

Keywords for SEO

Cecily Whiteside

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<https://soracreative.com/resources/>

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Overview on keywords for SEO

Google uses an algorithm to determine rankings

Focused, long-tail keywords can get you featured in the SERPs

Content with keywords helps Google understand your business and your website

High quality information is what matters most to determine your website page's intent

You want to be on page 1 of the SERP

Infinite scroll has changed things up over the past year or so, but still...

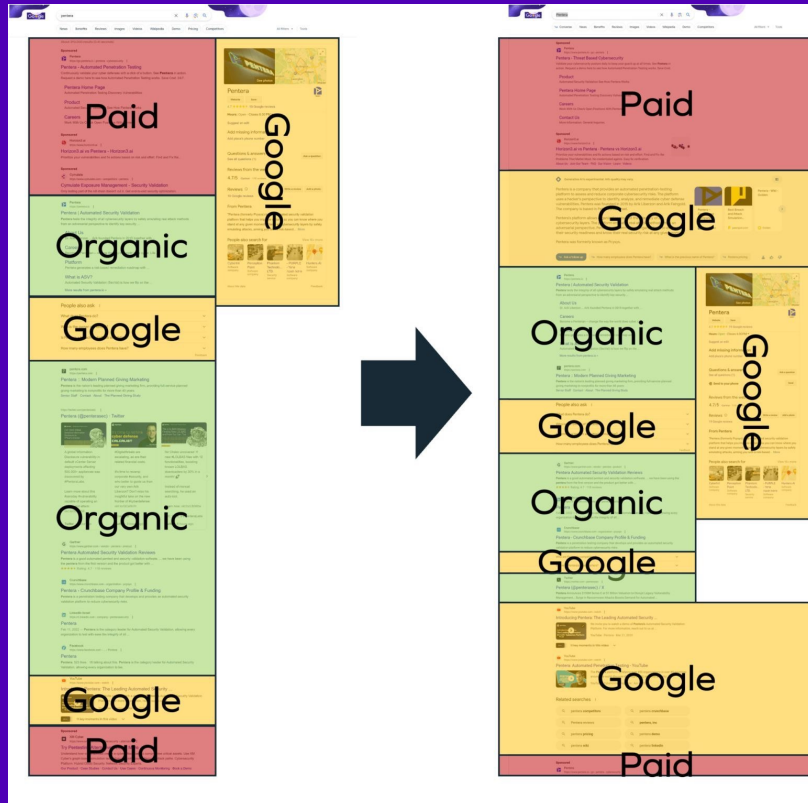
You can't hit all the keywords on your wish list

- Budget constraints

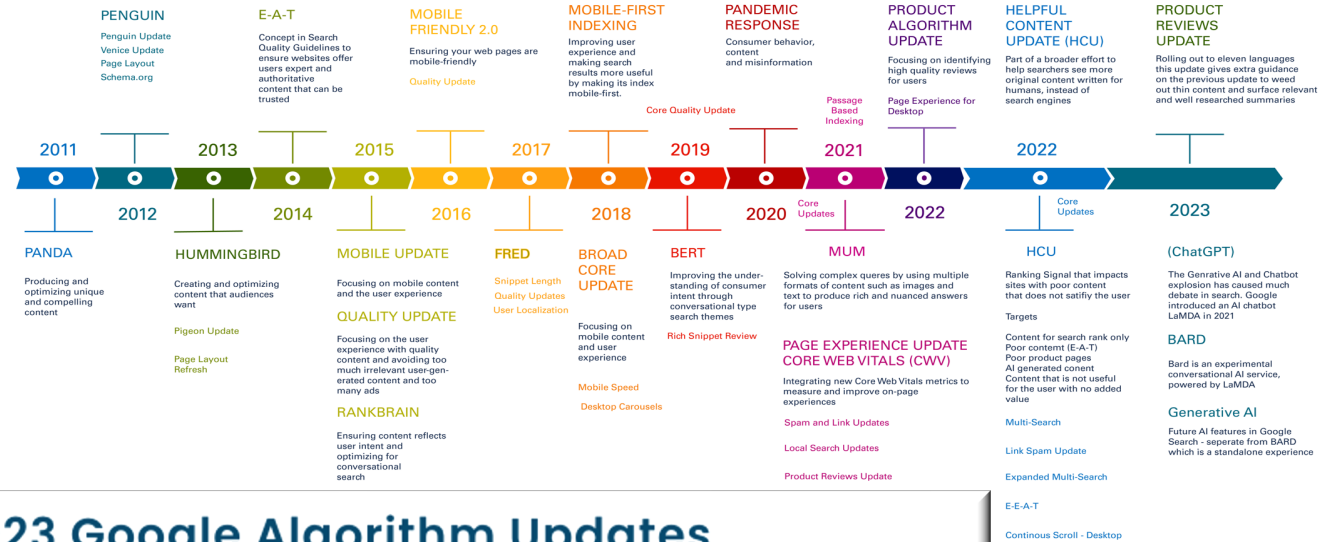
- Time constraints

So...

You need to be strategic about which ones you go after with your time and budget



GOOGLE'S FOCUS ON THE USER (HUMAN) EXPERIENCE UPDATES, ALGORITHMS AND RANKING SIGNALS



2023 Google Algorithm Updates

2023	SUMMARY	DATE	DURATION
	November 2023 reviews update	8 Nov 2023	Information
	November 2023 core update	2 Nov 2023	Information
	October 2023 core update	5 Oct 2023	13 days, 23 hours
	Ranking is experiencing an ongoing issue	5 Oct 2023	26 days
	October 2023 spam update	4 Oct 2023	15 days, 12 hours
	September 2023 helpful content update	14 Sep 2023	13 days, 11 hours
	August 2023 core update	22 Aug 2023	16 days, 3 hours
	April 2023 reviews update	12 Apr 2023	13 days, 2 hours
	March 2023 core update	15 Mar 2023	13 days, 7 hours
	February 2023 product reviews update	21 Feb 2023	14 days

List of Google algorithm updates that have occurred so far in 2023.

BRIGHTEDGE

What are keywords?

- Any term used in search engine search bar
- Can be a single word or longer phrase
- Not your company values or guiding principles
- Keywords have hard, crisp edges
 - What you sell
 - What services you provide
 - What info you provide that will help their users find the best answer to a query



Intentional



Specific



Focused



Important

Why use keywords on your website?



What is your purpose in using keywords and engaging in SEO? It's not to bring in views and visitors. It's to sell products.

