



Succeed with Social Media

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Blog Post Writing Advanced Practices

Conducting Keyword Research

You write your blog posts to be informative and appealing, but there are ways to put research behind the words you use. Keyword research can help you increase your blog traffic and enhance your search engine optimisation (SEO) efforts. It can help you use the same terms and phrases in your content that your audience is using in their searches.

Keyword research can give you a better idea of what types of things people are searching for and the search terms they are using. Knowing this information can help you better engage with prospects and customers.

Try using these keyword research methods to add relevant keywords to your blog titles (when possible) and your blog post content in a natural way. You don't need to go overboard—mentioning keywords 1 to 3 times in the content is enough.

Google AdWords Keyword Planner

One way to conduct keyword research is to utilise [Google's Keyword Planner](#). This tool gives you a better idea of what people are searching for, how many people are searching for something, and how many other people/businesses are trying to get traction for a certain keyword.

How to use Google's Keyword Planner:

1. Sign in to Google Keyword Planner using a Gmail address. Google no longer allows anonymous keyword research, so you need to have or create a Google account in order to access the keyword data. Click [here](#) for more info on creating an account.

The content of this document is of general interest and is not intended to apply to specific circumstances. It does not purport to be a comprehensive analysis of all matters relevant to its subject matter. The content should not, therefore, be regarded as constituting legal advice and not be relied upon as such. In relation to any particular problem which they may have, readers are advised to seek specific advice. Further, laws may have changed since first publication and the reader is cautioned accordingly.

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- Under the 'What would you like to do?' section, click on '**Search for new keyword and advert group ideas**'.

Keyword Planner

Plan your next search campaign

What would you like to do?

Keyword Planner

Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

Your landing page

Your product category

Targeting [?](#)

United States [✎](#)

English [✎](#)

Google [✎](#)

Negative keywords [✎](#)

Customize your search [?](#)

Keyword filters [✎](#)

Avg. monthly searches ≥ 0

Suggested bid $\geq \$0.00$

Ad impr. share $\geq 0\%$

Keyword options [✎](#)

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Find new keywords related to a phrase, website, or category



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3. In the first box, under 'Your product or service', type in a word or phrase that is related to your blog. For example, if you were going to write a blog about driving tips, you could type in 'driving tips', or 'how to be a safer driver'. Then, scroll down and click the blue 'Get Ideas' button:

What would you like to do?

▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

Your landing page

Your product category

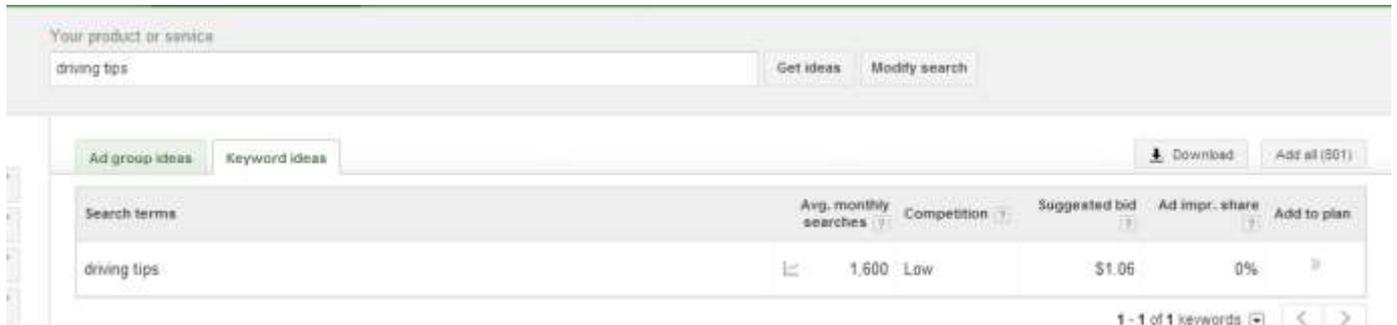
Targeting [?]

Customize your search [?]

Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Date range [?]

