

STEALTH™
search and analytics



A Pam Ann Marketing Company

Killer Keywords: How to Write Content For Both Humans and Search Engines

WordCamp Montclair 2019

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DOWNLOAD THESE SLIDES AT:

StealthSearch.com

Click on “Slides”

WHO AM I?

- Lifelong Nerd
 - Started coding on Commodore 64 at 6 years old.
 - Started building sites in HTML in 1997
- Experienced SEO
 - Been doing SEO & PPC professionally since 2005
- SEO Agency Owner
 - Pam Ann Marketing has been in business for over 6 years and provides SEO & PPC services to established businesses and funded startups
 - Stealth™ Search & Analytics launched this year, and provides digital agencies with private-label SEO, PPC, and Analytics services and training to help them grow.
- Metalhead
 - Favorite bands include Killswitch Engage, Fear Factory, and, of course, SLAYER!!! 🤘



Tweet me at:
[@PamAnnMarketing](https://twitter.com/PamAnnMarketing)

WHAT NOT TO DO

Family Law Attorney Plano TX

Each dedicated **family law attorney Plano TX** residents recommend from [REDACTED], understands that the legal matters involving divorce, children, or other family issues can be stressful and emotional. In many family law cases, the matters at hand are often life-altering events which lead to marriages, child custody changing, or financial positions shifting.

Every experienced **Plano family law attorney** at [REDACTED] strives to help clients and families obtain the best outcomes possible. Some of the legal services we provide include:

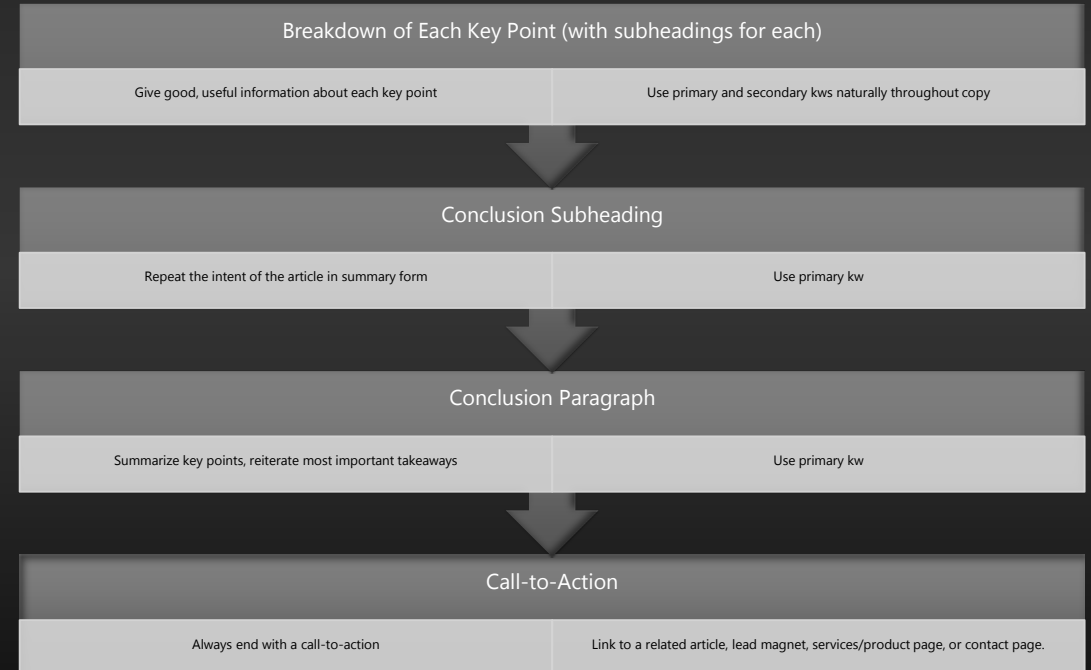
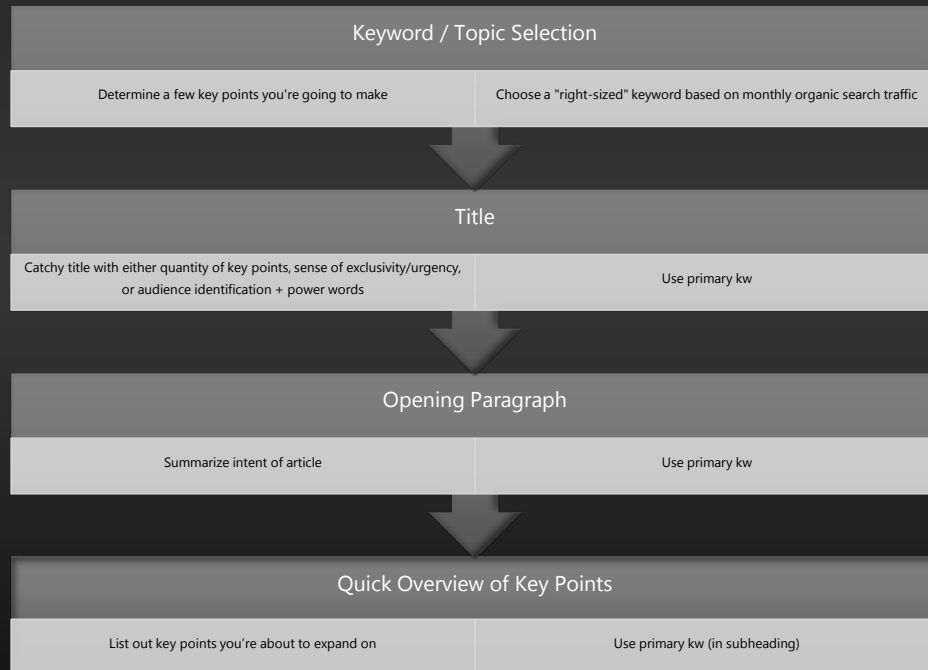
Divorce

Even the most amicable divorce can quickly turn on its head, and all of a sudden, neither spouse can agree on anything. The **family law attorney Plano TX** community members depend on may help negotiate a fair divorce settlement. When a marriage is ending, there are many issues that need to be addressed, especially in dividing the marital estate include:



FORMULA FOR SUCCESS

The following formula will help guide you in writing successfully for both humans and search engines every time.