What keywords do is help bring the right people to your site — those who are most likely to buy your products or engage your services.

- Bring visitors to site who are looking for *your* products services or information
- You look more trustworthy if you show up for searches in organic search
(even if you are also buying ads)
- You will attract the *right audience* for your services/products
- When you get found online for keywords, visitors are more likely to convert, i.e. *to buy*
- Helps visitors on their buyer journey: *awareness; consideration; decision; purchase*
- You get additional content ideas as you research keywords which continues the cycle

Keyword intent

Navigational

Specific brand or site

Commercial

Researching a purchase

Transactional

Ready to buy/book

Informational














Learning something

- Veridian Mortgage San Jose
- Pono Wellness Spa Morgan Hill

- Why should I buy local honey?
- Best gaming chair for tall person
- Women's outdoor adventure tours

- Massage near me
- Loveseats for sale

- What causes spider veins?
- How do I know if my child needs tutoring?
- How to add icons to a PowerPoint deck

<input type="checkbox"/> Keyword	Intent	Volume 	KD %
<input type="checkbox"/> + massage therapist near me >>	T	49,500	56 
<input type="checkbox"/> + massage therapist >>	C	40,500	68 
<input type="checkbox"/> + massage therapists >>	C	22,200	74 
<input type="checkbox"/> + massage therapists near me >>	T	22,200	64 
<input type="checkbox"/> + male massage therapist near me >>	T	12,100	34 
<input type="checkbox"/> + massage therapist salary >>	I	8,100	63 
<input type="checkbox"/> + massage therapist school >>	C	6,600	44 
<input type="checkbox"/> + male massage therapist >>	I C	5,400	20 
<input type="checkbox"/> + how to become a massage therapist >>	I	4,400	30 
<input type="checkbox"/> + licensed massage therapist >>	C	4,400	53 
<input type="checkbox"/> + mobile massage therapist near me >>	T	4,400	36 
<input type="checkbox"/> + private massage therapist near me >>	T	4,400	44 

Business keywords vs blog keywords

Business = Commercial/transactional

- Apply to overall business
- Use on most/all pages
- Help Google understand what you do
- Clear selling points

Business keyword examples

Immune boosting supplements
SEO professional San Jose
SSD storage manufacturer
Family portrait photographer Morgan Hill
Handcrafted baked goods
Organic local raw honey

Blog = informational

- Topics related to your business
- Wider range
- Generally informational
- Jobs to be done topics
- Limited direct selling

Blog job to be done examples

When is the **best time to clean gutters**
Best **ebikes for commuting**
What do I wear to a **headshot photo shoot**
Should I **file taxes myself** or hire a firm
Why buy **organic local honey**

What do you rank for now?

Google Search Console Performance > Queries

Google Search Console | Inspect any URL in "https://www.churchinalmaden.org/"

Performance on Search results

Search type: Web | Date: Last 3 months | + New | Last updated: 11 hours ago

Total clicks: 290
 Total impressions: 17.5K
 Average CTR: 1.7%
 Average position: 17.6

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top queries					↓ Clicks	Impressions
episcopal church in almaden					19	35
the boy who harnessed the wind					8	3,718
eca church					6	26
the boy who harnessed the wind 2					4	109
stacey grossman					4	73
the boy who harnessed the wind movie					3	20
william kamkwamba					2	164
episcopal church san jose					2	98
the boy who harnessed the wind pdf					2	54
the boy who harnessed the wind book age rating					2	14

Rows per page: 10 | 1-10 of 985

Where to use business keywords

Every page in header or footer in a tag line

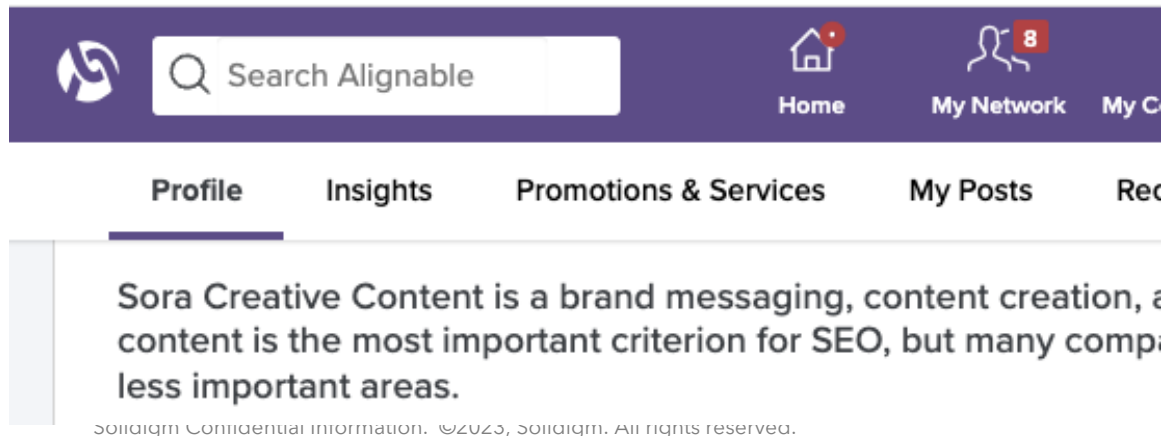
Instead of *Joe's Happy Haircuts, we make you look good*

Try *Joe's Happy Haircuts, Santa Clara's friendly family barber*

Sprinkled **throughout content** on pages where it makes sense

On **landing pages**

Do not over do it – no keyword stuffing



Use on linked accounts

- Google My Business
- Yelp profile
- Alignable
- LinkedIn
- Facebook
- Instagram
- Pinterest

