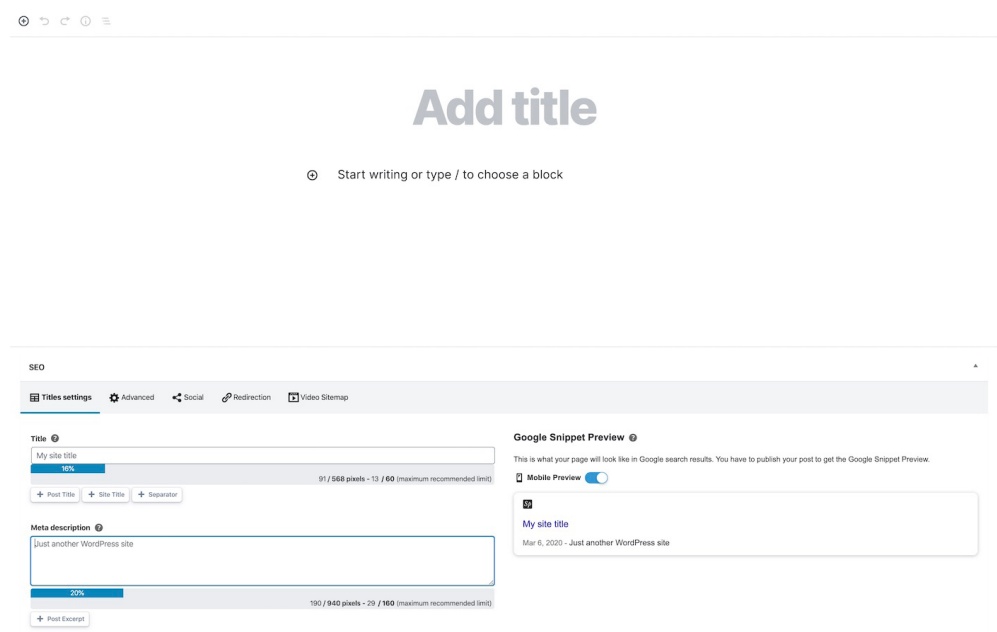
A WordPress post is a HTML page too. Let's go through the creation of a post in WordPress, making sure that all the necessary tags and the URL are optimized in the HTML page it produces.



## Post title

The title of a post will be used to generate your H1 tag, your URL (via the permalink) and, by default, your TITLE tag.

The title doesn't need to correspond exactly to your keyword, you could have "All types of Indian Curries – your ultimate guide" or "My humble guide to types of Indian Curries" for example.



### Add Post Title – Gutenberg

The permalink will be set once you save the post and it will automatically use the words of your title as part of your URL. Until you publish your article, the Permalink will also change when you change the title of the post. But once the post is published for the first time, you'll need to edit the Permalink and ensure that the old URL is redirected to the new one. It's not an ideal situation for SEO.

A strong recommendation here is to get it right first time!

⌕ ↻ ⌂ ☰ Save 0

# All types of Indian Curries - your ultimate guide

⊙ Start writing or type / to choose a block

SEO

Titles settings Advanced Social Redirection Video Sitemap

**Title** ⓘ  
All types of Indian Curries - your ultimate guide - My site title  
100%  
91 / 658 pixels - 13 / 60 (maximum recommended limit)  
+ Post Title + Site Title + Separator

**Meta description** ⓘ  
Just another WordPress site  
20%  
190 / 840 pixels - 29 / 160 (maximum recommended limit)  
+ Post Excerpt

**Google Snippet Preview** ⓘ  
This is what your page will look like in Google search results. You have to publish your post to get the Google Snippet Preview.  
**Mobile Preview**   
All types of Indian Curries - your ultimate guide - My site title  
Mar 6, 2020 - Just another WordPress sitecz

Add Post Title – Block Editor

## Post text

As mentioned above you should use your keywords at least once in the text of the post. You can highlight the keyword by setting it to bold.

# All types of Indian Curries - your ultimate guide

⌕ ⌂ ⌂ **B** *I* [🔗](#) ⋮

↑  
⋮  
↓

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet accumsan purus, **types of Indian Curries** a feugiat nunc.

Highlight Keywords – Block Editor

## How many words do you need to write for SEO?

It's a difficult question to answer. We recommend that a blog post should be at least 300 words long. This is to make sure that search engines consider the page interesting enough to index. Google answers the question in its Quality Raters Guidelines with "The amount of content necessary for the page to be satisfying depends on the topic and purpose of the page. A High quality page on a broad topic with a lot of available information will have more content than a High quality page on a narrower topic."

If you're really writing the "Ultimate Guide" on Indian Curries then 300 words is probably not enough!

More about quality raters and the Guidelines <https://support.google.com/websearch/answer/9281931?hl=en>

## How many times do you need to repeat the keyword?

Google insists that it doesn't have a keyword density limit, For this reason, SEOPress doesn't alert you when a keyword is repeated more than a certain number of times per 100 words. Only alerting you when the keyword is not detected in the text.

However, it is fair to say that a text that repeats any words or phrases too often may be deemed low quality. What you are trying to avoid is "Keyword Stuffing", using a particular word or phrase too often in a text therefore reducing the overall quality of the page.

## What's keyword stuffing?

Keyword stuffing is when you stuff (or are stuffing) a keyword or keywords into text about keyword stuffing just to illustrate keyword stuffing. Stuffing keywords, just to keyword stuff is bad.

## H2s, H3s, etc.

Depending on your theme, the title of your post will normally become the single H1 tag of your page. When optimizing blog posts, it is a good idea to add your keywords to H2 and H3 titles too.

Titles in HTML can be defined as H1, H2, H3, H4, H5 and H6 (H for Heading). Typically, these are titles of larger to smaller text size, but they actually represent a structure of titles, sub-titles, sub-sub-titles, etc. You should use a H2 after a H1, a H3 after a H2. SEOPress user [Elephant-word.com](http://Elephant-word.com) uses a table of contents feature that illustrates how H1, H2 and H3 are used in this post.

