SEO RESOURCES
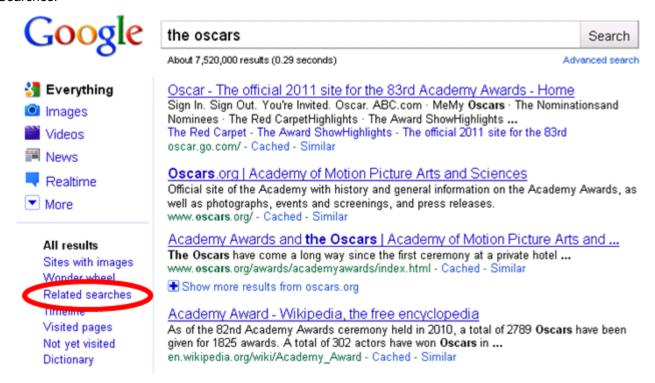
Keyword Research Tools

There are several free Google tools that can be used for keyword research. A quick way to see popular queries for a given term is to type the word into the search box and Google Suggest will display the most common searches that contain that word.
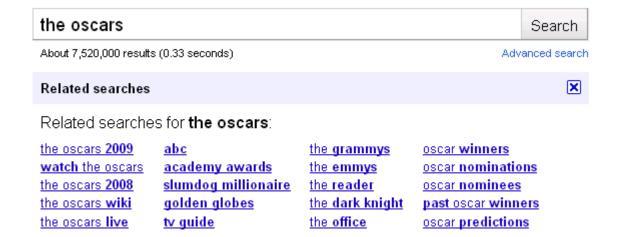

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In the left margin of a search result page, click on "More Search Tools" which will give you an option for "Related Searches."

"Related Searches" will display a handful of searches related to the term.

At the bottom of a search result page, Google will list a few popular related searches for a query.

Enter a word or phrase into Google's Insight tool to identify recurring trends and compare the usage of two similar terms.

Google's Keyword Tool offers the most robust keyword research out of all these options. Enter your terms and you'll see the average monthly volume for a query based on the last 12 months. The "Global" column is worldwide and the "Local" column will align with the country and language you specify. It's important to understand that these numbers are inexact and the tool is best used to compare the volume of one term in relation to another.

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

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Oscars
Academy Awards
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☑ Only show ideas closely related to my search terms ⊘

Locations: United States ✕   Languages: English ✕

Search

Keyword	Local Monthly Searches	Global Monthly Searches
oscars	823000	1830000
academy award	450000	823000
academy awards	301000	550000
oscars 2011	246000	673000
oscar nominations	165000	301000
the oscars	110000	201000
oscar winners	90500	201000
2011 academy awards	90500	165000
academy awards nominations	49500	74000
oscars nominees	40500	74000
oscars 2010	33100	90500
oscar winner	33100	74000
oscar nominees	33100	60500
academy awards winners	33100	49500
academy award 2010	33100	49500
oscar predictions	33100	49500
best picture oscars	27100	40500
academy award winner	27100	40500
academy award winners	27100	33100
live oscars	22200	60500
the academy awards	22200	40500
oscar best picture	22200	33100
academy awards 2010	22200	33100
2010 academy awards	22200	33100
oscar movies	18100	60500
watch the oscars	18100	49500
oscar parties	18100	33100
2011 oscar predictions	18100	33100
academy award nominees	18100	22200
2009 oscar	14800	60500
oscar best dressed	14800	22200
oscar ballots	14800	18100
oscars live stream	12100	33100

How to Write a Title Tag (SEO Hed)

The title tag becomes the link text in a search result page. It is one of the most important ranking signals.

This element must be specific & descriptive enough to convey to both searchers and search engines what a particular page is about without any additional context.

1. Clearly state what the page is about. If you were searching for this information, what words would you use? Use keyword research tools to determine how your customer is looking for your content or product. Place these words as close to the start of the tag as reasonable without compromising readability.

   - A review of Toy Story 3 the title tag should contain "**Toy Story 3 – Movie Review**"
   - An article is about filing taxes the title tag should contain "**Filing Taxes**" and the year
   - An article is about Ford recalling F150s the title tag should contain "**Ford Recalls F150 Trucks**"

2. Character limit including spaces is 70.

3. Do not overstuff with unnecessary repetitive words or overstate the point of the story (see examples).

4. Avoid ambiguity and compel the user to click without any additional context or cues (see examples).

How to Write a Meta Description (SEO Summary)

This tag is used as the snippet of text displayed below a link on the search result page if it contains the words used in the searcher's query. It's very useful for providing additional information about the content and persuading the searcher to click on our page out of all the other links presented. Search engines do not use the meta description tag as a ranking factor.

1. Write a descriptive and compelling summary of the article.
2. Include relevant keywords and phrases.
3. Minimum amount of characters is 5©0 and maximum is 155 including spaces.

Example
Excerpts from a leaked confidential document outline ways Google could profit from its vast databases of information and personal data and reveals an internal struggle around privacy.

The above example is good because it is descriptive, compelling and uses natural language while successfully incorporating all the relevant search terms a searcher might use to find this information: leaked, confidential, Google, personal data and privacy.

Title Tag Examples – Too Many Keywords

Repetitive Use of Keywords
A Review of HD Radio and Insignia's HD Radio Portable Player; Coby's Portable HD Radio System; and Sony's HD Radio

Better
Review – HD Radios – Sony, Insignia & Coby

Too Many Keywords
NFL New York Jets Head Coach Rex Ryan Predicts Playoff Game Win Over Patriots Football Team

Better
Jet's Coach Rex Ryan Predicts Win Against Patriots – NFL Playoffs

Too Much Information
Ocado Faces Bumpy Road Ahead as Waitrose Unveils £10 Million Web Investment and CEO Sells Shares

Better
Online Grocer Ocado Struggles as Shares Drop

Unnecessary Words
United Homeless Organization, Which Collects Cash by Jugful, Is Sued by New York State

Better
Spare Change for Homeless? Cuomo Sees a Sham and Sues

Title Tag Examples – Too Ambiguous

Ambiguous
Google – Into the Future

Specific
Confidential Internal Google Document on Privacy Leaked – Excerpts

Ambiguous
Gallery Artwork Seized

Specific
Berry-Hill Galleries Artwork Seized After Debt Default