Where to use product keywords

Use on PDP or service pages
Generally brand specific

- Transactional
- Commercial
- Differentiate your products from each other

Beekeeper's Honey
\$46.00



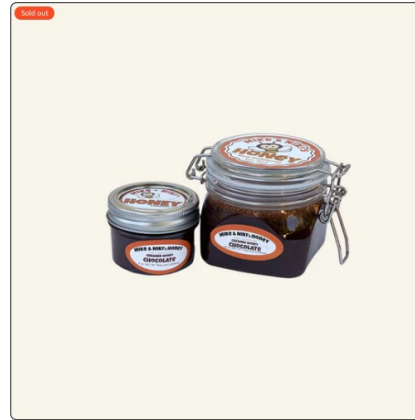
Beeswax Lip Balm
\$4.00



Buckwheat Honey
From \$4.00



Campbell Wildflower Honey
From \$4.00



Campbell Wildflower Honey - Exclusively Limited Edition
From \$41.50



Canola Flower Honey
From \$4.00



Chocolate Creamed Honey
From \$7.00



Christmas Holly Honey
From \$4.00

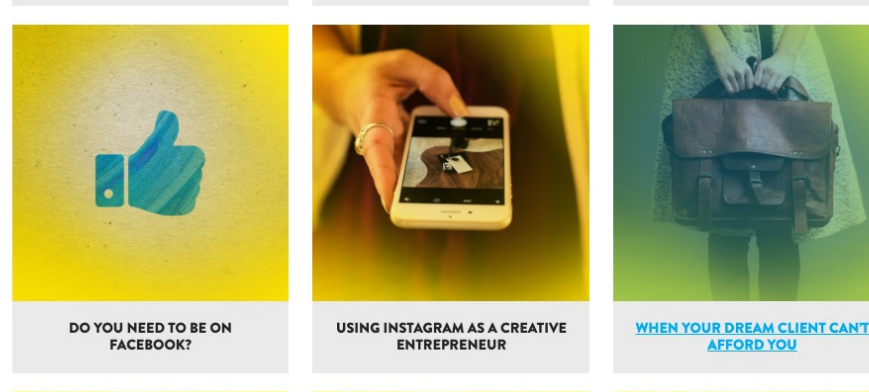


Clover Honey
From \$4.00



What is blog content?

1. Subject matter article
2. Video vlog
3. Audio podcast
4. Lists & guides
5. Infographics
6. Reviews
7. Opinion pieces
8. Case studies & white papers



THE FUTURE OF WORK

VENNGAGE

How to Create Epic Social Media Visuals

In order to identify your top performing content, you can use the Content Marketing Benchmark process. Using this method will not only help you understand which assets are generating the most social shares, but it will also show you how much converting traffic they are bringing in as well.

What's the use in only creating content that generates social engagement, but doesn't convert well?

Your top performing content is that which generates traction, but also convinces visitors to become customers.

Do this by logging into your blog's Google Analytics and dividing the number of views a certain article receives by the number of sign-ups or purchases that have results from that article.

- Why invest in a flex team?
- How do you work with the Creative and HR to start thinking of about building a flex team?
- How do you know what you'll need?
- How many people should you have at the ready?

KEY TAKEAWAYS:

- Identify your top performing content
- Convert content into visuals across different platforms
- Leverage others people's influence for better reach

PAGE 1 | January 2018

FREELANCERS	2
COMPETITIVE ADVANTAGES	2
CONFIDENCE	3
HELPING AS YOU NEED	3
MANAGE YOURSELF	3
VARIED SKILL SETS	3
ADAPT AND CORRECTIVE ADVANTAGES	3
ENSURE OF COMPLACENCY	3
CREATIVE CAPABILITY	3
STAFF THINKING	3
GET THE TALENT	3
REQUIREMENTS	4
WHERE TO FIND TALENT	4

HOW TO PREVENT "TEXT NECK"

A CHIROPRACTIC GUIDE TO HEALTHY LIVING

- 1 AVOID EXCESSIVE USAGE AND TAKE FREQUENT BREAKS**
For every 5 minutes you look at a screen, take 20 seconds and look at least 20 feet away. This gives your eyes and neck a chance to rest.
- 2 AVOID PROLONGED STATIC POSTURES**
The longer you hold your phone in the same place, the more continual pressure you place on your neck.
- 3 POSITION THE DEVICE CORRECTLY**
Tilting the head forward to 15 degrees places about 27 pounds of force on the neck. Place your phone at eye level to decrease strain.
- 4 USE COLD PACKS TO RELIEVE PAIN**
Along with gentle stretching, ice packs can help temporarily relieve neck pain. For more serious pain, consult your chiropractor.
- 5 SCHEDULE YOUR USAGE DAILY**
If possible, schedule brief periods throughout the day to use your device. Try setting an alarm or 5 minute timer to respond to messages and then put your device away.

WHAT IS A "TEXT NECK"
A modern age term used to describe repeated stress injury and pain in the neck resulting from excessive watching or texting on hand held devices over a sustained period of time.

Source: "Text Neck." Physio-pedia. 23 Aug 2018, 13:08 UTC. 2 Nov 2020, 19:29
*https://www.physio-pedia.com/index.php?title=Text_Neck&oldid=220189.

