

Get your head around keywords and keyword mapping

You've researched SEO and understand why it's important, but what do you need to implement to achieve the average 14.6% lead-to-close rate and 300% increase in website activity by getting it right...

Know your funnel

Be fully familiarized with all stages of your marketing funnel and the buyer mind-sets that come with them. **Read more.**

- TOFU – Awareness of a problem & research into solutions
- MOFU – Interest in your brand & how you can help
- BOFU – Ready to buy!

Choose your keywords

This should be done with care, and based on a mixture of factors. Use your buyer personas and market research to know what your buyers are likely to search when looking for your product or solution.

Remember – keywords are competitive. Anyone with an offering similar to yours will choose related (if not-identical!) keywords, so **maximize on lesser used long-tail keywords (more than 3 words long)**, and don't choose too many!

Group your keywords

Combine steps 1 and 2 to group your keywords to the appropriate stage of the funnel. Giving your prospects the information to match their needs.

For example –

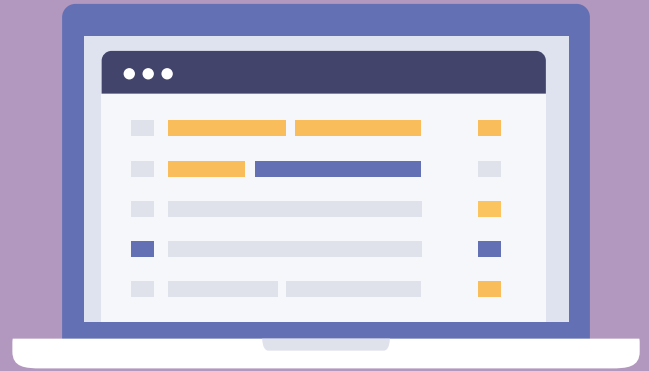
- If someone searches for a *solution*, they're at TOFU. Direct them towards a product page, or your blog.
- If someone searches for your *prices and packages*, they'll be MOFU. Direct them towards customer success stories and pricing.
- If they search specifically for your *brand name* or *your contact details*, then they're BOFU – ready to buy! This is when you give them the impactful landing page with offers and contact numbers.




Embed your keywords

Search engines trawl through a website's content to match keywords to what the searcher has typed in, so the more your keywords are embedded, the better your ranking will be.

Start with page headers (and sub headers) – pack these with keywords, then **weave them naturally throughout the copy**. Don't force them, the search engine will pick them up, especially if they're above the fold.



Follow up and test



Track the performance of keywords and the way you've grouped them, then respond to your findings to improve. Don't forget to follow up your searchers too – if they searched for a specific solution, send them content relevant to solving their problem. This is where Lead Forensics comes in...

Our software is able to tell you which businesses are visiting your website, and provide contact details for key decision makers, along with information about how they found you and what they looked at.

Lead Forensics can provide you with all the details you need to measure the success of your SEO, right down to the specific keyword, and who is searching it.

Instantly identify your anonymous website visitors and experience **turbo-charged lead generation** today with Lead Forensics.

Book your **free demo** & **no obligation trial** today!

GET STARTED