Table of Contents
1. Asian Elephant (Elephas maximus)
1.1. Average weight of the larger three subspecies of Asian elephants
1.1.1. Average weight of Male Asian Elephant
1.1.2. Average weight of Female Asian Elephant
1.1.3. Average weight of Baby (calf) Asian Elephant
1.2. Borneo Pygmy Elephant (E.m. borneensis)
1.2.1. Average weight of Male Borneo Pygmy Elephant
1.2.2. Average weight of Female Borneo Pygmy Elephant
1.2.3. Average weight of baby (calf) Borneo Pygmy Elephant
2. African Elephant
2.1. Average weight Savanna Elephant (Loxodonta africana)
2.1.1. Average weight of Male Savanna Elephant
2.1.2. Average weight of Female Savanna Elephant
2.1.3. Average weight of Baby (calf) Savanna Elephant
2.2. Average weight Forest Elephant (Loxodonta cyclotis)
2.2.1. Average weight of Male Forest Elephant
2.2.2. Average weight of Female Forest Elephant
2.2.3. Average weight of Baby (calf) Forest Elephant

How much does an Elephant weigh? Elephants, the world's largest land

*Example of Table Of Contents (TOC)*



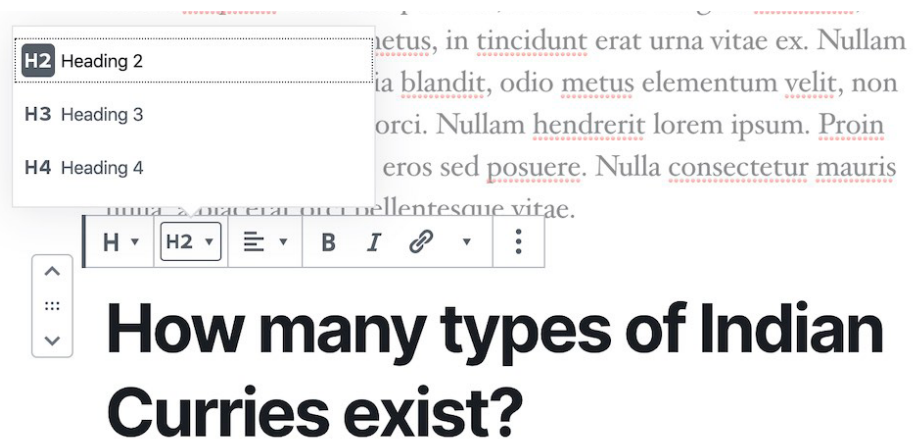
Top 10 Fictional Elephants



How To Draw A Realistic

In WordPress you can add a Heading block and choose whether it's H2, H3, etc.

Making your own titles by increasing the font size of a line of text does not have the same effect. H2 and H3 titles are specifically identified as such in HTML code.



*Headings in Block Editor*

### Image ALT text


The ALT text of images is an “alternative text” used instead of images in browsers that don’t show images – they will show the text in the space where the image should be. A long time ago, users browsed the web with an option to not load images to make the navigation experience quicker. Many HTML based emails are loaded without the images, but with the alternative text. Visually impaired users have browsers that read the content of pages and need the ALT text to understand the content of images.

ALT text is also used by Google to understand the content of images. It is therefore good SEO practice to use your keywords in at least one image on your page. Ideally an image that describes the subject of your article.

You can edit the ALT text within the editor (see block specific option bar to the right of the page).

How many types of Indian Curries exist?

Fusce tincidunt nibh leo, ac fringilla diam vulputate id. Curabitur eu massa vitae ipsum dignissim pretium. Praesent vehicula, neque id elementum luctus, tortor erat tristique nisi, sed bibendum sapien leo quis ante. Mauris condimentum tempor ornare. Praesent laoreet porta ipsum, nec ultrices sem consectetur a. Nullam magna tellus, laoreet sed vulputate eu, blandit vitae tellus. Duis venenatis velit eget augue vestibulum tincidunt. In consequat convalis dolor



Type of Indian Curries

Save Draft Preview Publish

Document Block

Image  
Insert an image to make a visual statement.

Styles

Image Settings

Alt Text (Alternative Text)  
Type of Indian Curries

Describe the purpose of the image  
Leave empty if the image is purely decorative.

Image Size  
Large

Image Dimensions  
Width: 1030 Height: 707  
25% 50% 75% 100% Reset

Advanced

Image Alt Text – Block Editor

SEO Title and Meta Description

When you’ve written your article, you can check the Title and Meta Description in the SEO metabox in the post editor.

SEO

Titles settings Advanced Social Redirection Video Sitemap

Title  
All types of Indian Curries – your ultimate guide - My site title  
484 / 568 pixels - 65 / 60 (maximum recommended limit)

Meta description  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet accumsan purus, a feugiat nunc. Vestibulum varius condimentum vulputate. Sed eget aliquet turpis. Aliquam ac nisl mauris. Suspendisse auctor faucibus sapien, pulvinar lobortis mi aliquam sagittis. Morbi id varius sapien. Nam at lectus sit amet urna pretium interdum eget...

Google Snippet Preview  
This is what your page will look like in Google search results. You have to publish your post to get the Google Snippet Preview.

Mobile Preview  
http://seopress.local/all-types-of-indian-curries-your-ultimate-guide/  
All types of Indian Curries – your ultimate guide - My site title  
Mar 6, 2020 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet accumsan purus, a feugiat nunc c. Vestibulum varius condimentum vulputate. Sed eget aliquet turpis. Aliquam ac nisl mauris. Suspendisse auctor f aucibus sapien, pulvinar lobortis mi aliquam sagittis. Morbi id varius sapien. Nam at lectus sit amet urna pretium in terdum eget...

SEO metabox – SEOPress

You can set these fields to automatic values, but it may be worth optimizing them manually at this stage.

Make sure that TITLE tags are under 60 characters and contain your keywords. It is a good idea to add the name of your site to the end of each TITLE tag, but if you have a very long site name, this may be reducing the space for keywords.

You can re-write a Meta Description to include your keywords, but the most important thing about this text is to accurately summarize the page's contents and make users want to read more. Meta descriptions are shown in the search results after your links. Whereas there is no official limit to the length of the Meta Description text, Google only currently shows the first 160 characters.

Avoid repeating the same Meta Description on all your pages!

## Content Analysis with SEOPress

Once you have finished the post and your SEO Title and Meta Description tags, you may want to review the content using SEOPress' Content Analysis feature. Enter your target keywords (separate with commas if you have more than one) and click "Refresh Analysis".

- Red and orange lights will show you points that need attention.
- Green lights are things that you are doing well. Bravo!

Content analysis ▲

Enter a few keywords for analysis to help you write optimized content.

**Did you know?** Writing content for your users is the most important thing! If it doesn't feel natural, your visitors will leave your site, Google will know it and your ranking will be affected.

Target keywords ?  Refresh analysis

Google suggestions ?  Get suggestions!