Keyword types: shoot for long-tail

Head/seed keywords

1-2 words

Very hard to rank for

Body keywords

2-3 words

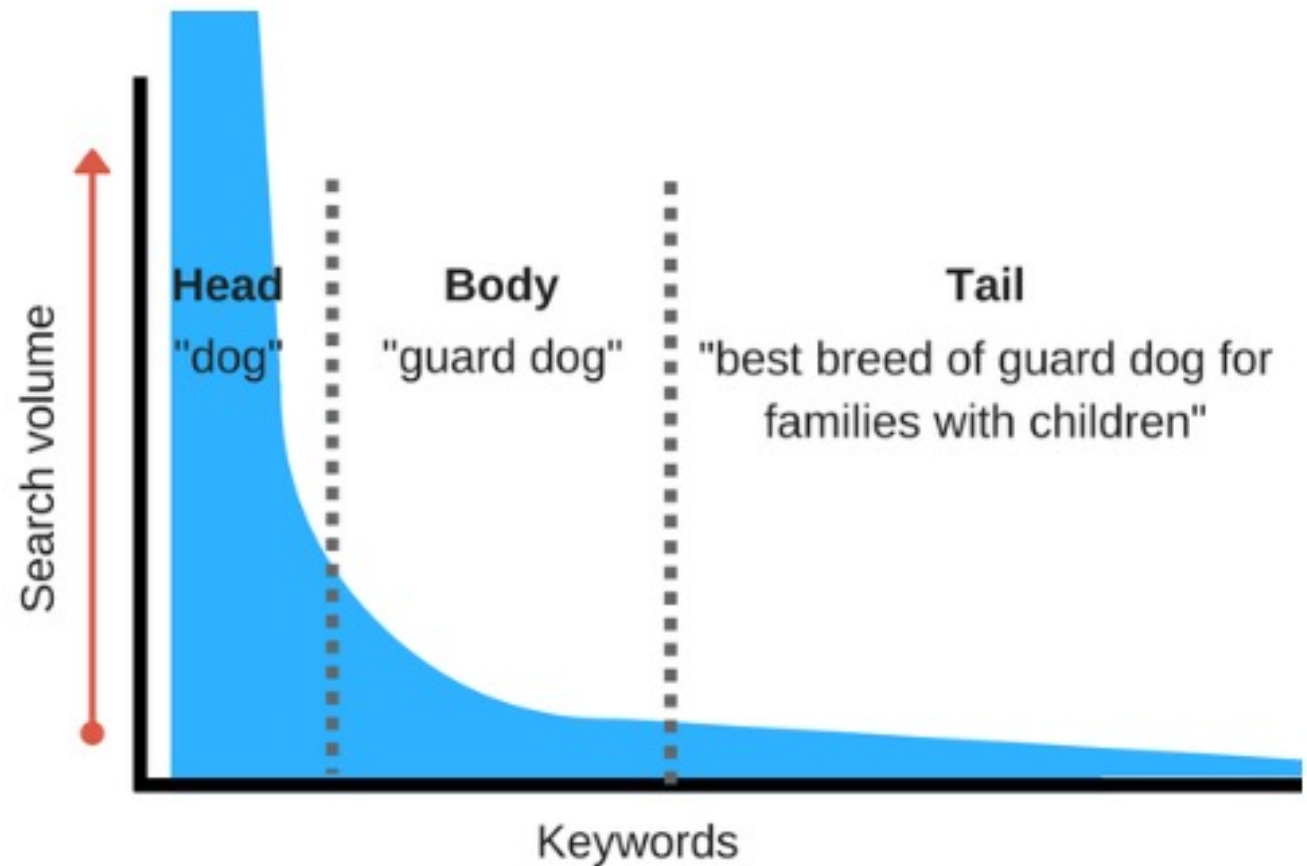
Hard to rank for

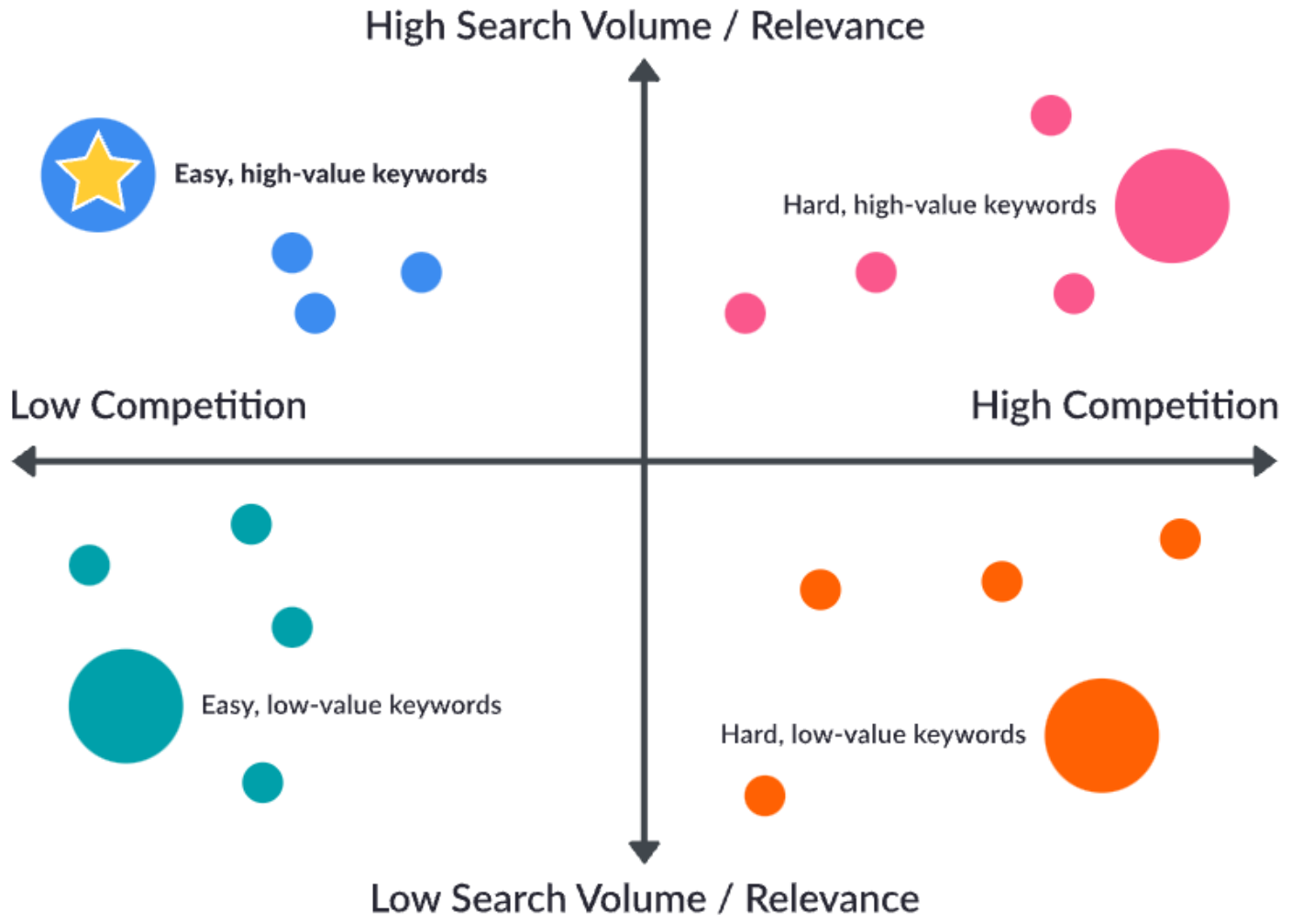
Long-tail keywords

Longer than 3 words

Easier to rank for

Ideal for local search





The keyword research matrix

Primary keyword for your blog article


Target keyword

- Start with the general idea of what you want to write about
- Put it into Google search bar
- Take a look at what comes up
 - This is what you will be competing against to rank
 - Who is in this space?
 - Will you be able to compete with them?
Intel, Amazon, anything.gov, industry powerhouses, etc – probably not
- Is this in the same arena you had in mind?
- Would a variation make better sense?
 - Hone in on a final phrase that works for your strategy
- Choose your final topical keyword

Secondary keywords

Blog Content Creative Brief

Headline:	
Meta description:	
URL:	
Overview:	
Searcher intent:	
Target keyword:	
Secondary keywords:	
Word count:	
Competition:	
My related articles:	
Outline:	(Introduction) 75 to 100 words (Body) 1000 words Subhead 1 Subhead 2 Subhead 3 Conclusion 50 words
Other notes:	



You need a cluster of keywords for the most “helpful content” for both Google and your readers

- Put your primary keyword into your tool
- Find closely related variations
- Make sure Google understands your blog article intent
- Choose 6 to 10 secondary keywords – no more
- Keep your keywords tightly focused on one topic

Take any outlier keywords and plan a separate blog around them

Narrow narrow narrow

Once you start to stray from the original topic, make it a new blog, create a new content brief, and add it to your ongoing content strategy

How to find secondary keywords?

