

IMPORTANT, Add SEO Keywords to Your Business Website

written by Jude Campbell | October 19, 2023



What are SEO Keywords and How Do I Used Them?

SEO, or **Search Engine Optimization**, is a crucial part of online marketing and brand visibility. Keywords are the cornerstone of SEO. They are the phrases and terms people enter into search engines like Google, Bing, or Yahoo when looking for a particular service, product, or information. Here's a breakdown of the significance and application of SEO keywords:

1. Identifying Relevant Keywords:

- Understanding what potential customers are searching for is essential. Identifying relevant keywords helps in aligning the website's content with the terms and phrases your target audience is using.

2. Website Ranking:

- Incorporating the right keywords into your website's content can significantly enhance its ranking on search engine results pages (SERPs), making it easier for potential customers to find you.

3. Content Creation:

- Keywords guide content creation, ensuring the content is relevant to the audience and can help in solving their problems or answering their questions.

4. Competitive Analysis:

- By analyzing the keywords your competitors are ranking for, you can better understand the market dynamics and adjust your SEO strategy accordingly.

5. Traffic Analysis:

- SEO tools can provide insights into which keywords are driving traffic to your site, which can be valuable for refining your content and SEO strategies.

6. Long-Tail Keywords:

- These are longer and more specific keyword phrases. They often have lower search volumes but can attract more qualified traffic, which can be more beneficial for conversion.

7. Keyword Optimization:

- It's not just about having the right keywords but optimizing them effectively within your website's content, meta descriptions, and title tags.

8. Monitoring and Adjusting:

- SEO isn't a one-time task. It requires ongoing monitoring and adjusting to ensure the keywords remain relevant and continue to perform well in driving traffic.

9. Local SEO:

- For businesses with a physical location or those that serve a specific geographic area, local SEO keywords are crucial. These keywords often include locations or areas served.

10. Keyword Tools:

- There are various tools available, like Google Keyword Planner or SEMrush, that can help in keyword research and analysis, providing insights into keyword performance, search volumes, and competition.

Utilizing SEO keywords strategically can significantly boost Savvy Brain's online visibility, attract more organic traffic, and ultimately lead to higher conversion rates. It's an ongoing effort that requires continuous monitoring, analysis, and adjustments to stay ahead in the digital landscape.

How to Edit Keywords on the website builder included in Selling Lane.

When you are adding keywords to [Selling Lane's Website Builder](#), remember to put commas between the keywords. This will make each of them separate in the eyes of the Google search engines, for example, "blacktop sealing, pothole repair,"



Example of how to add keywords in the website builder included in Selling Lane

It's super simple to add keywords to selling lanes website builder. We highly recommend. don't mess this step because it is incredibly important, because it helps [Google](#) and [Bing](#) in [Yahoo](#) find your website.

What is The [Website Builder](#) Included in Selling Lane?

We realize that most small businesses don't have a website, especially when they initially start up. So we include a [comprehensive business website feature](#) in Selling Lane, when you are a Selling Lane member. The website builder, allows you to post images, describe your products, list your phone

numbers and social sites, and very easy steps.

Example Keywords by Business Type,

Every business is slightly different, and you know your business Best. Before you begin picking keywords, ask yourself, **what would people do if they were searching for the things you do**. For example, if I am looking for a plumber at one in the morning, I might search “plumbing service open 24 hours”

Here are three examples of keywords by business.

Suggested Keywords for a Blacktop Business

[dt_code_final] Blacktop sealing, asphalt repair, driveway resurfacing, pothole filling, blacktop installation, asphalt maintenance, parking lot paving, blacktop crack repair, asphalt seal coating, commercial blacktop services.[/dt_code_final]

Why do these keywords make sense for a blacktop service?

