

Step 1: Phrases that pay

Think of SEO as like cooking a meal. Keywords and keyphrases are your ingredients. Discovering phrases that pay is all about finding the right keyphrases for your business proposition, then deploying them for best effect in your site and campaign.

- ❖ Proposition development is about working out who your customers or audience are; what you can sell or promote to them online; how they will find your site; and what will convince them to do business with you.
- ❖ Keyword discovery is the first of three steps in my D-A-D keyword analysis technique. In discovery, you generate the longest list of possible search words and phrases your customers might use, with your competitors as a guide.
- ❖ Keyword attractiveness is the second D-A-D step and involves balancing keyword popularity and keyword competitiveness to determine the overall opportunity, or attractiveness, attached to each word or phrase.
- ❖ Keyword deployment is the third and final D-A-D step, where you use the principles of prominence, proximity, and density to work out how to chain, split, and splice together keywords into phrases that pay.

Step 2: Courting the crawl

Courting the crawl explains how to help Google to find your pages and index all of them appropriately, through building the right technical foundations and structure for your new or existing website.

- ❖ How Google finds. Your first important step in courting the crawl is learning how the Google spider, Googlebot, actually