Use targeted keywords on specific topics related to your business for blog content
Research and plan out topics for a quarter or a year use a free account to get it all done at once


1. **Semrush** (<https://www.semrush.com/>)
2. **Ahrefs** (<https://ahrefs.com/keywords-explorer>)
3. **Keyword.io** (<https://www.keyword.io/>)
4. **Answer the public** (<https://answerthepublic.com/>)
5. **Google Adwords** (<https://myadcenter.google.com/home>)
6. **Google related searches**
7. **Google Trends** (<https://trends.google.com/trends/>)
8. **Ubersuggest** (https://app.neilpatel.com/en/ubersuggest/keyword_ideas)
9. **Power thesaurus** (<https://www.powerthesaurus.org/>)
10. **Moz** (<https://moz.com/keyword-research-guide/>)

Keyword research tools



Google × 🗣️ 📷 🔍

Related searches :

 Creamed Honey for sale ⌵
Feedback

-
-
-
-
-
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-
-

Google × 🗣️ 📷 🔍

People also ask :

- ⌵
- ⌵
- ⌵
- ⌵

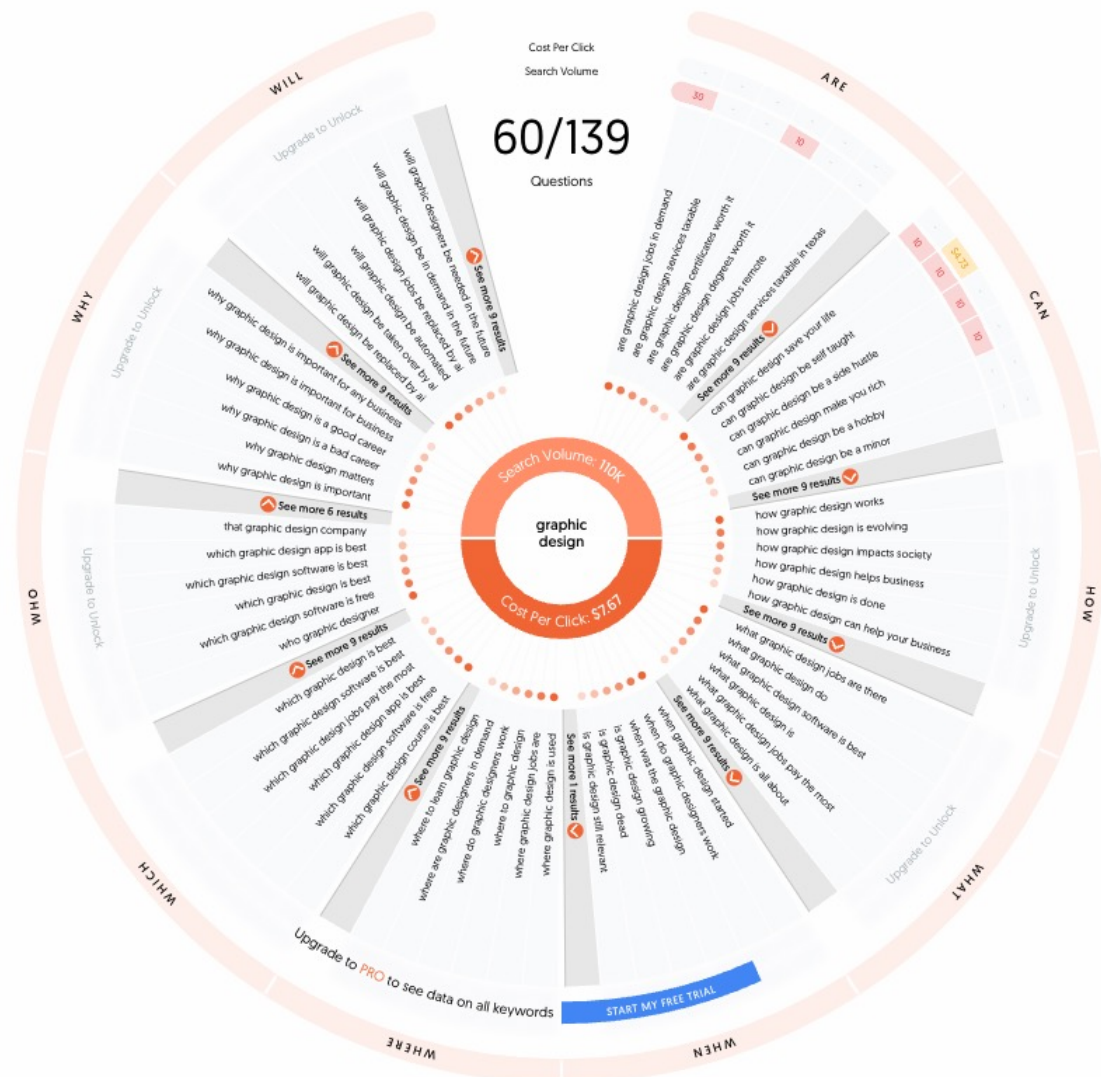
Feedback

🗣️ 📷

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724 Results: graphic design

QUESTIONS (139) PREPOSITIONS (105) COMPARISONS (75) ALPHABETICALS (390) RELATED (15)



724 Results: graphic design

QUESTIONS (139) PREPOSITIONS (105) COMPARISONS (75) ALPHABETICALS (390) RELATED (15)

