

How untapped Keywords can change your website performance

Introduction

Keyword strategy is one of the most important factors for success. If you are running an SEO campaign, then you will want to choose the right keywords for the job. Success and failure can often be attributed to which keywords you chose when you are starting your campaign. There are a lot of things that go into choosing the right keywords, and this can make or break your website. Some people choose the right keywords and then end up ranking number one in the search engines and getting massive amounts of traffic, while others choose the wrong keywords and end up languishing at the bottom of the SERPS for years.

For sites that are established keyword strategy becomes even more important. It becomes about long tail keywords. Being able to rank for longtails is a critical factor for success. These untapped keywords can become gold mines for your business and propel you to heights that you have never experienced before.

Using Google Autosuggest

A really smart way for you to find untapped keywords is to try Google auto suggest. When you search on Google, you see similar terms of the bottom called LSI keywords. These keywords are related to what you search for. They come from Google seeing terms that have been searched for by other people that are similar to what you are searching for. This means that if you can rank for these keywords, you will gain additional traffic. You can usually rank for these keywords with the same pages as well. It is very important for you to evaluate keywords that are similar in order to increase traffic to your pages that authority ranking.

Google auto suggest is a great source of additional keywords. With these keywords, you can even double your traffic overnight. Optimizing for these keywords is a key skill for your SEO campaigns. The best part of these keywords is that they are usually low competition. This means that you will have less challenge when you try to run for these keywords then when you would go for a short tail keyword or a more popular longtail keyword. There are many other resources that you could use to find similar keywords, and you can even consult a thesaurus which will help you find keywords that mean the same thing. All of these methods are a great source of traffic for your site.

The Benefits of Longtail Keywords and LSI keywords

There are many benefits to adding long tail keywords and LSI keywords to your search engine optimization plan. The main benefit is that these keywords are low competition and can be a great source of additional traffic to your website. If you're looking for an easy way to boost traffic without boosting rankings of your most competitive keywords, then this is a great source. It is often very difficult to rank for certain short tail keywords because they are in such high demand. You can often go against people who have million-dollar budgets and an army of people working on ranking their sites in the top 10. Often a great strategy is to simply avoid competing against these people and up for longtail keywords.

You have an almost unlimited number of long tail keywords you can try to rank for. This means that it will be very hard for you to compete against other people when you are trying to rank for these keywords. It is a very easy and sure way for you to grow your business in the short term. If you are just starting and you have a limited budget, then this is the perfect opportunity for you. It is often the difference between a successful business and a failure. On the Internet traffic is the lifeblood of every website and this is the difference between success and failure.

LSI keywords are synonyms. These are the words that are easiest for you to rank for after you have established a page. They are extra traffic for a page without doing little more. It is the perfect thing for you to do as you get more bang for your buck.

Keyword Misspellings

Another great source of extra keywords that you can find our misspellings. For example, keyword strategy is often misspelled as keyword startegy. This is a great way to have extra keywords. Usually, most people are not targeting keywords such as this one, and it is an easy way for you to get the advantage you are looking for.

Keyword misspellings add that extra that I mentioned to your SEO strategy. Any SEO strategy requires that you account for misspellings and other types of keywords.

Medium tail keywords

Medium tail keywords are similar to the longtail. The difference is these are phrases that I usually two words instead of the three or four that make up the longtail. They are an effective way for you to get more traffic while avoiding the competition that usually focuses on short tail keywords. It is a very important part of your strategy if you're looking to have the edge over your competition.

An effective keyword strategy requires that you plan for a lot of things such as this. Competition gets more fears every day, and that is why keyword strategy and planning is the most important part of website performance. Medium tail keywords are an effective balance between longtail keywords that may not have as many searches as normal short tail keywords. They bridge this gap and help you to get a lot of traffic without having to put a lot of effort and money into ranking. They are a great solution for people who are short on time and also budget.

Conclusion

Keyword strategy and untapped keywords are one of the best ways for you to increase your business. By focusing on keywords that are low in competition, you can grow your business quickly and geometrically without having to put in the effort that would be required to compete with major corporations and other big brands.