Aspirant

Keyword Research Report

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Background and Explanation

What are Keyword Targeting and Keyword Research?

Keyword targeting is the selection of multiple words or phrases that describe a business's products or services. Keywords are chosen by combining buyer demographics, search volume, and search difficulty.

Keyword research is the process of finding keywords to improve a business's search engine results. Keywords research includes competitor site analysis, google search console analysis, industry analysis, and stakeholder interviews.

What Types of Keywords Should I Target?

Fat Head Keywords are the top 20% of searches per month and can be difficult to target and difficult to rank. If the keyword is less frequently searched but still demands a relatively high amount of traffic, it is called a "**Chunky Middle Keyword**" (top 30% of searches a month). If the keyword is not a heavily searched word or phrase it is considered a "**Long Tail Keyword.**" Best practice should include targeting a mix of Fat Head, Chunky Middle, and Long Tail keywords.

Example:
Fat Head Keyword - "organizational effectiveness"
Chunky Middle Keyword - "organizational effectiveness consulting"
Long Tail Keyword - "top organizational effectiveness consulting firms near Pittsburgh"

*Photo courtesy of Moz.com

Why Are Long Tail Keywords Important?

Long tail keywords are important for three major reasons:
1. They make up the majority of searches at about 70%
2. There is usually less competition for them due to their low search volume
3. Generally, they are more product-specific, thus creating a higher chance the search engine user is willing to make a purchase

Branded Keywords

It is also becoming essential that you emphasize your company's brand name on your website. Search engines such as Google are rewarding the use of branded keywords. For instance, Google will put a greater emphasis on the keyword "Macy's" then it would "online retail store".

Keyword Suggestions for Aspirant

We started your keyword research by analyzing competitor sites, analyzing common adwords campaigns, reviewing industry specific keywords, and reviewing stakeholder interviews. While having a large keyword database is nice, having too many keywords to focus on will most likely spread your efforts too thin.

Aspirant	0 Expired SERPs
Total Keywords	307
Total Volume	85.2k-45.9k
Average Monthly Volume	455-245
Average Difficulty	39
Average Organic CTR	77%
Average Priority	34
Average My Score	3
Last Updated: 2/8/2018	⚙
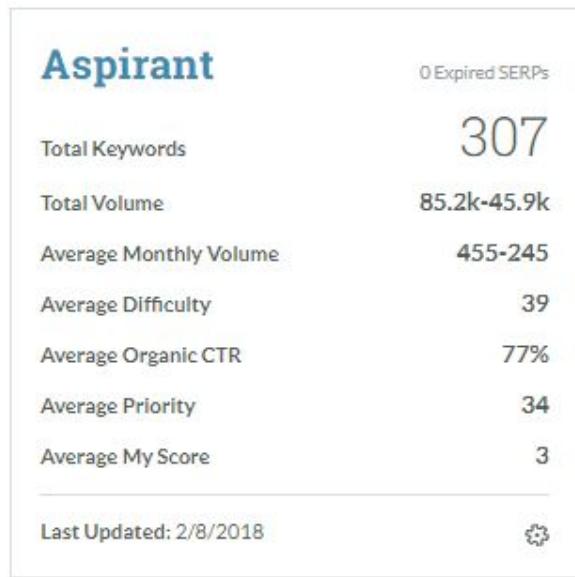
*Picture courtesy of Moz

We narrowed the list down to keywords we believe will benefit product sales on your site given high search volume and low difficulty. Here is our list of recommendations for both high and low volume (Long-Tail) keywords. These keywords are evaluated on Competition,* Local Monthly Searches (U.S.) and grouped into clearly defined Categories. These are also on the attached Excel spreadsheets.

Keyword	Max Volume	Difficulty	Organic CTR	Importance
organizational culture	6500	66	64	3
change management	11500	65	41	3
healthcare consulting	850	37	86	3
organizational structure	4300	60	55	3
succession planning	2900	56	53	3
hr consulting	500	21	84	3
corporate consulting	500	34	100	3
leadership consulting	200	36	94	3
healthcare management consulting	100	38	94	3
human resources consulting	100	25	56	3
strategic consulting group	100	30	64	3
benefits of management consulting	50	34	100	3
innovation strategy	200	53	55	3
strategy consulting vs management consulting	10	28	100	3
consulting companies new jersey	10	21	90	3
hospital consulting companies	10	37	94	3

best practice in pharma strategy	n/a	15	88	3
strategy consulting firms for pharma	n/a	31	83	3
pharma technology strategy consulting firms	n/a	33	83	3
top healthcare strategy consulting firms	n/a	34	64	3