Letter	Keywords	Search Vol.	CPC
a	graphic design apps	100	100
	graphic design ai	100	100
	graphic design art	100	100
	graphic design artworks	100	100
	graphic design apps free	100	100
	graphic design apprenticeship	100	100
	graphic design ai generator	100	100
	graphic design average salary	100	100
	graphic design associate degree	100	100
	graphic design artists	100	100
	graphic design american university	100	100
	graphic design assistant	100	100
	graphic design agency	100	100
	graphic design and photography	100	100
	graphic design associations	100	100
b	graphic design bootcamp	100	100
	graphic design business	100	100
	graphic design books	100	100
	graphic design basics	100	100
	graphic design business cards	100	100
	graphic design bachelor's degree	100	100
	graphic design background	100	100
	graphic design business names	100	100
	graphic design best practices	100	100
	graphic design blogs	100	100
	graphic design barbie	100	100
	graphic design branding	100	100
	graphic design brief	100	100
	graphic design banner	100	100
	graphic design business ideas	100	100
c	graphic design certificate	100	100
	graphic design courses	100	100
	graphic design classes	100	100
	graphic design colleges	100	100
	graphic design companies	100	100
	graphic design careers	100	100
	graphic design conferences 2023	100	100
	graphic design courses online	100	100
	graphic design certificate programs	100	100
	graphic design classes near me	100	100
	graphic design certificate online	100	100
	graphic design conferences 2024	100	100
	graphic design courses online free	100	100
	graphic design cover letter	100	100
	graphic design conferences	100	100
d	graphic design degree	100	100
	graphic design definition	100	100
	graphic design degree online	100	100
	graphic design dc	100	100
	graphic design description	100	100
	graphic design degree jobs	100	100
	graphic design degree salary	100	100
	graphic design discord	100	100
	graphic design degree near me	100	100
	graphic design drawing	100	100
	graphic design def	100	100
	graphic design degree requirements	100	100
	graphic design definition in art	100	100
	graphic design degree programs	100	100
	graphic design degree reddit	100	100
e	graphic design examples	100	100
	graphic design entry level jobs	100	100
	graphic design education	100	100
	graphic design elements	100	100
	graphic design entry level jobs remote	100	100
	graphic design entry level	100	100
	graphic design entry jobs	100	100
	graphic design exercises	100	100
	graphic design entry level salary	100	100
	graphic design equipment	100	100
	graphic design engineer	100	100
	graphic design events	100	100
	graphic design examples of work	100	100
	graphic design editor	100	100
	graphic design examples for beginners	100	100
f	graphic design free	100	100
	graphic design freelance	100	100
	graphic design frederick md	100	100
	graphic design for beginners	100	100
	graphic design fredericksburg va	100	100
	graphic design fonts	100	100
	graphic design for kids	100	100
	graphic design firms	100	100
	graphic design free courses	100	100
	graphic design for dummies	100	100
	graphic design flyer	100	100
	graphic design fundamentals	100	100
	graphic design fails	100	100
	graphic design fashion jobs	100	100
	graphic design fellowships	100	100

Ubersuggest

Keyword Ideas : book publishing

SUGGESTIONS (283) | RELATED (2,833) | QUESTIONS (62) | PREPOSITIONS (31) | COMPARISONS (38)

Volume | SEO Difficulty | CPC | Keyword Filters

SIGN UP TO EXPORT | UPDATE METRICS (0/0) | ADD TO LIST | 0 of 283 Selected

KEYWORDS	VOLUME	CPC	PD	SD	UPDATED
book publishing	14,800	\$9.56	45	52	This week
book publishing amazon	9,900	\$6.91	42	68	This week
book publishing self	8,100	\$7.14	56	71	This week
book publishing for free	880	\$5.17	54	49	This week
book publishers new york	720	\$8.32	30	41	Yesterday
book publishing cost	590	\$5.15	38	54	Today
book printing equipment	480	\$2.64	100	48	3 weeks
book publishing steps	480	\$3.98	44	49	1 month
book publishing agents	320	\$7.16	53	53	1 month
book publishing companies in california	320	\$8.90	21	45	3 weeks
book publishing logos	320	\$5.25	3	57	1 month
book publishing programs	320	\$3.77	50	61	3 weeks
book publishing usa	320	\$8.22	28	66	3 weeks

KEYWORD IDEAS

KEYWORD	TREND	VOLUME	CPC	PD	SD
book publishing amazon		9,900	\$6.91	42	68
book publishing self		8,100	\$7.14	56	71
book publishing for free		880	\$5.17	54	49
book publishers new york		720	\$8.32	30	41
book publishing cost		590	\$5.15	38	54
book printing equipment		480	\$2.64	100	48
book publishing steps		480	\$3.98	44	49

VIEW ALL KEYWORD IDEAS

CONTENT IDEAS

PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p	t
29 Book Publishing Companies For Authors Without Agents kindlepreneur.com	28,982	1,674	244	37	0
SAGE Publishing is set to shut its book publishing division in ... indianexpress.com	15	123	930	0	0
Comic Book Publishing in the US - Market Size, Industry ... ibisworld.com	8	70	4,402	0	0
7 questions to ask when negotiating a book publishing contract cooksplusbooks.com	3	2	7	1,519	0
Comic Book Publishing House Black Sands Exceeds ... blackenterprise.com	2	6	503	1	0
Current Trends in Traditional Book Publishing: Fiction, ... janefriedman.com	1	186	1,861	17	0
Tom's Glossary of Book Publishing Terms - Right Reading rightreading.com	1	2,338	355	0	0

- Free option available
- Gives you volume & difficulty

Keyword Overview: hiking daypack

United States Desktop Oct 18, 2023 USD

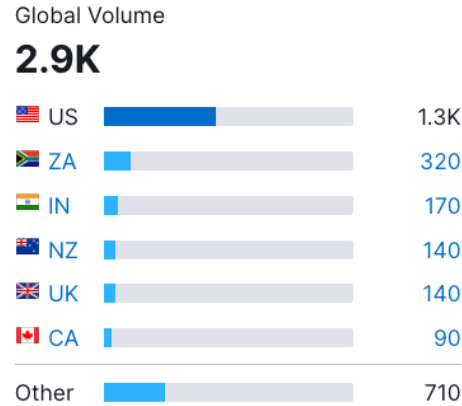
Overview Bulk Analysis

Select location

Volume
1.3K

Keyword Difficulty
62%
Difficult

You will need to have 90 referring domains and optimized content to compete here.



