What is SEO?

SEO stands for search engine optimization, and it helps your website and content rank higher in search engine results organically. People who use search engines like Google click on the first few websites that appear and don't scroll beyond the first page of results. By implementing a few SEO practices into your website, you can increase organic traffic and visibility to your business.

Some of the ways to implement SEO into your business strategy is through keywords, backlinks, blog content, encouraging customers to leave reviews and responding to reviews left on your business.

What are keywords?

Keywords are a list of words and phrases that people are searching which define your business and industry. If you could describe what your business and website are about in just a few words, those are your unique keywords. These keywords have to be relevant and incorporated into your website so that when someone searches something with one of your keywords, your website is one of the first results to appear.

How do I find my keywords?

While it may seem easy to get a few words or phrases to describe your business, you have to be careful in selecting the ones that users are actually searching. Some keywords have a lot of competition, so it's harder to rank higher for the same amount of work as a word with medium or low competition. **The key to finding your keywords is understanding what your audience is going to enter into the search bar.**

In this kit is a list of keywords according to topic that you can pick from for your website and social media content.

Other Keywords Resources

Ahrefs Keyword Generator

This free tool allows you to enter a keyword and it will populate other related keywords and phrases. You can also refine your search according to search engines like Google, Bing, Yahoo, etc. This tool also gives you information into the keyword difficulty, volume of searches and the parent topics.

Answer the Public

Answer the Public is a free tool that allows you to put in a few keywords, and the website will generate the most popular Google searches related to that word. You have to create an account, but this function is included in the free account. The report generates the most searched questions, most searched prepositions, most searched comparison and related keywords and searches. This tool can help you refine your website's keywords every few months to maximize performance.

Google Trends

Google Trends is a free tool where you enter a word or phrase to see where this word is trending geographically, other related words, the keyword difficulty and related search queries. Trends lets you download reports and graphics for future reference to check the changing landscape of a set of keywords.