*To get the most accurate analysis, save your post first.*

**Should be improved** ? Expand / Close

- Alternative texts of images ▲
- Keywords density ▲
- Words counter ▲
- Keywords in permalink ▲
- Headings ▲
- Meta title ▲
- Meta description ▲
- NoFollow Links ▲
- Structured data types ▲
- Last modified date ▲
- Social meta tags ▲
- Meta robots ▲
- Outbound Links ▲

Screenshot – Content Analysis, SEOPress



## Conclusion

By choosing a good title for your post, you can optimize a lot of the main elements for on-page SEO: URLs, H1 tag, TITLE tag. You will need to use your keywords in your title and in your page.

The Content Analysis feature of SEOPress will help you highlight further points that can be improved. There are a lot of factors to getting better ranking in search engines, but all these optimizations are things that you can do to improve your chances to be ranked higher. It would be a shame to leave too many red and orange signals, keep optimizing until “Could be improved” becomes “Good”.



## SEOPress PRO

Premium features to increase your rankings  
and visibility in search engines results

[Download >](#)

# Competitive Keyword Research When You Are Rich, an SEO Consultant

Finding keywords is an important first step in defining your SEO strategy. Keyword research is made much easier when you have access to dedicated tools and unfortunately the best ones cost money. [In a 2020 survey ran by Aleyda Solis](#), she detected that most SEO's have 2 to 4 different paid tools and that 26% of professionals paid over \$13.000 per year for their collection of tools.

Imagine that you are Rich (Richard), an SEO consultant working at a digital marketing agency. As well as overseeing SEO campaigns for the agency's clients, Rich will be regularly asked to audit the sites of new clients and propose SEO strategies including finding the most relevant keywords to target in relation to the client's product, target audience and objectives.

When the client's website is built on WordPress, Rich will systematically ask that [SEOPress Free](#), [SEOPress PRO](#) and [SEOPress Insights](#) are installed. The [cost of these tools](#) (the SEOPress PRO + Insights bundle is just \$118 / year) hardly makes a dent in his \$1000 / month SEO tool budget.

SEOPress Insights will be set up with a list of target keywords so that the client and the agency's marketing managers can follow the progress of SEO efforts by tracking the site's position in Google keyword-per-keyword. It is an essential tool for SEO projects. See how it works below.



<https://youtu.be/8fqti414qzk>

However, before configuring SEOPress Insights with up to 50 keywords, Rich must first find the most relevant keywords to target. He will often spend 1 to 2 whole days doing keyword research for a client. His method to find keywords is pretty much the one that we outlined in our article [Finding SEO Keywords for Your Blog](#), but thanks to his access to paid tools, Rich can draw a lot of information from competitor keyword research.

## A new client: Bermudian real estate broker

Imagine that Rich has a new client, a real estate broker in Bermuda who wants to launch a website targeting a US audience. He wants the site to be optimized for searches in Google.com.

As with other clients, Rich will ask the broker who his competitors are and if they have a website.

The best type of competitor to analyze will be direct competitors who do exactly the same thing as his client. The broker may cite [propertyskipper.com](http://propertyskipper.com) or [sothebysrealty.com](http://sothebysrealty.com) as competitors, but these sites offer properties in many countries not just in Bermuda. Most of their keywords will not be relevant for this project.

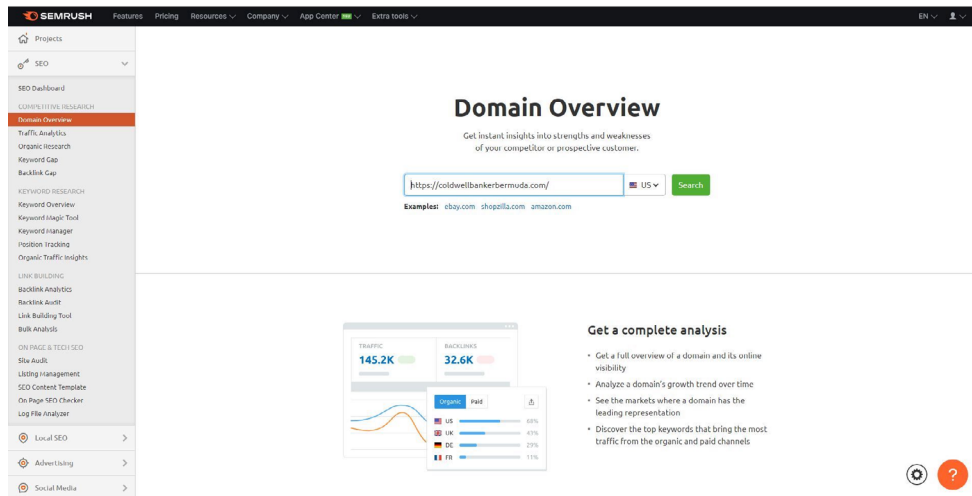
Explaining the problem to the client, he eventually gets a list of 4 real estate websites in Bermuda that he can analyze.

- [coldwellbankerbermuda.com](http://coldwellbankerbermuda.com)
- [regosothebysrealty.com](http://regosothebysrealty.com)
- [property-group.com](http://property-group.com)
- [sinclairrealty.com](http://sinclairrealty.com)

## A competitor's best keywords

For competitor keyword research, Rich often uses [SEMRush](http://SEMRush). This is a suite of SEO tools that include keyword research, position tracking and link building features. Users can set up projects or simply surf the information provided by SEMRush on domains, keywords and backlinks.

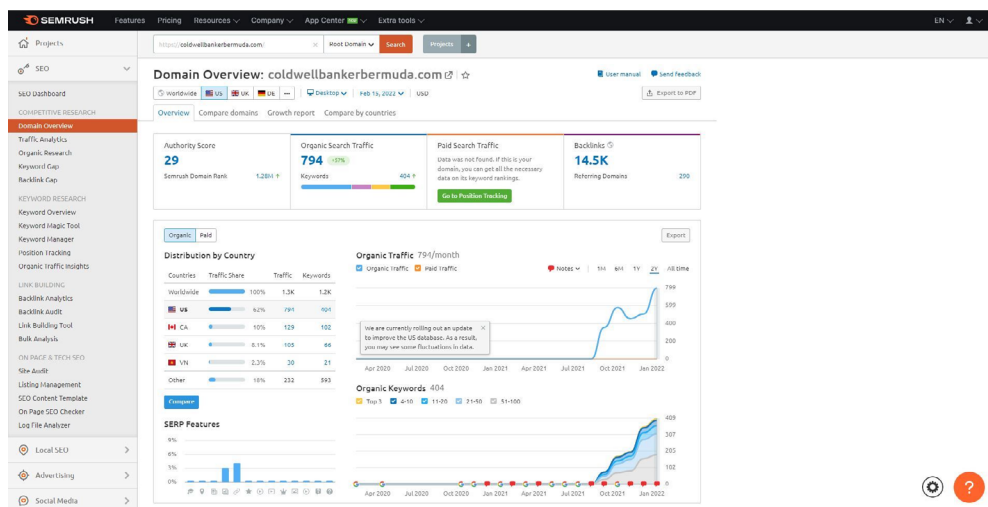
One of the most basic features in competitor keyword research is simply check sites one at a time. For example, Rich can just type in "coldwellbankerbermuda.com" to the Domain Overview search bar and get an overview of the domain.



semrush domain overview

The overview gives some important insights into the website on this domain. SEMRush estimates that the site gets 794 visitors per month from search engines in the USA for 404 different keywords. Further down, a table gives the estimated traffic per country. 62% of estimated traffic comes from the US, 10% from Canada, 8% from the UK, etc.

