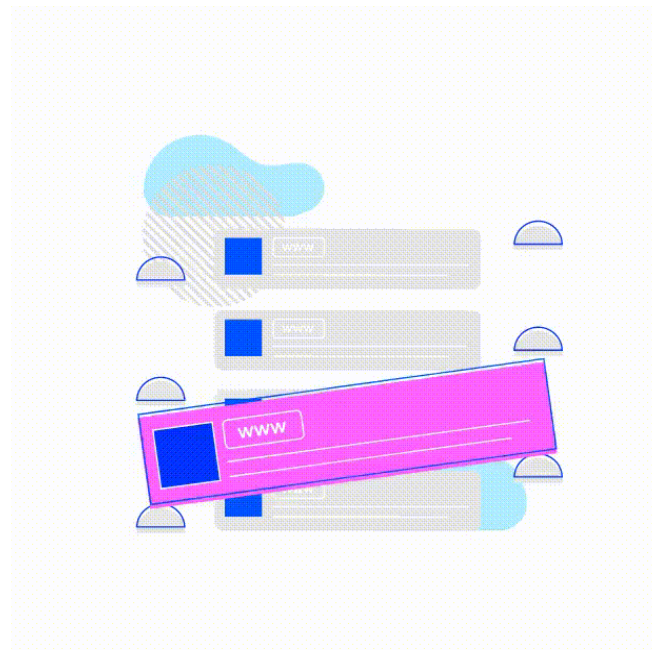


# FREE HOW TO GUIDE

Your ultimate concise guide to giving you that edge in the Digital Landscape, by Digitally Organic. Know the secrets that can bring your business to the top of Google.

## About Digitally Organic:

Digitally Organic is your RELIABLE and responsive digital marketing team. With the HIGHEST ROI data driven solutions.



## SERVICES AND EVENTS:

### FREE SEO WORKSHOP

Get ready to level up your digital marketing skills! An online event where you'll learn to drive traffic to your website.

### SEO BUDDY SERVICE

Discover how to optimise your website to attract more customers, boost your online visibility, and outshine your competitors. Take charge of your online presence and drive growth for your business today.

### WEBSITE ANALYSIS AND LIVE STRATEGY

Get a live walkthrough that breaks down exactly what you need to do to drive traffic to your website from the experts.

# 3 Tips to grow traffic on your website using keywords.

## Content:

- [What is SEO](#)
- [What is a search query \(keyword\)](#)
- [Different types of keywords](#)
- [Different keyword intent](#)
- [Keyword difficulty and its impact](#)
- [Do's, don'ts suggestions & for implementing keywords](#)
- [In Summary](#)

**60% of start up businesses within the UK fail in their first 5 years** & 20% of failures occur within year 1. Of the top causes of failure, 80% is directly linked to a under-developed marketing /business plan- According to [business-insolvency-helpline.co.uk](http://business-insolvency-helpline.co.uk)

In this article, we will focus on a section of organic marketing and the importance of understanding what your users are typing into search engines to find your business so that you can drive more traffic to your website.

A visually appealing website is crucial, and it's often the next step after creating your logo and choosing your business name. However, the real challenge lies in marketing your brand to secure those all-important sales. That's where Search Engine Optimization (SEO) comes into play. It is the organic way of marketing your business online.

## What is SEO:

Search Engine Optimization (SEO) is a method of enhancing a website's visibility in search engines like Google, Bing, and Yahoo. By strategically targeting users' search queries through relevant keywords, you can achieve higher rankings in search results. This, in turn, boosts website traffic and leads to increased sales.

## What is a search query (keyword)?

Let's consider the example of a candle company. As a customer looking for candles, you might conduct a Google search using the keywords "yankee candles" - this would be a search query or keywords.

## Different types of keywords:





















- Branded keyword: A keyword that includes the company name is known as a branded keyword, for instance, "Yankee Candles". In this case, "Yankee" represents the company name.
- Non branded: A keyword like "scented candles" is considered a generic search term because it does not include any specific branded term. Instead, "scented" serves as a descriptive word, allowing customers to find a wide variety of scented candles from different brands and sources.

## Different keyword intents:

Understanding keyword intent is crucial to ensure that you implement the right keywords and target the appropriate audience.

- Transactional: When people are searching with the intention to make a purchase, they would use search terms like "yankee candle sale".
- Commercial: When people are trying to look for brands or companies that sell a particular product or service, like "candles", they are trying to find the best candle company that suits their needs.
- Informational: When individuals are seeking information or guidance on a particular topic, such as "How to make a candle".
- Navigational: When users are looking for a specific page or website, they might search for something like "yankee candle UK".