1. **Blacktop paving:** This is a primary service offered by blacktop businesses and is a common search term for those looking to pave a new area.
2. **Asphalt repair:** Over time, asphalt can degrade and require repairs. This keyword targets those looking for repair services.
3. **Driveway sealing:** A common maintenance service for homeowners to prolong the life of their driveways.
4. **Parking lot resurfacing:** Commercial entities often search for this service to maintain and improve the appearance and functionality of their parking areas.
5. **Asphalt maintenance:** A general term that encompasses various services, ensuring the longevity of the paved surface.
6. **Blacktop crack filling:** Specific to repairing cracks which can be a precursor to more significant damages if not addressed.
7. **Tar-and-chip driveways:** An alternative to traditional asphalt driveways, offering a different aesthetic and texture.
8. **Commercial paving services:** Targets businesses that have larger scale paving needs.
9. **Residential blacktop solutions:** Targets homeowners looking for driveway or other residential paving services.
10. **Pothole repair:** Potholes are common issues in roads and parking lots, and repairing them is a frequent service offered by blacktop businesses.

These keywords were chosen based on the range of services a blacktop business typically offers, from installation to maintenance and repair. They cater to both residential and commercial audiences and cover the most common issues and needs that potential customers might search for.

Suggested Keywords for a Hairdresser

[dt_code_final] Hair styling, hair coloring, haircuts, balayage, keratin treatments, bridal hairstyles, hair extensions, hair straightening, hair highlights, hair salon services.[/dt_code_final]

TITLE when, adding keywords, it's usually expected that they are separated by commas.

Why do these keywords make sense for a hairdresser

1. **Haircut and styling:** This is a fundamental service every hairdresser offers, and it's a common search term for individuals seeking a new look or routine maintenance.
2. **Hair coloring services:** Many clients look for coloring, be it for covering grays, highlights, or a complete color change.
3. **Bridal hairdos:** Special occasions, especially weddings, require specialized hairstyles. This keyword targets those with upcoming nuptials.
4. **Hair treatments:** From deep conditioning to treatments for damaged hair, this keyword caters to those looking to improve their hair's health.
5. **Men's barbering:** Not all hairdressers cater to men, so specifying this can attract male clientele seeking cuts and shaves.
6. **Trendy haircuts:** Fashion-forward clients might be searching for the latest styles, making this a relevant keyword.
7. **Hair extensions:** Extensions are popular for adding length and volume, and many seek professional installation.
8. **Keratin treatments:** A sought-after service for those desiring smoother, straighter hair.
9. **Hair salon near me:** A common search term for individuals looking for local hairdressing services.
10. **Professional hair products:** Many clients look for quality hair products, and hairdressers often sell or recommend them.

Suggested Keywords for a Consulting service for Startups

[dt_code_final] Startup business consulting, startup mentorship, business plan development, funding strategy, market analysis, lean startup methodology, product launch strategy, startup scaling advice, investor pitch guidance, startup legal advice[/dt_code_final]

TITLE when, adding keywords, it's usually expected that they are separated by commas.

Why do these keywords make sense for a consulting service for startups?

1. **Startup business consulting:** A broad term that captures the essence of the service, attracting startups looking for general guidance.
2. **Startup mentorship:** Many startups seek mentors who've been through the startup journey and can provide personalized advice.
3. **Business plan development:** Essential for startups, especially those seeking funding or trying to map out their business's future.
4. **Funding strategy:** Many startups need advice on raising capital, be it from angel investors, venture capitalists, or other sources.
5. **Market analysis:** Understanding the market is crucial for any startup's success, and consultants can offer insights into market trends, competition, and potential opportunities.
6. **Lean startup methodology:** A popular approach to building startups, focusing on creating a minimum viable product and iterating based on feedback.
7. **Product launch strategy:** Startups need a plan for launching their product to the market, ensuring it gets the attention and traction it deserves.
8. **Startup scaling advice:** Once a startup finds its footing, the next challenge is scaling, which comes with its own set of challenges.
9. **Investor pitch guidance:** Crafting the perfect pitch is crucial for startups seeking investment, and consultants can offer invaluable feedback.
10. **Startup legal advice:** Navigating the legal landscape, from patents to contracts, is a challenge for many startups.

These keywords were chosen to encompass the wide range of challenges startups face and the services a consulting firm might offer to address them. They target both early-stage startups looking to get off the ground and more established startups facing scaling or funding challenges.