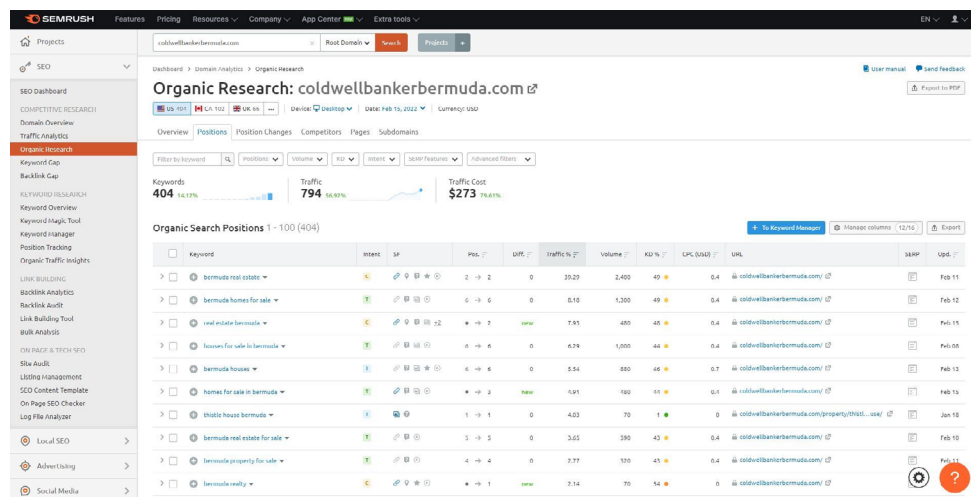
Historic data shows that this site has only recently started getting traffic from search engines and both traffic and the number of keywords for which the site is visible are increasing rapidly.



Semrush – domain overview with “coldwellbankerbermuda”

Scrolling down beyond this first screen, there is a short list of keywords, and it is possible to click on the View details button to see the full list of 404 keywords in the Organic Research report.

This shows a list of all the keywords the site has been visible for in the first 100 search results. For each keyword, SEMRush show details of the site's best current position compared to a month ago (Pos), the estimated volume of monthly searches for that keyword (Volume) and the Cost per click quoted by Google Ads (CPC). The percent of estimated traffic (Traffic%) is calculated from the site's position and the search volume. Ordering the list of keywords by Traffic% is a good way of identifying, at the top of the list, the site's most important keywords.



*Semrush – organic research with “coldwellbankerbermuda”*

In the case of coldwellbankerbermuda.com, we can see “Bermuda real estate”, “Bermuda homes for sale”, “Real estate Bermuda”, “Houses for sale in Bermuda”, etc.