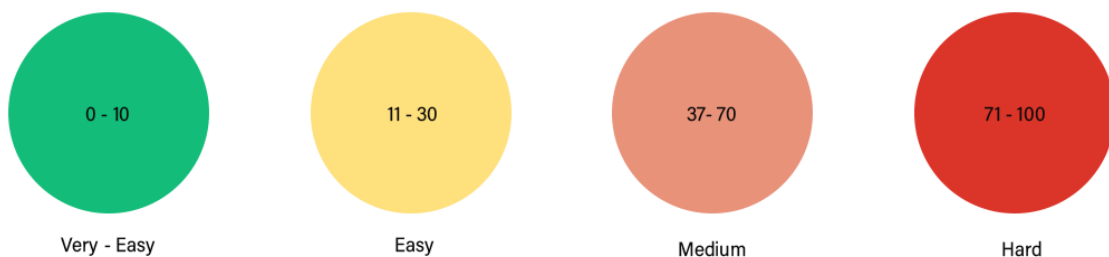
By understanding the intent behind each type of keyword, you can optimise your content and marketing strategies to better meet the needs of your target audience.

| <input type="checkbox"/> Keyword  | Intent | Seed keyword | Volume | Trend   | Click potential | KD %  | CPC (USD) | Com. Density | SF | Top Comp. | Updated   |
|---|--------|--------------|--------|---|-----------------|---|-----------|--------------|----|-----------|---|
| <input type="checkbox"/>  candles                | C      | candle       | 49,500 |  | 60              | 53  | 0.63      | 1            | 0  | n/a       | Now  |
| <input type="checkbox"/>  yankee candle gift set | I T    | candles      | 12,100 |  | 90              | 41  | 0.33      | 1            | 0  | n/a       | Now  |
| <input type="checkbox"/>  yankee candle sale     | T      | candles      | 6,600  |  | 90              | 53  | 0.36      | 1            | 0  | n/a       | Now  |
| <input type="checkbox"/>  yankee candle uk       | N      | candles      | 3,600  |  | 90              | 51  | 0.36      | 1            | 0  | n/a       | Now  |
| <input type="checkbox"/>  yankee candle          | N      | candles      | 90,500 |  | 75              | 64  | 0.35      | 1            | 0  | n/a       | Now  |

## Keyword difficulty:

This refers to the level of difficulty in acquiring keywords compared to your competitors. The higher the number, the harder it is to rank for a particular keyword. If you're attempting to rank for a challenging keyword, the best suggestion is to have a comprehensive SEO strategy completed for your website or brand.

Let's consider the keyword term "candle". This has a difficulty rating of 53, indicating that it is considered a difficult keyword to rank for. On the other hand, "candle advent calendar" only has a difficulty level of 21, making it relatively easier to rank for. Understanding this difference can not only help you plan your path effectively, but also avoid competing with business giants before you are fully prepared.



## Let's dive in: Dos, Don'ts & Suggestions:

When implementing keywords into your website.

### Don'ts:

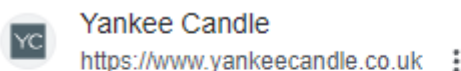
- Don't complicate your services to sound fancy or over-describe your product; keep it simple.
- Don't use too many descriptive words unless you are sure users are searching for them.
- Don't only focus on transactional keywords, use commercial and informational also.
- Don't target keywords that have a high difficulty.
- Don't add the same keywords too frequently on your website, as Google may penalise you.

### Do's:

- Ensure your keyword is listed in your main title.
- Ensure your keyword is also in your description 3-4 times.
- Ensure your keyword is in 1-2 headers.
- Ensure your keyword is listed in your images.
- Ensure you do keyword research.
- Ensure your keywords are in your meta title and description.

### Suggestions:

- **Tip 1:** Use 7-day free trials on applications such as Semrush, Ahrefs, and Moz to do keyword research.
- **Tip 2:** Type your keyword into Google and see who is ranked 1st. Copy and improve how they have used their keywords on their webpage and in their meta description.
- **Tip 3:** Meta title and descriptions are very important - they are the 1st thing your customers see and read to make sure it sells what you do well. ( Matching search intent)



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- Add FAQs related to your keywords on your website.
- Create blogs related to your keywords - this will help you acquire them quicker.
- Get an expert to suggest the best keywords for your website so you can increase your website visibility.
- Join our Digital Hub to get monthly updates and information on how to drive traffic to your business.

## **In summary:**

Know what your users are searching for - don't guess and hope for luck. No one is typing in phrases like "heaven-kissed fragrance with a touch of lemon". Instead, they are searching for something basic and straightforward, like "large candles" or "candle advent calendar." Use the free tools mentioned and get a team behind you if you want to drive more traffic to your business.