- Click on the tab that says '**Keyword Ideas**'. The first box that appears above the list of keyword ideas will show the exact keyword phrase you typed in. Below will be other keyword ideas related to what you typed in:

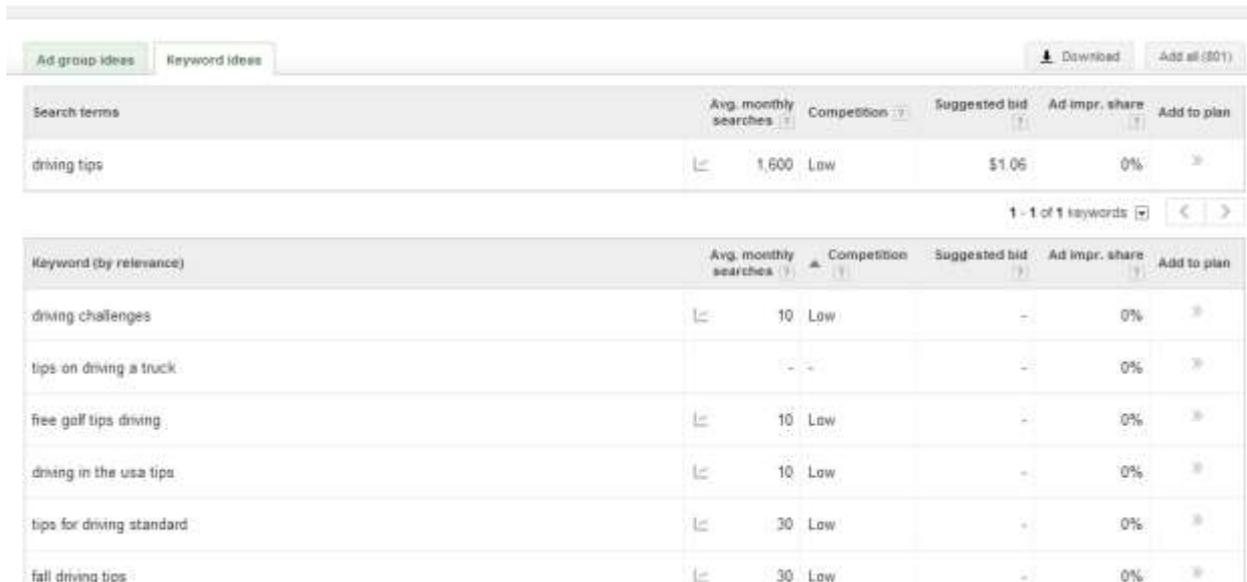


The screenshot shows the Google Ads Keyword Planner interface. At the top, there is a search bar with the text 'driving tips' and buttons for 'Get ideas' and 'Modify search'. Below the search bar, there are two tabs: 'Ad group ideas' and 'Keyword ideas'. The 'Keyword ideas' tab is selected. The main area displays a table with the following data:

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
driving tips	1,600	Low	\$1.06	0%	

At the bottom right of the table, there is a dropdown menu showing '1 - 1 of 1 keywords' and navigation arrows.

We recommend that whenever possible, you choose keywords that have low competition (there are less people trying to receive traffic for the keyword) and high average monthly searches (there are more people searching for that keyword in Google). In order to sort the keywords according to their competition level, click on the word '**Competition**' at the top of that column. Clicking it once will bring the keywords with the highest competition first, so you can click it twice in order to see the lower competition phrases listed first.



The screenshot shows the Google Ads Keyword Planner interface with the 'Keyword ideas' tab selected. The main area displays a table with the following data:

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
driving tips	1,600	Low	\$1.06	0%	

Below the first table, there is a dropdown menu showing '1 - 1 of 1 keywords' and navigation arrows. Below that, there is a second table with the following data:

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
driving challenges	10	Low	-	0%	
tips on driving a truck	-	-	-	0%	
free golf tips driving	10	Low	-	0%	
driving in the usa tips	10	Low	-	0%	
tips for driving standard	30	Low	-	0%	
fall driving tips	30	Low	-	0%	

You can scroll through more pages of keywords by clicking the arrows at the bottom of the page.

Google Autocomplete

The major search engines now have the predictive technology to give you suggestions for your search before you start typing it in. For example, if you're looking for details on London Tube schedule, all you have to do is enter 'London' into the field and you'll likely find what you're looking for very quickly.

You may have just thought of this as a helpful detail, but Google's autocomplete feature can actually help you find keywords for your blog posts! Since these suggestions are generated based on real searches, they can give you a good idea as to what searches people are completing. To get specific results, begin your search with your city or region followed by your subject and you'll see what people in your area have been searching for.

Ubersuggest

Ubersuggest pulls terms from Google's autocomplete feature in order to find popular searches online. Ubersuggest can be a useful resource for generating extra keywords.

