

# Keywords and Content Marketing for More Business

## Step 1 - Why Keywords?

Use the right keywords and more of the **3.5 billion Google Searches per day** come to you. Trying to guess keywords will result in lower results in business marketing.

### Which Keywords to use?

Listen to your customer on how they describe your products and services. These are the keywords your customer will search for. These are seed keywords for more Internet Search traffic analysis.

### Google Adwords - Tools - Keyword Planner

Adwords (<https://adwords.google.com/>) contains a free tool for Internet Search volume.

Select: Tools - Keyword Planner - Find New Keywords

Enter a seed keyword phrase(s), click Get Started, wait for results, click Download Keyword Ideas. Save the file.

### Refine Your Keywords

Look at the keyword spreadsheet.

Which sub topics are in your product service niche?

Look at the existing top 10 content examples for each sub topic. Can you do better?

Look at the questions being asked by Internet Search users? Which ones can you answer?

Search Volume relates to monthly searches on that sub topic. Balance your writing efforts with likely returns.

Make a short list of sub topics and questions.

Consider the content depth and breadth around your niche. The more the better.

Customers can search multiple times to reach the final purchase decision.

- **Awareness** - High level topic information on customer jobs, pains and gains.
- **Interest** - Topic category guides, eBooks, Whitepapers.
- **Consideration** - Case studies, data sheets, frequently asked questions.
- **Evaluation** - Free trials, demonstrations, quotes, coupons.
- **Purchase** - Onboarding, support, instructions.
- **Retention** - Complimentary products, premium products, subscriptions.

**Different keywords are needed along the customer funnel to purchase.** E.g. Information, compare, buy.

### Keyword Destinations

- Website content for organic search traffic. Keywords go in title, heading and content.
- Social Media post for brand, product and service awareness. Also backlinks to website.
- Pay per click ads. Google and Facebook. Links to website landing page. Opt-in to collect emails.
- Sales letters and emails. Address customer fears and aspirations. Show their customer value.
- Press Release. Media coverage awareness. More backlinks to your business.

**Use keywords for more sales conversions**

## Step 2 - Content Marketing

### Why Content Marketing?

Reach more people, gain brand awareness, built prospect trust, nurture prospects and build your business.

### Content Marketing Ideas

What keeps your customer up at night?	What is your favourite success story?
What myths are in your industry?	What is your best a-ha moment?
What is your favourite "war story"?	Top 5 customer mistakes.
A complete guide to ...	How to survive your first ...

### Content Marketing Types

How To	Case Study	Product Review	Q & Answers	Guides
eBook	Whitepaper	Lists	Quiz	Research
Press release	Slideshare	Photos	Quotes	Pinboards
Resources	Infographic	Interview	Tips	Checklist
Planner	Template	Instructions	Flowchart	Collage

### Content Destinations

Your Website	Social Media Post	LinkedIn Article
Facebook Ad to Lead Magnet	Google Ad to Lead Magnet	Press Release
Guest post article	Pamphlet	Slideshare

Add a backlinks to your website landing page, eCommerce store, membership site...

### Powerful Headlines for your Niche - Show a customer benefit

1. Converting Headline - Lists, How To, Questions
2. Word Balance - Common, Uncommon, Emotional and Power Word
3. Easy to Scan headline to gain understanding

Link: <https://www.matthewb.id.au/marketing/headline-generator.html> Generate 21 potential headlines.

Easy! # Steps to ...

Secrets to fix ...

Discover # New ways to ...

# Ways to bring ... to the next level

Everything you ever wanted to know about ...

Lessons I learnt from ...

**Deliver an aha moment. Add a Call To Action for their next step towards purchase.**

Created by [Matthew Bulat](https://www.matthewb.id.au). Much more information at <https://www.matthewb.id.au> Think Global.