



## **How to choose SEO keywords**

Simply posting new online content helps to improve your search engine optimisation (SEO) rankings, however, there's a lot more you can be doing to ensure your company's content is consistently highly ranked. Choosing the right SEO keywords can work wonders. It's just a matter of routinely optimising the words you choose when you're planning your upcoming content.

Here are our top five SEO keyword tips to help you get started:

### **1. Check your current performance**

First of all, check how well you're currently ranking for the topics you want to cover. You can use tools like [Web CEO](#), [BrightEdge](#), and [SEOMoz](#) to help with this.

### **2. Use keyword research tools**

Starting with the [Google AdWords](#) Keyword Tool is always a good bet (you'll probably find more in-depth data via your own AdWords account). However, there are many other tools that can be useful, including [Keyword Discovery](#), [WordTracker](#) and [SEMrush](#). You can also get a good idea of the words people use at [Social Mention](#).

### **3. Make sure your keyword is relevant**

It's important to take a moment to consider whether your keyword or phrase really reflects your brand identity. And will it resonate well with your audience? With a sound knowledge of your customers, you'll be well placed to make this call. And of course, it's got to be relevant in the context of your article too. Avoid using words that don't sound natural or feel out of place. When selecting your keywords, keep your upcoming marketing plans in mind – plan for the long-term, not just for the coming week's content. This way, you'll be more likely to opt for the right words.

#### **4. Use your keyword wisely**

Make sure you use your keywords consistently throughout your text. It's important to strike the right balance. Don't overuse your chosen keywords but equally, don't use the word once, as this won't be effective. Ensure an even spread throughout, ideally every 200 words or so, and make sure you include your chosen keywords in any calls to action. Finally, make sure you link your keywords to other relevant content on your site.

#### **5. Evaluating the keyword's performance**

There are different ways to monitor the performance of your keyword. You can analyse the keywords people use to reach your website and also check the search terms they use when they arrive on your site. Remember that even if a keyword phrase isn't searched on often, it may still be valuable. At the same time, keep checking what other keywords are proving popular – compare these with your chosen keywords and decide whether you'll add them to your list. Most importantly, stay on top of which keywords are ultimately leading to sales.