To use Ubersuggest:

1. Type in a phrase, such as 'driving tips', and fill in the Captcha field. Then, click 'Suggest'.



The image shows a screenshot of the Ubersuggest web application interface. At the top, there is a search input field containing the text "driving tips". Below the search field are two dropdown menus: "English/USA" and "Web". In the center, there is a reCAPTCHA challenge area. The left part of the challenge shows the handwritten number "5363689" on a white background. The right part shows a blurred image of a building. Below the challenge is a text input field containing the number "5363689 18". To the right of the input field are icons for a refresh button, a volume icon, and a help icon. Below the input field is a link for "Privacy & Terms". To the right of the input field is the reCAPTCHA logo with the text "stop spam. read books." Below the entire interface is a large "Suggest" button.

2. Scroll down to view all of the keyword suggestions for the term you searched. You can click on them to view even more suggestions. Keep in mind, these are terms that are directly pulled from Google's autocomplete feature, so they are another way to learn more about what people are searching for.

↑ driving tips

- driving tips
- driving tips in snow
- driving tips for winter
- driving tips gta 5
- driving tips turning
- driving tips golf
- driving tips for test
- driving tips forza 5
- driving tips for black ice
- driving tips on ice

↑ driving tips +

- driving tips in snow
- driving tips for winter
- driving tips gta 5
- driving tips turning
- driving tips golf
- driving tips for test
- driving tips forza 5
- driving tips for black ice
- driving tips on ice
- driving tips on icy roads

Best Practices for Keywords

As already mentioned, using keywords can help increase traffic to your blog and website, since they can make it easier for users to find you online. However, after conducting your keyword research, how should you incorporate those keywords into your content?

Use Keywords Naturally

The most important thing to note about using keywords in your blog posts is that they should only be **included in a natural way**. What does this mean? The main focus of your post should be your content, not the keywords. The terms should not stand out as obvious keywords that don't fit in easily with the rest of the content:

Social Media Management Tips

Are you using the latest **social media** to full advantage? When done well, it can be a boon to your agency, but it can also detract from your success if mismanaged. If your agency has never taken your **social media strategy** seriously, the New Year is the perfect time to start! Here are some tips to help you post smarter:

Another way to ensure that you are using keywords in a natural way is to make sure that you are not overusing them. This is called 'keyword stuffing' and can actually hurt your overall SEO efforts. Mentioning a keyword 1 to 3 times in a blog post is usually enough.

Long-tail Keywords

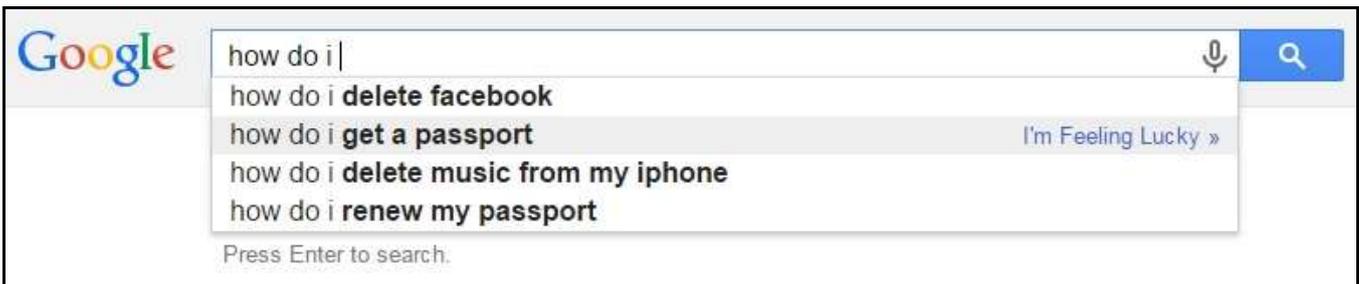
One way to help drive more traffic to your blog posts and, in turn to your website, is to utilise a long-tail keyword strategy. Using long-tail keywords in your content may increase the traffic that reaches your blog. Visitors who use long-tail keywords to find

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your website in the search results may stay on your page longer, since they found your page using a more specific term.