Keyword ideas

Keyword Variations
638 Total volume: 10.7K

Keywords	Volume	KD %
best hiking daypacks	1.3K	50
hiking daypack	1.3K	62
best daypacks for hiking	880	49
hiking daypacks	880	52
daypacks for hiking	720	55

Questions
17 Total volume: 140

Keywords
how to pack a daypack for hik
what is a daypack for hiking
what is the best daypack for t
what size daypack for hiking
what to carry in a daypack for

Home Insert Draw Page Layout Formulas Data Review View Automate

Get Data (Power Query) From Picture Refresh All Queries & Connections Properties Edit Links Organization Stocks

B1

	A	B	C	D	E
1	Keyword		Volume	Keyword Difficult	CPC (USD)
2	best hiking daypacks	x			.49
3	best daypack	x			.77
4	best daypack for travel	x			.64
5	best daypack for women	x			.63
6	best women's daypack for hiking				0.5
7	best lightweight daypack	x			0.5
8	best packable daypack				.57
9	best daypack 2020				0
10	best mens daypack	x			.75
11	best osprey daypack				.61
12	best small daypack	x			.75
13	best waterproof daypack	x			.67
14	best daypack 2016				0
15	best hiking daypack uk				0
16	best hiking daypack with hydration				.51
17	wirecutter best daypack				0
18	best daypack outdoor gear lab				0
19	best daypack review	x			0
20	best daypack wirecutter				0
21	best hiking daypack 2019				0
22	best lightweight daypack 2016				0
23	best technical daypack				0
24	best camping daypacks				0
25	best daypack brands				0
26	best daypack for hiking uk				.59
27	best daypack for kilimanjaro				0
28	best daypack for travel 2015		50	32	0
29	best daypack uk		50	61	0
30	best daypack womens		50	37	0

Sort

A Z ↓ Ascending Z A ↓ Descending

By color: None

Filter

By color: None

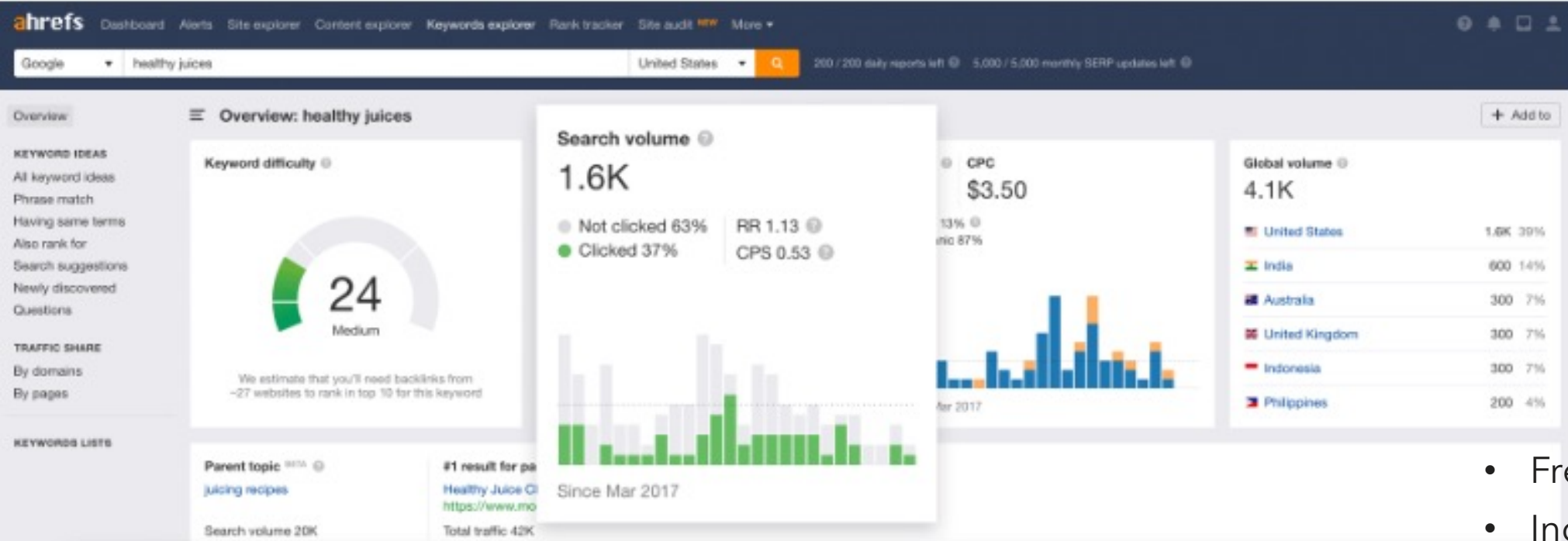
Choose One

Search

- (Select All)
- x
- (Blanks)

Auto Apply

Apply Filter Clear Filter



- Free account for 30 days
- Includes difficulty
- Includes suggestions

Keyword ideas

Having same terms	Questions	Also rank for	Newly discovered
<p>healthy juices 1,600</p> <p>are naked juices healthy 700</p> <p>healthy juices to buy 600</p> <p>healthy fruit juices 400</p> <p>healthy juices for weight loss 250</p> <p>View all 938</p>	<p>how healthy are naked juices 80</p> <p>how to make healthy juices 80</p> <p>what juices are healthy 60</p> <p>what are healthy juices to drink 20</p> <p>how to make healthy juices at home 10</p> <p>View all 65</p>	<p>juice cleanse 38,000</p> <p>juicing recipes 20,000</p> <p>healthy smoothies 16,000</p> <p>best juicer 14,000</p> <p>green juice 14,000</p> <p>View all 9,568</p>	<p>actually healthy juices 0-10</p> <p>healthy juices market 0-10</p> <p>healthy juices toi make in juicer 0-10</p> <p>View all 3</p>

Google autocomplete longtail keyword tool

Get hundreds of keyword suggestions for FREE!

[GOOGLE](#)
[YOUTUBE](#)
[AMAZON](#)
[BING](#)
[YANDEX](#)
[WIKIPEDIA](#)
[EBAY](#)
[ALIBABA](#)
[PLAYSTORE](#)
[FIVERR](#)
[FOTOLIA](#)

QUESTIONS

Filter your keywords here by typing or choosing one of the generated filter on the right

7 of 116 keywords selected (116 visible)

- are career coaches worth the money
- best career coach
- best career coach services
- black career coach near me
- can a career coach help
- career assessment counseling services jobs
- career assessment counseling services kpk
- career assessment counseling services pakistan
- career assessment counseling services sindh
- career coach financial services
- career coach hr services
- career coach hr services contact number
- career coach job description
- career coach job duties
- career coach names
- career coach services
- career coach services de anza
- career coach services definition
- career coach services department
- career coach services division

7 picked keywords (7 visible)

