SEO Keyword Optimization Beginners' Guide
For Cloud, Telecom, & IT Websites

STEP ONE: USE THE RIGHT TOOLS

Should you go with "cybersecurity" or "cyber security"? What about "voice solutions" or "voice services"? These tools can help you determine which to use.

We recommend these tools, which are all offered at different price points and have different strengths:

✓ **Google Keyword Planner** - free with an Adwords account - specializes in PPC keyword ideas & pricing suggestions.

✓ **Google Trends** - free to use - specializes in search volume data & comparing keywords against each other.

✓ **Keyword Tool** - free to use; pro plans start at $88/month - specializes in long-tail keyword searches & suggestions.

✓ **Hubspot's Keywords Tool** - free trial, pro plans start at $200/month - specializes in competitor research and Hubspot integration.

✓ **Moz's Keyword Difficulty Tool** - free trial; pro plans start at $99/month - specializes in showing rank difficulty as well as overlooked opportunities.

STEP TWO: CHOOSE YOUR KEYWORDS

Now that you have your preferred tool, let's start our research.

✓ List out all the services you provide in your portfolio. Include service terms that are both broad (e.g., "voice services") and specific ("SIP trunking").

✓ Plug your list of keywords into your preferred keyword tool. Take note of what's getting searched and what isn't.

✓ If you only serve a specific area, narrow your tool's findings down to that location. (e.g., California searches instead of worldwide.)

✓ Try common variations of your keywords to make sure you know what's being used the most. (Hint: "cyber security" gets more searches than "cybersecurity.")

✓ Edit your overall list to create a reference of keywords that you and your company's writers can use moving forward.

STEP THREE: REASSESS YOUR KEYWORDS REGULARLY

Cloud, IT, and telecom services are changing rapidly, and savvy companies will be at the forefront of the trends. But for every business that's just now adding SD-WAN to their site, there's a company who went all in on the Blackberry Leap phone.

Follow these steps to determine whether it's time to add new keywords or replace old keywords with new.

✓ Keep up with industry news, and create a regularly-updated list of trending topics.

✓ Run a search for the new keywords or technologies in your preferred keyword tool.

✓ If you see hits, and it makes sense for your business to have a page for this service, go for it!

✓ If Google Trends does not show any search volume data, indicating that the keyword hasn't taken off yet, hold on adding it to your website -- but come back to it in a month or so and check on its progress.

✓ When Google Trends shows search volume data, you can begin considering whether to integrate that keyword into your content plans.

STEP FOUR: OKAY, I HAVE MY KEYWORDS. NOW WHAT?

Whether you're adding keywords to your website for the first time or re-optimizing for new ones, follow these steps to cover your SEO bases:

Add your top service keywords (e.g., "data center," "cloud solutions," "master agent") to all of your page's meta titles.

EXAMPLE: "Page Title - Company Name - **Master Agent** - **Cloud Solutions**, **Data Center**, & More"

Make sure specific pages' meta titles are also using the keywords you found for those services.

EXAMPLE: "**Unified Communications** - Company Name - **Master Agent** - **UCaaS**, **Collaboration**, **Conferencing**"

Use those keywords in your meta descriptions as well.

EXAMPLE: "Bring clients the best in **unified communications**. With Company, you gain access to solutions from top **UCaaS**, **collaboration**, & **conferencing** providers."

Add your keywords to your image alt tags for an additional SEO boost as well as better user experience for those using screen readers.

EXAMPLE: "Man in a **data center** and **colocation** facility."

Keep an eye on organic search referrals from Google Analytics to determine whether your efforts have resulted in additional search leads.

Google Webmaster Tools can also show you how often your pages show up in searches for your keywords.

NEED MORE INFO?

This introductory guide will help you get started with on-page SEO keyword optimization. With more PDF resources to come on topics like optimizing page load speed, secondary and long-tail keywords, ongoing content strategy, and more, your site will be optimized before you know it!

If you want to focus on growing your business while a trusted partner helps you with your SEO goals, we can take on your keyword research for you. Contact Mojo Marketing today to learn how we can help you with your SEO!