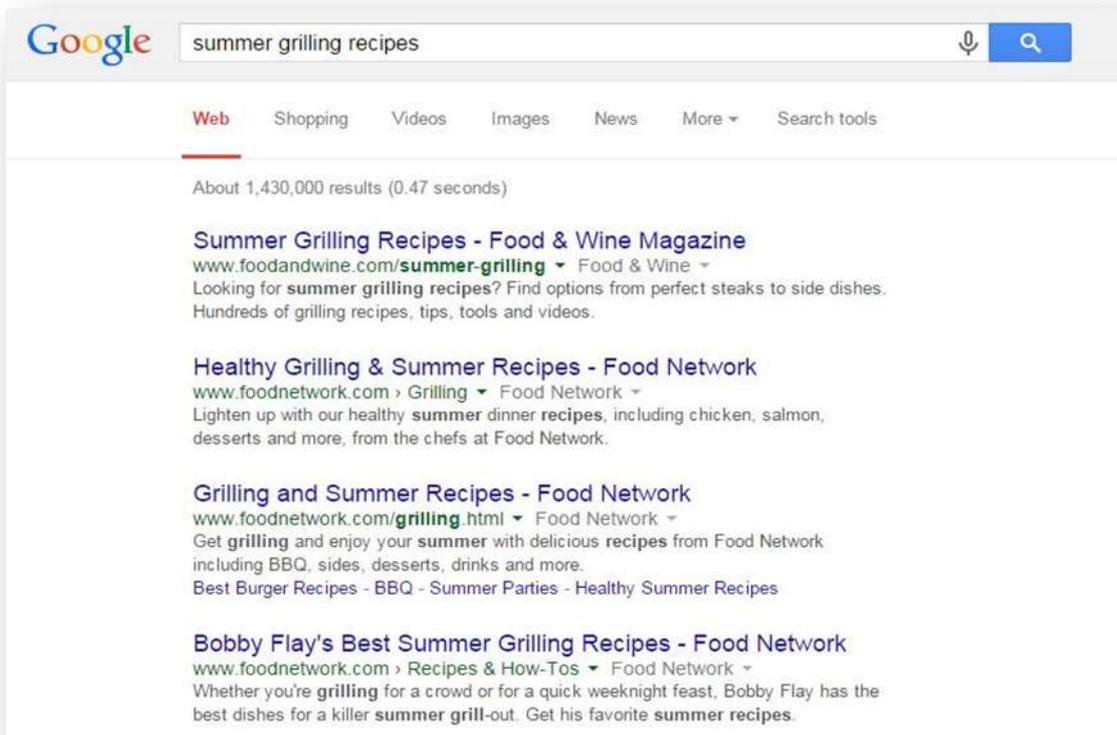
Due to changes in Google's algorithm and user behaviour in recent years, many older best practices for keyword implementation in content and search have become outdated. Remember when you would need to type one or two very particular terms, into Google in order to find the information you were looking for? Those days are over.

Google and the other search engines have become more advanced. They understand more complex searches, like phrases, questions and even synonyms of words. People are now searching for information using many words at a time, often in the form of a sentence or question.



So, if people are searching in new ways and the search engines are working in more advanced ways, wouldn't it make sense for you to use an updated keyword strategy? If users are searching using longer and more specific phrases, these are the types of phrases you can be using to reach them.

For example: Imagine you are searching for tips for safe driving in winter weather. You might type in 'winter driving tips' or 'tips for driving in the snow'. Next, when you click the search button and are given the long list of results to choose from, which one do you choose? Chances are you will be more likely to click on a search result that has your phrase directly in it, right? Well, you're not alone. This is the basis of a long-tail keyword strategy.



What exactly are long-tail keywords?

- These keywords contain three or more words, together in one phrase. Typical keywords (also called 'head terms') are made up of only one or two words.
- They tend to have a more specific focus than regular keywords, since there are more words to narrow down the search.

Examples of long-tail keywords:

- What to do if you have hit a parked car
- Motor insurance tips
- Easy ways to save money
- Home safety tips

How to Implement the Long-tail Keyword Strategy

1. Conduct keyword research before writing your blog posts to get a better idea of what terms and phrases people are using when searching about your topics. Focus on Google Adwords Keyword Planner, Google Auto Suggest and Ubersuggest to help you find long-tail keywords.
2. Use long-tail keyword phrases in the titles of your blog posts and do so in a natural way.



3. Use long-tail keyword phrases in your blog posts 1 to 3 times, and incorporate them in a natural way. As previously mentioned, it is important not to overdo your keyword use.
4. Include keyword phrases in the meta descriptions and title tags of your blog posts, and do so in a natural way. Adding your keywords into these fields when publishing your blog post will help allow the search engines to better understand and recognise the topic, value and relevancy of your content. These fields will also affect how blog posts appear in search engine results.