- can a career coach help
- career coach services
- do i need a career coach
- does career coaching work
- how can career coaching help
- what services does a career coach provide
- why work with a career coach

Google Trends Home Explore Trending Now

karate for kids United States, Past day

Rank	Subregion	Interest
1	Wisconsin	100
2	Nevada	83
3	Arizona	82
4	Oregon	61
5	Massachusetts	59

Showing 1-5 of 23 subregions

Related topics

Rank	Topic	Change
1	Autistic Spectrum Disorders - Disorder	Breakout
2	Extracurricular activity - Topic	Breakout
3	Boy - Topic	+180%
4	Martial Arts - Film subgenre	+110%

Related queries

Rank	Query	Interest
1	kids karate near me	100
2	karate near me for kids	97
3	karate near me	97
4	karate classes for kids	62
5	karate classes for kids near me	34

Showing 1-5 of 7 queries

Keyword ideas

local honey

United States

English

Google

Aug 2021 – Jul 2022

Forecast

Keyword plan

Saved keywords

Negative keywords

Broaden your search: [+ honey](#) [+ local produce](#) [+ sweeteners](#) [+ local meat](#) [+ local milk](#) [+ local beesw](#)



+ 1 more Add filter

334 keyword ideas available



Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share
Keywords you provided					
<input type="checkbox"/> local honey	10K – 100K	0%	0%	Medium	–
Keyword ideas					
<input type="checkbox"/> local honey near me	10K – 100K	0%	0%	High	–
<input type="checkbox"/> raw honey near me	1K – 10K	0%	0%	High	–
<input type="checkbox"/> local raw honey near me	1K – 10K	0%	0%	High	–
<input type="checkbox"/> honey farms near me	1K – 10K	0%	0%	Low	–

- Moz Pro**
- Campaigns
- Domain Overview NEW
- Competitive Research
- Keyword Research
- Explore by Site
 - [Site Overview](#)
 - [Ranking Keywords](#)
- Explore by Keyword
 - Keyword Overview**
 - [Keyword Suggestions](#)
 - [SERP Analysis](#)
- Keyword Lists SAMPLE
- Link Research
- On-Page Grader
- On-Demand Crawl
- Rank Checker
- Moz Local**
- [Moz Local Home](#)
- [Check Local Presence](#)
- [Add New Locations](#)

Overview

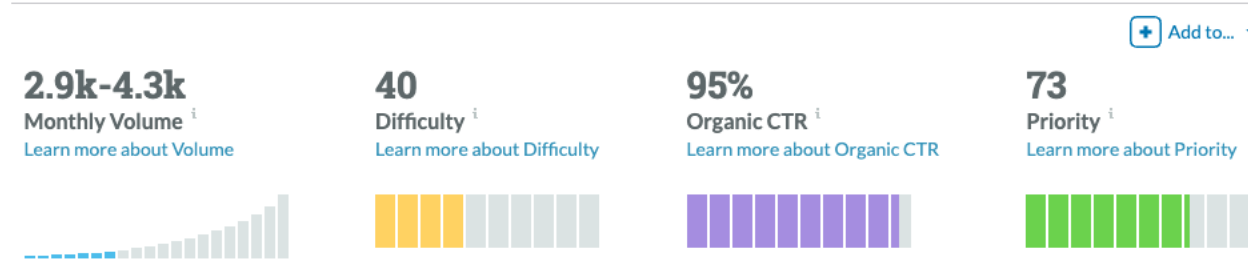
Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

United States - en-US

Analyze

9 of 10 queries available until 10/31



Keyword Suggestions

Keyword	Monthly Volume ⁱ
handmade soap recipes	85
handmade soap for sale	37
handmade soaps online	27
handmade soap for sale online	5
best handmade soap websites	53

[See all suggestions](#)

SERP Analysis

Rank	Title & URL	PA ⁱ	DA ⁱ
1	Handmade Soap https://www.amazon.com/handmade-s...	60	96
2	Jennifer's Handmade Soap https://jennifersoap.com/	31	11
3	Buff City Soap: Make life smell wonderf... https://buffcitysoap.com/	46	37

[See full analysis](#)

- 10 free searches per month
- Includes difficulty
- Includes suggestions
- Comprehensive keyword learning guide - for free

Synonyms for Gym

phrases - 168

- Lists >
- synonyms**
- antonyms
- definitions
- sentences
- thesaurus

- words
- phrases** ✕

- Parts of speech
- nouns

- Tags >

•	health club	n.	▼
•	health spa	n. # gymnasium, spa	▼
•	recreation center	n.	▼
•	fitness center	n. # fitness	▼
•	exercise room	n. # fitness	▼
•	sports club	n. # fitness	▼
•	balance beam		▼
•	fitness centre	n. # fitness	▼
•	sports hall	n. # fitness	▼
•	aerobics studio		▼

Where to use blog keywords

- In your blog content
- In your URL for the blog
- In the meta description for the blog (165 characters)
- In the image alt text for hero image and in-text images
- In your social media posts promoting that blog

Binoculars Buying Guide – How to Choose the Best Binoculars for your Outdoor Adventures

▲ Cecily Whiteside 📅 December 1, 2021

Binoculars shopping can be confusing with so many numbers and specs to understand. And the price differences between one pair and another can be staggering. When asking yourself “what do the numbers on binoculars mean?” the manufacturer’s information isn’t always clear.

We’ll take a look at what it all means in this binocular buying guide so you understand binocular numbers, pick the best magnification for binoculars that’ll fit your use, and know exactly why you are spending more for benefits that will actually make a difference in your viewing.

Once you understand binocular specs, you can read those binocular reviews and tell the difference between high-end binoculars and cheap ones. That way if you decide to shell out your hard-earned cash, you’ll be confident you’re getting your money’s worth. If you want some great options you can read our article: Best Binoculars for Outdoor Adventures. For the skinny on how to shop for binoculars, read on.



Photo by Pawel Janiak on Unsplash

Magnification:

The first number in a binocular description on the packaging is magnification. Generally, the best magnification for binocular is either an 8 or 10 magnification. If the package says 8 x 30, then the first number signifies how many times closer they will see the object. If it's 10 x 25, then it's ten times

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How to Pick the Best Camp Chair for You - Happy Camper Gear

Nov 30, 2021 – Learn about camping chair types and which features to keep in mind no matter what the uses you have for your camp chairs.



Where do I put my time and effort today?

Determine
your business
keywords

Add them to
your site(s)

Determine
your blog
topics

Find related
secondary
keywords

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Questions?