All 404 results for this domain can be exported to Excel or CSV format. Rich will often export data to Excel for further analysis.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Keyword	Position	Previous	Search	Keyword	CPC	URL	Traffic	Traffic (%)	Traffic C	Compet	Number	Trends	Timesla	SEPF	Keyword	Items
2	bermuda real estate	2	2	2400	48	0.35	https://colc	312	39.29	109	0.19	68900000	63,100,68	#####	#####	Local pack	commercial
3	bermuda homes for sale	6	6	1300	49	0.35	https://colc	65	8.18	22	0.19	23300000	68,100,68	#####	#####	Image pac	transactional
4	real estate bermuda	2	0	480	48	0.36	https://colc	63	7.93	22	0.16	68700000	48,39,39.3	#####	#####	Local pack	commercial
5	houses for sale in bermuda	6	6	1000	44	0.33	https://colc	50	6.29	17	0.14	34000000	68,100,77	#####	#####	Image pac	transactional
6	bermuda houses	6	6	880	46	0.68	https://colc	44	5.54	29	0.03	37400000	55,77,100	#####	#####	Image pac	informational
7	homes for sale in bermuda	3	0	480	44	0.39	https://colc	39	4.91	15	0.15	16500000	100,66,66	#####	#####	Image pac	transactional
8	thistle house bermuda	1	1	70	1	0	https://colc	32	4.03	0	0	97.43,0.0,14	#####	#####	#####	Image pac	informational
9	bermuda real estate for sale	5	5	590	43	0.36	https://colc	29	3.65	10	0.28	18000000	55,100,67	#####	#####	Site links	transactional
10	bermuda property for sale	4	4	320	43	0.36	https://colc	22	2.77	8	0.22	24200000	82,100,82	#####	#####	Site links	transactional
11	bermuda realty	1	0	70	54	0	https://colc	17	2.14	0	0.08	4960000	100,63,61	#####	#####	Local pack	commercial
12	bermudarealty.com	1	1	30	13	0	https://colc	14	1.76	0	0.14	53,0,14,0,14	#####	#####	Site links	informational	
13	coldwell banker bermuda realty real estate	1	1	30	26	0	https://colc	14	1.76	0	0	51,0,25,0,0,5	#####	#####	Knowledge	informational	
14	bermuda condos for sale	7	7	320	35	0.57	https://colc	12	1.51	7	0.22	4300000	67,100,62	#####	#####	Site links	transactional
15	bermuda travel authorization	16	16	1900	55	1.71	https://colc	9	1.13	16	0.01	2310000	11,6,6,13,2	#####	#####	Site links	informational
16	bermuda homes	8	8	320	44	0.32	https://colc	9	1.13	3	0.05	26900000	67,62,100	#####	#####	Image pac	commercial
17	property skipper bermuda	7	7	170	43	0	https://colc	6	0.75	0	0.01	20,33,81,100	#####	#####	Image pac	informational	
18	bermuda for sale	6	6	110	43	0.35	https://colc	5	0.62	1	0.53	1,31E+08	64,79,79,7	#####	#####	Site links	transactional
19	bermuda property	4	4	90	43	0.4	https://colc	5	0.62	2	0.11	61800000	100,81,63	#####	#####	Site links	commercial
20	real estate in bermuda for sale	4	0	70	38	0.44	https://colc	4	0.5	2	0.23	70100000	100,64,78	#####	#####	Site links	transactional
21	bermuda island real estate for sale	5	5	90	42	0	https://colc	4	0.5	0	0	19700000	14,100,29	#####	#####	Site links	transactional
22	bermuda island houses for sale	6	6	90	40	0	https://colc	4	0.5	0	0.25	29700000	11,44,11,1	#####	#####	Image pac	transactional
23	property for sale in bermuda	5	0	70	42	0.36	https://colc	3	0.37	1	0.17	24300000	100,77,77	#####	#####	Site links	transactional
24	bermuda realty skipper	3	3	40	26	0	https://colc	3	0.37	0	0	36,0,0,0,0,1	#####	#####	Site links	commercial	
25	home for sale bermuda	6	0	70	42	0.39	https://colc	2	0.25	0	0.15	1,41E+08	64,35,35,3	#####	#####	Site links	transactional
26	luxury homes in bermuda for sale	9	9	90	46	0	https://colc	2	0.25	0	0	12800000	14,14,14,1	#####	#####	Site links	transactional
27	palmetto gardens bermuda	6	6	40	8	0	https://colc	2	0.25	0	0.07	62,11,0,11,11	#####	#####	Knowledge	informational	
28	bermuda residences for sale	6	6	50	41	0	https://colc	2	0.25	0	0	958000	0,0,0,100,1	#####	#####	Site links	transactional
29	bermuda rentals	20	20	720	48	1.13	https://colc	2	0.25	2	0.48	27400000	55,82,82,8	#####	#####	Site links	informational
30	more real estate bermuda	3	3	30	49	0	https://colc	2	0.25	0	0	63400000	0,0,0,0,108	#####	#####	Knowledge	transactional
31	bermuda real estate listings	4	4	30	46	0	https://colc	2	0.25	0	0.19	11100000	43,71,14,1	#####	#####	Local pack	commercial
32	bermuda rental property	10	10	90	52	0.83	https://colc	2	0.25	2	0.42	12300000	100,43,14	#####	#####	Local pack	commercial
33	bermuda real estate zillow	6	6	290	56	0.35	https://colc	2	0.25	0	0.17	62,64,67,44,2	#####	#####	Image pac	informational	
34	kw real estate bermuda	7	7	50	20	0	https://colc	2	0.25	0	0.14	79,0,0,25,0,25	#####	#####	Knowledge	informational	
35	bermuda restaurant week 2020	7	7	30	12	0	https://colc	1	0.12	0	0	81,0,0,100,0	#####	#####	Image pac	informational	
36	bermuda property skipper rentals	9	9	50	39	0	https://colc	1	0.12	0	0	29,71,0,14	#####	#####	People site	informational	
37	bermuda houses for sale cheap	10	10	40	41	0	https://colc	1	0.12	0	0.21	93,11,100,11	#####	#####	Site links	transactional	
38	bermuda condos	9	10	70	30	0.77	https://colc	1	0.12	1	0.26	6920000	81,63,100	#####	#####	Site links	informational
39	pentroke bermuda real estate	9	8	40	22	0	https://colc	1	0.12	0	0	74,20,60,20,1	#####	#####	Local pack	commercial	
40	bermuda gombey festival 2019	8	8	50	11	0	https://colc	1	0.12	0	0	39,0,0,0,0,0	#####	#####	Image pac	informational	
41	bermuda real estate prices	11	11	30	40	0	https://colc	1	0.12	0	0.09	34000000	20,20,100	#####	#####	Site links	transactional
42	property skipper bermuda	12	12	110	34	0	https://colc	1	0.12	0	0.02	42,64,50,79,1	#####	#####	Image pac	informational	
43	bermuda travel authorization form	27	32	1000	43	2.06	https://colc	1	0.12	3	0.03	1700000	20,16,25,2	#####	#####	Site links	informational
44	city place hamilton	28	28	40	32	0	https://colc	0	0	0	0	5,24E+08	0,0,100,0	#####	#####	Local pack	informational
45	bermuda travel authorization form	29	0	50	41	0	https://colc	0	0	0	0.01	61,33,33,100	#####	#####	Image pac	informational	
46	global luxury real estate	97	97	110	62	1.53	https://colc	0	0	0	0.27	1,1E+08	100,79,79	#####	#####	Site links	informational
47	appli bermuda	35	35	50	38	0	https://colc	0	0	0	0	1,73E+08	0,0,0,0,0,0	#####	#####	Site links	informational

Excel – Keywords

Data for these reports comes from SEMRush's database of keyword search results. They claim to have information for 17 billion keywords and 580 million domains. Rich may use other tools to get similar information. Examples of tools that provide similar keyword data are [SERanking](#) (screen shot below), [SpyFu](#), and [Ahrefs](#).

KEYWORD (43)	DIFFICULTY	SEARCH VOL.	SERP FEATURES	POSITION	COMPETITION	CPC	URL	TRAFFIC
real estate bermuda	63	2.9K	-	6 + 3	0.27	€0.05	colwellbankerbermuda.com/	127
bermuda real estate	67	2.9K	■	6 + 1	0.27	€0.05	colwellbankerbermuda.com/	127
homes for sale in bermuda	68	1.6K	-	6	0.23	€0.04	colwellbankerbermuda.com/	70
homes for sale bermuda	65	1.6K	-	6	0.23	€0.05	colwellbankerbermuda.com/	70
bermuda houses for sale	61	1.3K	■	6	0.14	€0.06	colwellbankerbermuda.com/	57
houses for sale bermuda	62	1.3K	-	6	0.14	€0.06	colwellbankerbermuda.com/	57
bermuda houses for sale	65	1.3K	■	6	0.14	€0.06	colwellbankerbermuda.com/	57
bermuda homes for sale	69	1.6K	■	7 + 1	0.23	€0.05	colwellbankerbermuda.com/	56
houses for sale in bermuda	63	1.3K	■	7 + 1	0.14	€0.06	colwellbankerbermuda.com/	45
bermuda realty	65	110	-	1	0.1	€0.05	colwellbankerbermuda.com/	35
bermuda houses	61	880	■ ■ ■	7	0.03	€0.14	colwellbankerbermuda.com/	30
bermuda real estate for sale	64	720	■	7	0.13	€0.15	colwellbankerbermuda.com/	25
coldwell bankers bermuda	64	70	■ ■ ■	1	0.02	-	colwellbankerbermuda.com/	22
colwell banker bermuda	64	70	■	1	0.02	-	colwellbankerbermuda.com/	22
bermuda properties for sale	68	390	■	6 + 1	0.26	€0.05	colwellbankerbermuda.com/	17
bermuda property for sale	67	390	■	6	0.26	€0.06	colwellbankerbermuda.com/	17
bermuda homes	67	320	■ ■ ■	6	0.1	€0.23	colwellbankerbermuda.com/	14
bermuda condos for sale	68	190	■	7 + 5	0.36	€0.14	colwellbankerbermuda.com/	11
homes in bermuda	64	320	■	7 + 1	0.1	€0.19	colwellbankerbermuda.com/	11

Seranking



## Keyword gap

A very useful feature in SEMRush is called the Keyword Gap report. To get this report, Rich has to enter the root domain of his client and can then up to 4 competitor domains from which keywords will be drawn.

