Ultimate SEO Keyword Selection Guide

Too often, organic **keyword selection** is confused with **keyword research**. Although related by business objectives and relevance, the keywords you hunt for and the ones you choose largely warrant different types of analysis.

Overall, the keyword phrase must match the business priorities and be realistic in terms of a web site's viability. In other words, how does your web site stack up with the competition – the number of pages, web site age, search engine rankings, inbound links, and the use of a keyword in a domain name?

Maybe ranking No. 1 on Google isn't a sensible goal. Start with a competitor that ranks No. 10 – how do you compare?

Leading Keyword Selection Factors

Here are practical tips and variables to consider before choosing **any** keyword phrase for your program:

Keyword Research Were all of the keywords extensively researched?	**Business Objectives** Do the keywords match defined business priorities?	**Content Inventory** How do potential keywords match up with your content?
Indexed Pages Are targeted content pages indexed by search engines?	**Industry Relevance** Are keywords easily confused with other industries?	**Future Content Plans** Can you make additional keyword-rich content?
Current Ranking Is the keyword currently ranking well or nowhere?	**Competitors' Rankings** What companies are ranking well for the targeted keyword?	**Web Site Age** How old is the web site compared to competitors?
Conversions Is the keyword already converting?	**Web Site Traffic** How much traffic is the keyword phrase attracting?	**Related Keywords** Do related keywords perform well in web site analytics?
Paid Search Data Is the keyword successful in paid search campaigns?	**Inbound Links** What keywords are in or near inbound links bringing traffic?	**Domain Name** Is the keyword in a domain name – yours or competitors?

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