



Ruoom Inc.

KEYWORDS 101

Created by
Sebrena Williamson

Forward

Welcome to **Keywords 101!** We're so honored to guide you on your journey.

As entrepreneurs, business people, and artists ourselves, we realize there could be many reasons why you've come to us. Maybe you're a small business owner who wants to rank higher in searches; maybe you're a blogger who wants to get more traffic to your posts; or, maybe you're a blossoming keyword specialist that doesn't know where to start!

Regardless of what brought you to this moment, we're happy to help. At Ruoom, we understand that while the digital marketing landscape offers almost limitless opportunities, it can also be overwhelming. When it comes to broader topics like SEO, Adwords, and keywords, this is especially true. There's a seemingly infinite amount of techniques, advice, platforms, and topics to sort through— and that's why we've created this free guide! We're here to help you sort through all the noise to get to the growth the digital landscape offers.

So... without any further ado, let's get started!



WHAT ARE KEYWORDS?!

In many ways, keywords are the backbone of search engine optimization (SEO). Put simply, a keyword is a ***word or phrase that is used and searched to identify a topic***. When you use a keyword on your website, in your instagram hashtags, or even in the file name of your images, you're signaling to search engines exactly what your content is about.

When used correctly, keywords are strategically placed in web copy, ads campaigns, blogs, hashtags and tags. With the proper placement and research, they can help solidify your niche, connect you with your audience, and can even market your product for you.

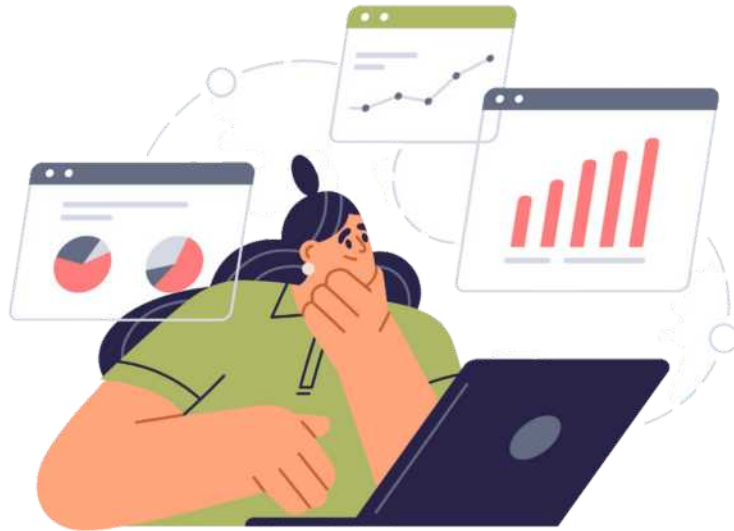


WHAT IS KEYWORD STRATEGY AND RESEARCH?



Though keyword strategy may seem simple at first, in reality, it's quite complex. In other words, the internet is a busy marketplace with a lot of sellers, customers, and noise. Imagine you're in a physical marketplace, and you're surrounded by three bakers who are shouting the same thing: "fresh baked bread." Without any separate qualities, it's hard to differentiate between the three sellers, right?





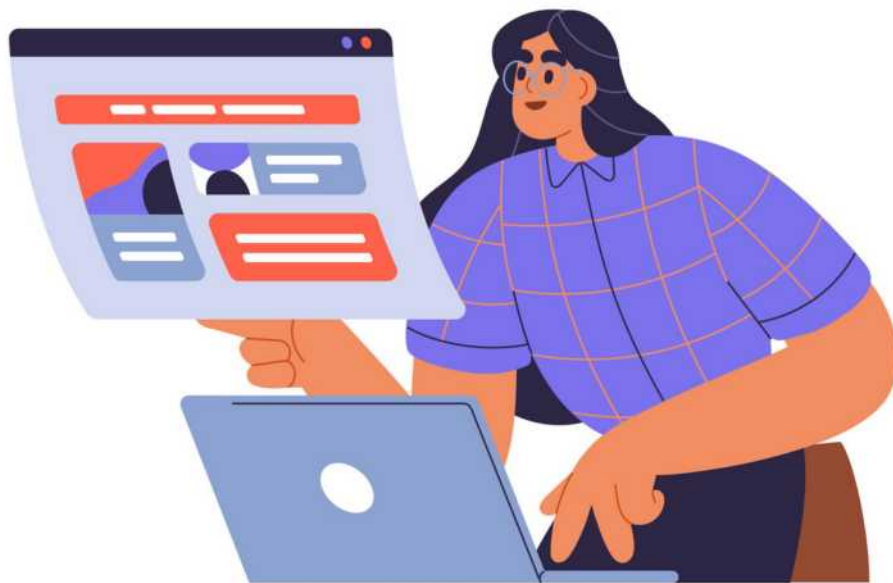
This often happens with keywords, and many people within the same niche use the same keywords. For example, many gym owners may use the keyphrase “fitness and health.” Their competitors are likely using the same keyword; but this doesn’t simply mean that they can’t use “fitness and health.” All it means is that they have to strategize.