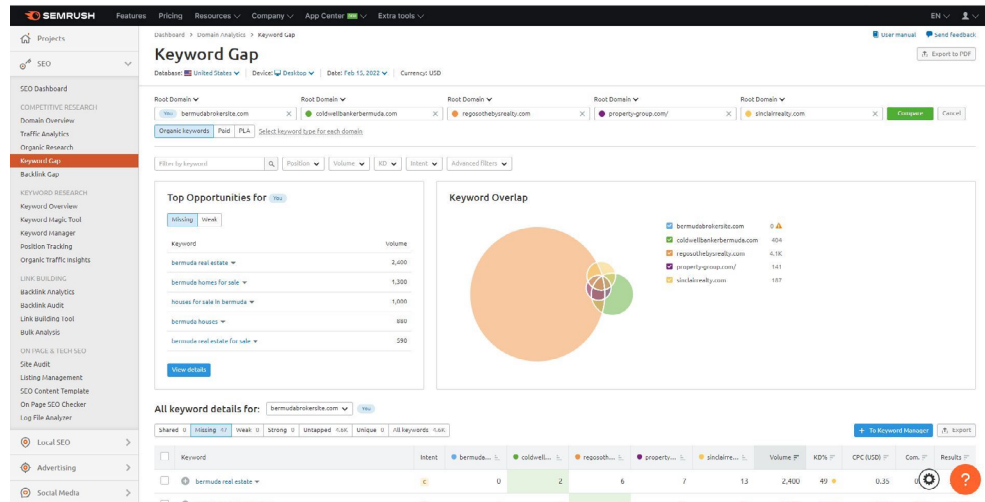
The fact that Rich's client doesn't yet have a website is not a problem, he can make up a domain name (one that doesn't exist) to get results from this report. He enters bermudabrokersite.com as the first domain and then enters the 4 competitor domains the client gave him and clicks on "Compare".

### Semrush – Keyword Gap

The Keyword Gap report gives an overview of results before going into a list of keywords. Important information from the overview are the keywords shown in the Top Opportunities table. These are “Bermuda real estate”, “Bermuda homes for sale”, “House for sale Bermuda”, “Bermuda Houses” and “Bermuda real estate for sale”.

A Venn diagram then shows the Keyword Overlap between the different domains. The size of the circle is linked to the number of keywords for which the site is found in search engines. The big orange circle shows that regosotherealty.

com was found in searches for 4,171 different keywords (4.1K). There is a total of over 4,600 keywords for all the domains analyzed.



Semrush – Keyword Gap Graph

The list of keywords under “All keyword details for” allows users to filter the keywords. By default, the filter is “Missing”. This filter shows the keywords for which all the competitor domains are ranking for but which the client domain isn’t. Each website is featured as a column and the site’s best position in search results is displayed for each keyword. 0 means that the site was not found in the top 100 search results for that keyword. The site that has the best ranking of all those analyzed is highlighted in green. The data per keyword is completed by the search volume (Volume), cost-per-click with Google Ads (CPC), competition in Google Ads (Com.) and the number of search results for the keyword (Results).

In this report, all the competitors are ranking for 42 different keywords between the 1st and 100th position.

The screenshot shows the Semrush Keyword Gap tool interface. The top navigation bar includes filters for 'Position', 'Volume', 'KD%', and 'Intent'. The main content area displays a table of keywords for the domain 'bermudabrokersite.com'. The table columns include Keyword, Intent, and several competitor metrics (bermuds..., coldwell..., regoath..., property..., syndam...). The 'Volume' column shows search volume, and 'KD%' shows keyword difficulty. The 'CPC (USD)' and 'Com.' columns provide cost-per-click and commission data. The 'Results' column shows the number of results for each keyword. The table lists various real estate related keywords such as 'bermuda real estate', 'bermuda homes for sale', 'houses for sale in bermuda', etc.

Semrush – Keyword Gap “missing” all details

To remove the filter and see all the keywords for the 4 competitor sites, Rich click on Untapped or All keywords.

This screenshot shows the Semrush Keyword Gap tool interface with the filter set to 'Untapped 4.0K'. The table displays a list of keywords for 'bermudabrokersite.com'. The columns are similar to the previous screenshot, including Keyword, Intent, and competitor metrics. The 'Volume' column shows search volume, and 'KD%' shows keyword difficulty. The 'CPC (USD)' and 'Com.' columns provide cost-per-click and commission data. The 'Results' column shows the number of results for each keyword. The table lists various real estate related keywords such as 'at regis bermuda', '2024 sold at berkley 94703', 'shawn houses', etc.

Semrush – Keyword Gap “untapped” all details

Again, Rich will export this list to Excel where he will work on analyzing the best keywords.

