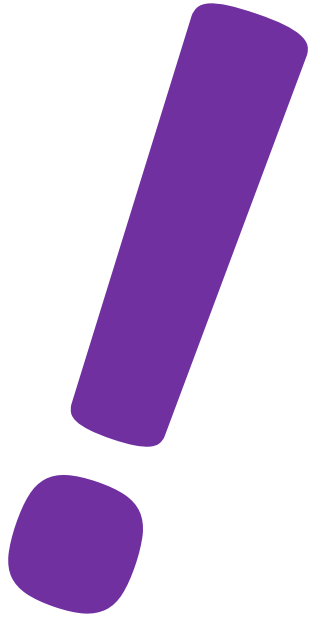


Preparing Content for SEO

keyword.research



Keyword research is a practice used by search engine optimization professionals to find and research actual search terms

**Search engines works with
keywords**

initial.keywords

- Root names
- Related names
- Competitors names
- Geographic variations
- Descriptive variations
- Etc

primary.selection

- Sufficient search volume
- Relevant
- Relative competition

Choose the right
keywords! Keywords that
works!

Keywords Analysis Tools:

Google Adwords Keyword Tool

Wordtracker, Wordstream, SEO Book

Choosing relevant keywords

Not only pull in traffic, we need

**keywords that
convert.**

keywords.usage

- Authority
 - Links to website
 - Links to specific page
 - The anchor text links
- Relevance
 - Title
 - Internal navigation
 - Keywords on URL
 - Content
 - Image ALT

Yoast.For.WordPress

WordPress SEO Plugin



Get more visitors to your WordPress site!

- ✓ **Optimize your WordPress site with just one plugin**
The most complete SEO plugin for WordPress available today offers you *everything* you need to optimize your site.
- ✓ **Content analysis functionality**
Write better content with the built-in content analysis and easily optimize your sites titles and descriptions with the snippet preview.
- ✓ **Automatically generate XML Sitemaps**
And many more technical improvements to your site that you don't even have to look at.

[Download This Free Plugin »](#)

[Report a Bug »](#)

If you want support for the WordPress SEO plugin and / or you'd like some extra