In other words, because your competitors are likely using the similar or even identical keywords, relying on the obvious, most relevant keywords for your service isn’t enough. As a result, a multi-layered, authentic keyword strategy becomes all the more important to distinguish your product. Most importantly, when creating a keyword strategy, the most important step is to curate strong keywords and cultivate a structured plan—which relies on evaluating different metrics.



IMPORTANT KEYWORD METRICS

There are a few different metrics to utilize when you choose your keywords. Before we tell you what makes a good keyword, let's make sure we have a good handle on what those metrics mean. While ideal metrics vary depending on platform, it's important to get a baseline understanding of what the metrics are.





Number of searches per keyword.

In terms of metrics, volume is one of the most important keywords. If there are too many searches for the keyword, you might have a lot of competitors. Thus, it'll be hard to rank for that keyword. Conversely, if there aren't enough searches, you may not even be able to draw traffic to your site. Ideally, you want the volume of your keyword to be somewhere in the middle.

The optimal volume varies across different platforms. For example, the optimal value for Google Ads is anywhere between 100-1,000.





How difficult it will be to rank for your keyword.

Keywords have a difficulty from 1-100, with 100 being the hardest to rank for and 1 being the easiest. Keyword difficulty is calculated by evaluating several factors, including popularity and the domain rating of the other sites using them. For example, if you're trying to rank for the term "Van Gogh," the task might prove very difficult. For one, it's likely a popular term, and secondly, established domains popular within the arts community like the MET are also likely using the same phrase.

Alternatively, a keyword like "Van Gogh Starry Night Analysis," will likely rank lower, as it is more specific.





Higher ranking keywords with which the keyword is associated.

Parent topics are highly used keywords within a niche, and they give more information about other keywords and what they're associated with.

Example

Keyword: Appointment Scheduling

Parent topic: Calendy

This means that appointment scheduling is highly associated with Calendy. If you're using the keyword "appointment scheduling" and you're closely associated with Calendy, this can be a good sign.

If you aren't, however— say you're an individual hair salon that's offering appointments— you may want to choose a different keyword with a different parent topic, like "hair salon booking."





The cost per click in a digital advertising campaign.

When you add a keyword in a digital advertising campaign, that keyword comes with an average price for a customer click. While your budget isn't the only thing that's considered when your ad shows up at auction, finding the most cost-effective keywords can help you place higher in search results.

To truly understand CPC, though, it's important to have a good grasp on how ads, auctions, and campaigns work. If you're confused about how digital advertising works overall, watch our [free Google Ads tutorial video!](#)



How do I combine these metrics to find good keywords?

To source keywords, many use different software. Many use the GoogleAds Keywords Planner, and others use paid tools like Ahrefs or [SEMrush](#)*

Our team currently uses, or previously used, all the tools mentioned, so they're vetted and great options!

Whatever you decide to do, it's key to consider the following information when implementing a strong keyword strategy.



**Affiliate Link*



What makes a good keyword strategy?

Broadly speaking, a good keyword strategy includes:

1. **Keyword research:** Evaluating different metrics associated with different keywords.
2. **Understanding your platform:** Different platforms and mediums require different keyword strategies. Look into your platform
3. **Strategic yet organic placement:** Depending on if you're sourcing keywords for a digital marketing campaign, for your blogs, or for your website, you'll need to figure out where and how to place your keywords. Very soon, we'll be posting guides for landing page keyword placement and blog keyword placement— so stay tuned!
4. **Consistent evaluation and maintenance:** Similarly to the last step, depending on if you're sourcing keywords for a digital marketing campaign, for your blogs, or for your website, you'll need to do different forms of maintenance. Regardless, however, you'll need to consistently do research into keywords and how they're ranking. Search engines shift daily based on the queries entered into them, so it's key to perform regular keyword research biweekly, at least.



NEXT STEPS

Now that you're familiar with keywords, keyword research, and more, you're ready to begin to cultivate your own strategy within landing pages, Google Ads campaigns, blogs and more. Stay tuned—soon, we'll be releasing guides on keyword placement, keyword research, and more!



OR



Or, maybe by the end of this guide, you've realized keyword research can be a bit daunting. Don't worry, we can also lend you some support! We have specialists that can help your business create and implement a structured keyword plan. For more information, email sebrena@ruoomsoftware.com.