Keywor	sinclairrealty.com	coldwellbankerbermuda.co	property-group.com	regosothbyrealty.com	Search Volum	Keywor	CPC
bermuda real estate	13	2	7	6	2400	49	0.35
bermuda homes for sale	12	6	13	4	1300	49	0.35
houses for sale in bermuda	14	6	12	4	1000	44	0.35
bermuda houses	15	6	7	5	880	46	0.88
bermuda real estate for sale	14	5	10	4	590	43	0.36
homes for sale in bermuda	9	3	11	2	480	44	0.38
real estate bermuda	11	2	9	5	480	48	0.36
bermuda condos for sale	50	7	5	18	320	35	0.57
bermuda homes	14	8	7	4	320	44	0.32
bermuda homes for rent	65	19	16	8	320	48	1.23
bermuda property for sale	15	4	10	5	320	43	0.36
<b>bermuda real estate for sale to non bermuda</b>	3	22	29	7	210	37	1.28
bermuda for sale	14	6	15	2	110	43	0.35
bermuda homes for sale oceanfront	3	17	15	4	90	42	0
bermuda island houses for sale	12	6	13	4	90	40	0
bermuda island real estate for sale	10	5	11	4	90	42	0
bermuda property	16	4	7	5	90	43	0.4
bermuda rental property	72	10	14	4	90	52	0.83
bermuda condos	89	9	11	46	70	30	0.77
bermuda real estate laws	4	27	21	7	70	31	0
bermuda realty	11	1	8	7	70	54	0
home for sale bermuda	11	6	23	4	70	42	0.39
property for sale in bermuda	17	5	9	4	70	42	0.36
real estate in bermuda for sale	11	4	12	5	70	38	0.44
bermuda long term rental homes	62	19	7	2	50	40	0
bermuda property ownership	5	18	70	6	50	31	0
bermuda real com	16	11	24	12	50	36	0
bermuda residences for sale	15	6	16	4	50	41	0
hamilton house bermuda	24	28	47	5	50	14	0
my bermuda house	36	5	21	38	50	57	0
bermuda beachfront property	5	25	52	7	40	40	0
bermuda houses for sale cheap	19	10	12	4	40	41	0
bermuda luxury rentals	27	33	96	77	40	29	1.61
bermuda realty skipper	33	3	7	10	40	26	0
house share bermuda	51	31	47	62	40	15	0
pembroke bermuda real estate	10	8	32	4	40	22	0
the property group warwick bermuda	28	14	1	16	40	33	0
lucker's point condos for sale	10	37	8	15	40	15	0
bermuda luxury homes for sale	6	16	43	10	30	43	0
bermuda real estate listings	11	4	9	5	30	46	0
bermuda real estate prices	10	11	20	25	30	40	0
bermuda waterfront homes for sale	4	12	26	6	30	37	0
bermudarealty.com	43	1	40	33	30	13	0
<b>can you buy property in bermuda</b>	5	20	35	8	30	32	0
more real estate bermuda	35	3	5	19	30	49	0

Excel – Keywords

His final list of keywords will help suggest the structure of the website and give ideas for blog posts. He will recommend to the client that the site should have distinct listing pages for Condos and Houses and that these pages should be accessible from the main menu. There is also a good argument to have a dedicated bermuda real page for beachfront properties (preferring the term beachfront to waterfront because there is a higher search volume) – a beachfront filter will also be an interesting feature for website’s search engine. Although most searches are with the Bermuda place name there are some keywords with parish names, such as “homes for sale in hamilton bermuda”. There are only nine parishes in Bermuda so it would make sense having at least one keyword per parish and therefore a page per parish listing homes for sale, but also featuring titles and text optimized for the keyword.

Keywords that would be good ideas for blog posts include “Can you buy property in Bermuda if you are not Bermudian”, “How to work in Bermuda” “Bermudian Real Estate Laws” and “Buying property to rent in Bermuda”.

The full list of keywords will be injected into SEOPress Insights when the site is launched. Rich and the client will then be able to track the site’s ranking over

time to see if their SEO strategy is working. See [How to Track Keyword Rankings](#) for more details.

Today Rich is rich enough to spend \$1000 per month on SEO tools. Maybe one day he will be rich enough to buy a home on Bermuda Island.



# SEOPress Insights

Rank and backlink tracking in WordPress  
Off-site SEO plugin

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# 30 Great Keyword Tips for WordPress SEO

Keywords are an essential part of SEO. Adding an SEO plugin like SEOPress to WordPress can help you research keywords, optimize pages for keywords and even track ranking for keywords in Google.

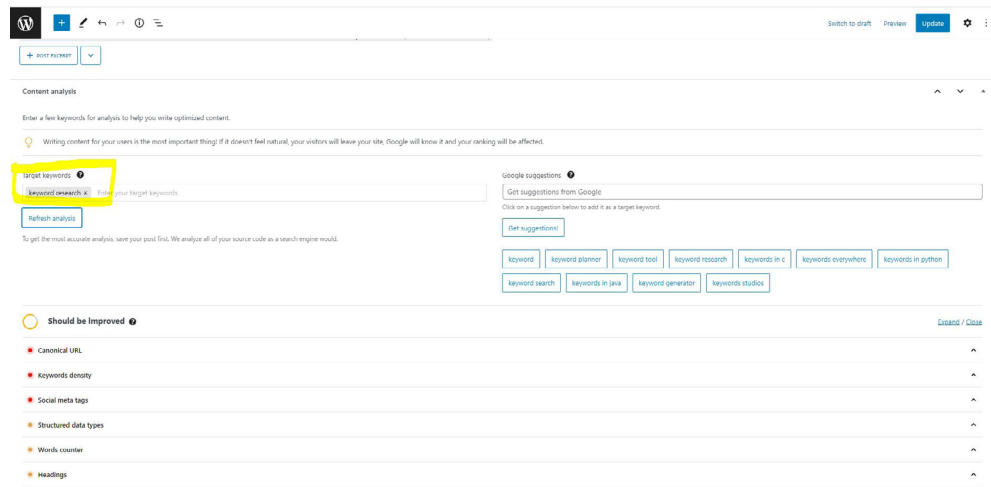
To help you understand the different keyword-related jobs that need to be done in WordPress, we have compiled this list of 30 great keyword tips. These also refer to some tutorials that we have already written on this important subject.

## Keyword Research

1. Remember that a keyword is often, more accurately, a key phrase made up of more than one word. A keyword should reflect what a user would type into Google. This is also called a search query by Google.
2. Imagine what your clients or readers would type into Google. Even better, ask them.
3. Use the Performance report in [Google Search Console](#) to find the queries for which your site is already visible. Sort by clicks to see the queries that generated the most clicks to your site. Sort by impressions to see the queries that generated the most visibility and that could therefore generate the most traffic.

4. Don't forget to research and target your own names. Target your personal name if that is relevant, or company name, brand name, product name.
5. Use Google's autosuggest feature to explore popular search queries. Type one word into Google, then a space and see what Google suggests as the next word. Type the letter "a" and see what words starting with the letter "a" Google suggests. Continue with the letter "b" and so on.
6. Use the Google Suggest feature in [SEOPress PRO](#) to get keyword suggestions from within WordPress.
7. In query data, see if you can spot a trend of users searching by city or another type of locality (district, county, country, etc.). If this type of search is popular, it may be relevant for you to add your locality even if that specific locality is not listed in query data.
8. You do not need to target or optimize your site for keywords containing "near me." The text "near me" is normally ignored by Google and used instead to change the intention of the search to a local search. Rather than optimizing for "near me" you need to choose keywords containing your city name.
9. Use the Google Keyword Planner in [Google Ads](#) or specialist tools such as [Ubersuggest](#), [AnswerThePublic](#), Keywords Everywhere, to obtain keyword ideas and search volumes.
10. Use software and data providers such as [SEMRush](#), [SE Ranking](#), [SpyFu](#) or [Ahrefs](#) to find your competitors' best keywords. See our case study on this method: [Competitive Keyword Research When You Are Rich, an SEO Consultant](#).
11. From keyword research try and make a shortlist of 10 to 30 keywords that you will follow over time to analyze your overall SEO performance.