How to use the recommended keywords

With a comprehensive list in your hands, it's now time to apply them to the Aspirant website. To do this, you want to select the keyword(s), the particular page it is targeting and use the keyword in these instances:

- The Title of the Webpage (most important)
- The URL of the Webpage
- The H1 tag (usually a primary keyword)
- The H2, H3, H4 tags
- Used several times throughout the body (usually 2-3 times is enough)
- Use synonyms of these terms throughout the body

For a visual representation check out this picture for the perfectly optimized page:

The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg

Photo of Donuts (with Alt Attribute):
Chocolate Donuts

Body Text: _____
_____ chocolate donuts _____
_____
_____ donuts _____
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_____ chocolate donuts __
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Page URL: http://marysbakery.com/chocolate-donuts

*Photo courtesy of Moz.com

Aspirant's Title Tags And H Tags

After a brief audit through Aspirant's site, we have found that title tags and H tags are not being properly utilized with targeted keywords. Simply put, title tags and H tags are some of the most important factors for your page to rank for any given keyword. It's important to try to naturally implement valuable keywords into these tags to let the search engines easily decipher what the page is about.

For example, if the keyword you were trying to target was "[Keyword]," you may consider changing your title tag to "Aspirant | [Keyword]."Simply changing these titles and adding H tags can be one of the biggest changes you can make in helping your page rank for a given keyword.

Keyword Mapping

Keyword mapping is the idea that keywords are consistently linked to the same content. Ideally, each time the phrase "healthcare management consulting" is mentioned, all the keywords will link to the same page. This is opposed to having two or three pages that the phrase "healthcare management consulting" links to. This notifies the search engines that this is the most important page associated with the phrase.

Locality

Since Aspirant is targeting businesses in the city of Pittsburgh and New Jersey, an emphasis should also be placed on the keyword Pittsburgh or New Jersey. The term should also be considered a primary keyword and used 2-3 times per page, as the term is relevant. Examples could be Pittsburgh healthcare management consulting or healthcare management consulting in Pittsburgh.

Other Important Notes: Sound Natural, Don't Stuff

First and foremost, it is critical to realize that where you place your keywords on the page, and how many times you use them, is **not** set in stone. You **must** think about it from a user's perspective. If the keyword seems out of context in the title, then DON'T include it in the title. Instead, figure out other places on the page where you can strategically place it. User experience must always come first.

Remember, you're using a keyword to help the user find what they're looking for, not to detract from the page's content by stuffing it with keywords. If the content has nothing to do with a particular keyword do not force it there.

Overall Content Strategy

While it would be nice if all that was required to see improvements in search results was to login to a website and strategically change keywords on existing pages, this is certainly not the case. Unfortunately, companies are becoming more aware of how to use keywords for Internet Marketing purposes, so this alone may not dramatically improve rankings. Strategic keywords are certainly important, but increasing search results is a long-term strategy that requires significant time and effort to achieve.

The best way to achieve long-lasting results is through the use of a **content strategy**. Content strategy is the continual process of brainstorming, creating and releasing new content that consistently engages users. The process of constantly creating new content will:

- Allow you to strengthen your current keywords
- Give you opportunities to compete for more keywords
- Provide the search engines with more content to discover and rank your site
- Keep returning users engaged and coming back to your site
- Generate new links to your pages
- Continually draw in new users

However, content strategy is not something that can be achieved overnight. Often times, companies will have full teams solely dedicated to the creation of their website content.

To get the full benefit of employing the keywords recommended above, we recommend that Aspirant take on a content strategy of its own. The content should be attractive to users and also provide them a reason to regularly interact with your website. Some possible suggestions are:

- A regularly updated blog that posts articles related to your industry
- An infographic related to your industry that conveys some sort of relevant information (these can be shared on social media and generate links to your site). For examples, search "infographic" online
- An online tool that can provide the users custom information
- Increased social media presence that promotes new content

● Getting involved in community events that provide you with great press coverage

Continually updating content is vital to any website's success. Without an up and running content strategy, sites that once ranked in the search results may find themselves slipping downward due to a competitor who understands the value of fresh content.

Conclusion

Here is a summary of Aspirant's keyword analysis.
● Focus on long tail keywords that are not highly sought out by competitors
● Highlighting at least one primary keyword per page and using it 2-3 times per page
● Use of Aspirant's name to help search engines recognize the brand
● Use of keyword Pittsburgh or New Jersey to guide search engines in local queries