



TTS eGuide: SEO - The Importance of Keywords and Phrases

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Introduction

In simple terms, SEO (Search Engine Optimisation) means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for:

- Products you sell.
- Services you provide.
- Information on topics in which you have deep expertise and/or experience.

The better visibility your pages have in search results, the more likely you are to be found. Ultimately, the SEO goal is to help attract website visitors who will become clients.

Here we deal with the situation where your company is not being searched for by “name” but by the products and services you offer.

The Importance of Keywords & Phrases

SEO is determined by a number of factors that we do not cover here. You can find the various elements and their relative weightings that the main search engines use in their algorithms. Although these algorithms will differ from search engine to search engine, they are all reasonably similar. Therefore, for the purposes of this eGuide we will focus on Google. Details for Google can be [found here](#).

From Google’s explanation, you will see that the very first consideration is:

“To return relevant results, we first need to establish what you’re looking for — the intent behind your query. To do this, we build language models to try to decipher how the relatively few words you enter into the search box match up to the most useful content available.”

Therefore, you can see that the starting point for consideration is the search term used. The closer your keywords and phrases cover the search terms, the more likely it is that Google will return your website in its search results.

The next element taken into account is the relevance of these keywords and phrases in the context of the content of your web pages.

From this the two key takeaways are:

1. What are the keywords and phrases that are likely to be used to find my products or services? i.e. what keywords and phrases define my products and services – and, hopefully, differentiate them from the products and services offered by other companies?
2. Are the chosen keywords and phrases reinforced and supported by relevant content in my website?

Simply put: get these wrong and you’ll not be found.

Where Can You Find Keywords and Phrases in your Website?

Essentially in two places:

1. In the text of your published pages.

2. In the meta data in your web pages¹ – these are indexed by the search engines, but are not visible on the published web page.

Online Support Tools

There are a number of online tools that you can use to help generate relevant keywords and phrases (just search for “Keyword Generators”). By all means try these out.

Some Key Considerations

As we wrote above, you can try the online support tools. However, we would also suggest that it is worth putting in the effort to create the lists of keywords and phrases which define and differentiate your products and services – you should know these better than general online services.

With regard to geographic considerations, these can be used as qualifiers for your terms, in which case you will be found when someone is looking for your products and services in your area e.g. “London, UK based web designer specialising in corporate videos”.

Phrases are often better than single keywords, they provide full context and are more likely to be used in searches e.g. someone looking for “designer, Italian, ladies leather handbags” are more likely to use this in their search than simply trying “handbag”.

Are Your Keywords and Phrases Effective?

Once you have your list of keywords and phrases:

1. Check that they are fully supported by content within your website – and in any social media profiles you may have.
2. Check with Google Analytics how successful they are in attracting visitors. Depending upon the results, decide whether you need to review your list.
3. Consider whether you would like to use these in Google Ads to attract more traffic.

Other Considerations

If you are active in international trade or are just considering whether there are international trade opportunities open to you, you should consider that only 8% of the global population consists of mother-tongue English speakers. To reach the non-English speaking population, you will need to appear in their online search results. However, this is very difficult to achieve without having published relevant foreign language content on your site. – This can be time consuming and expensive – and you have to decide which languages you should target.

A low-cost, fast and easy solution is to publish your Multilingual Microsite. For more information, see ExpoWorld.cloud

Conclusions

- Determining the relevant keywords and phrases that apply to your company, its products and services is key to attracting interested traffic to your site.

¹ . Depending upon your browser, you can view these keywords by right clicking on the web page and choosing “View Page Source” (or similar). You will see the keywords near the top of the page following the string: <meta name = “keywords” content = “ with the list of relevant keywords and phrases.

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- These keywords and phrases must then be supported by relevant content published on your site – and in your social media profiles.
- Check how effective these keywords and phrases are by reviewing the analytics in GA4 – review and refine as required.
- To appear in foreign language searches, you will need relevant foreign language content and/or publish your Multilingual Microsite at [ExpoWorld](#).

Happy hunting!