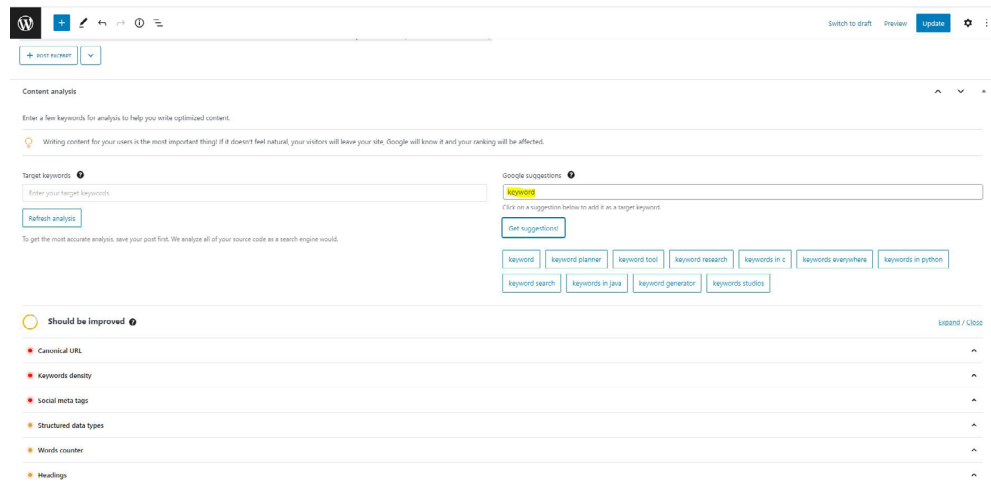


*Keyword Research in WordPress using SEOPress*

## Keyword Optimization

12. The Meta Keywords tag is not used by search engines. Ignore it.
13. Identify the best page on your site for each keyword, create new pages if necessary. Make a list of keywords and next to each keyword, indicate the target URL.
14. For each page or post in WordPress, add the relevant keyword to the Target keywords field of the Content analysis metabox, then click Refresh analysis to see if your page is optimized or needs improving.
15. For blog posts, make sure that your keyword is in the title. The first title given to a blog post in WordPress will often be used automatically to create the H1 tag, TITLE tag and permalink. These are important for search engines.

16. Write a unique Meta description for each page and make sure to include the target keyword.
17. For WooCommerce sites, use a relevant keyword in product names. The keyword will therefore be used automatically in links and titles to optimize the product page.
18. Use the targeted keyword in permalinks. Replace spaces by dashes. Write all letters in lower case and avoid accents or other special characters.
19. Use a post's targeted keyword in its title and again in several headings (H2, H3, etc.) throughout the article.
20. Use the targeted keyword at least once in the text of the post and make sure that the post has enough content to make it interesting to search engines. Often this means providing at least 300 words of text. For long articles, you can repeat the keyword several times, but you must be careful not to repeat the same keyword too often.
21. When you use the same keyword on several pages of your site, link to the target page at least once from every page. Create the link by selecting the keyword when it appears in a text paragraph.
22. Add Alt text to every image used in the post and use the keyword in at least one Alt text. The best images for Alt text optimization are original images that are not already used elsewhere on the web.
23. Read [Optimize WordPress posts for a keyword](#) for a tutorial on keyword optimization.



*Adding Target keyword in WordPress using SEOPress*

## Keyword Tracking

24. If you don't have access to rank tracking software, manually track your website's position by searching for keywords in Google in a private navigation window. Search keyword, by keyword and note positions each week in an Excel file.
25. Use SEOPress Insights to track keyword positions in Google for up to 50 keywords per site and see results directly in the WordPress Admin.
26. Don't use the Average position metric in Google Search Console as a KPI for your overall SEO results. The score is not based on a fixed set of keywords.
27. It is difficult to see what Google search results look like in another country. We recommend using [Bright Local's Local Search Results Checker](#) or specialized rank tracking software like [SEOPress Insights](#).

28. Add keywords to track as you write posts by using SEOPress Insights. When you have SEOPress Insights installed, you can add a Target keyword to your list of keywords to track via a simple button.

29. Use keyword tracking results to help prioritize the keywords you need to optimize first. Order by rank and choose the keywords that are ranking between the third and 20th position in Google and have a high search volume.

30. Read our tutorial [How to Track Keyword Rankings](#)

★	Mots-clés	Position	Variation	URL	Volume	CPC	Compétition	Date
☆	google chrome	> 100	= -		368 000	\$31.11	10%	mai 8, 2021
☆	firefox	> 100	= -		301 000	\$0.2	0%	mai 8, 2021
☆	Windows 10	> 100	= -		135 000	\$0.85	100%	mai 8, 2021
☆	Windows 7	> 100	= -		33 100	\$0.8	98%	mai 8, 2021
☆	Windows 8	> 100	= -		9 900	\$1.12	86%	mai 8, 2021
☆	nas synology	> 100	= -		9 900	\$0.23	100%	mai 8, 2021
☆	office 2010	73	↘ 74	<a href="https://erofuts.net/changer-theme-gratuite-office-2010/">https://erofuts.net/changer-theme-gratuite-office-2010/</a>	2 400	\$2.27	100%	mai 8, 2021
☆	office 2013	88	↗ 2	<a href="https://erofuts.net/telecharger-installer-microsoft-office-2013-review-gratuitement/">https://erofuts.net/telecharger-installer-microsoft-office-2013-review-gratuitement/</a>	2 400	\$1.5	100%	mai 8, 2021
☆	office 2007	41	↗ 5	<a href="https://erofuts.net/office-live-workspace-add-in-microsoft-office-2007/">https://erofuts.net/office-live-workspace-add-in-microsoft-office-2007/</a>	1 300	\$1.49	100%	mai 8, 2021
☆	astuces pc	> 100	= -		990	\$0	1%	mai 8, 2021
☆	optimiser windows	90	↘ 91	<a href="https://erofuts.net/booster-vista/">https://erofuts.net/booster-vista/</a>	260	\$0.99	3%	mai 8, 2021
☆	optimiser firefox	> 100	= -		170	\$0	0%	mai 8, 2021

*Keyword tracking in WordPress using SEOPress Insights*



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