YOUR WEBSITE HAS TWO AUDIENCES



Humans



Search Engines

WHAT HUMANS WANT



Human

- High-quality advice
- Natural-sounding language
- Short, digestible snippets of information

WHAT SEARCH ENGINES WANT



Search Engine

- High-quality advice
- Natural-sounding language
- Long length, thousands of words

The average Google first page result contains 1,890 words.

Source

COMPROMISING

Pick a specific number of points you want to make about a topic

Write thoroughly about each point so that word count is high, but...

Break down each point with subheadings to make it easily skimmable & digestible, and...

Include visual assets to break up the copy so it doesn't look like a term paper

HOW TO WRITE FOR HUMANS



Humans

WRITING FOR HUMANS

1. Provide high-quality advice in natural-sounding copy
2. Break down with subtitles by key point
3. Use catchy titles

WRITING FOR HUMANS

- Make titles catchy by:
 - Including the number of points in the title
 - Adding a sense of exclusivity or urgency
 - Identifying your audience
 - Include the result of your advice (WIIFM)
 - e.g. “Increase Online Sales”
 - Use powerful words

Top 5 Marketing Strategies for Success

There Are Only 3 Ways to Increase Online Sales

Essential Marketing Tips for Contractors

WRITING FOR HUMANS

simple
valuable inspire
great killer
brilliant
beautiful epic
most important
excellent free
ultimate
kickass best
useful

outperform
conquer boost
breakthrough
shocking really
amazing matter
revamp
exceed secret
unknown win beat
easy new right
achieve exclusive overcome
top prosper
now essential
succeed
outshine

HOW TO WRITE FOR SEARCH ENGINES



Search Engines

WRITING FOR SEARCH ENGINES

1. Give thorough advice, so that word count is high
2. Naturally incorporate “right-sized” keywords that people actually search for

SELECT “RIGHT-SIZED” KEYWORDS

Use a keyword research tool to pick phrases with search volume **at or below** your monthly organic traffic number

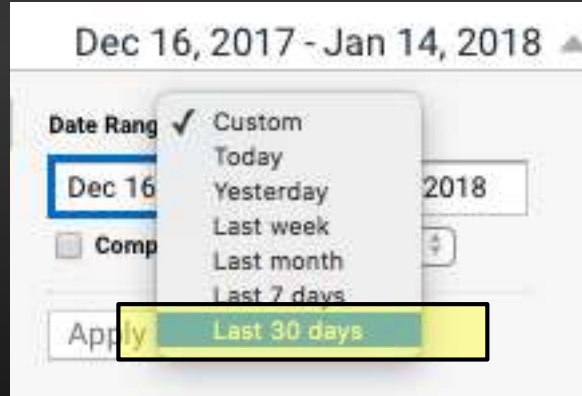
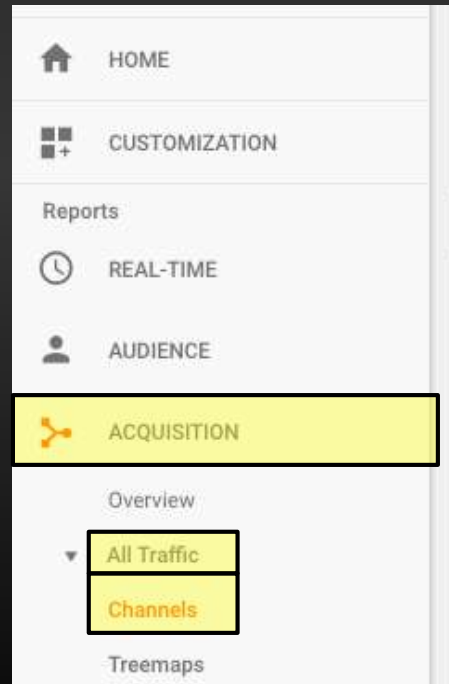
If search engines were willing to rank your site for keywords with larger volume than that, they would be doing so already, and you’d have a higher traffic number.

Therefore, you need to pick “right-sized” keywords that are in a range that search engines are willing to rank you for.

SELECT “RIGHT-SIZED” KEYWORDS

Find out your monthly organic search traffic number in Google Analytics.

Acquisition -> All Traffic -> Channels



Set date range to last 30 days

Take note of organic traffic number

	939
	% of Total: 100.00% (939)
1. Organic Search	583 (62.09%)

KEYWORD SELECTION

 **KWFinder**
Keyword research

 **SERPChecker**
SERP analysis

 **SERPWatcher**
Rank tracking

 **LinkMiner**
Backlink analysis

Features Pricing Knowledge ⌵ ⋮

Find long tail keywords with low SEO difficulty

KWFinder is an easy-to-use keyword research tool bringing perfect keyword ideas.

Suggestions Autocomplete Questions

Our favorite: KWFinder.com, plans from \$30 - \$130/mo

KEYWORD SELECTION

Pick a primary keyword for each piece of content with search volume **at or below** your monthly organic traffic number.

Keywords 	▲ Search Volume 
ac compressor failure	 90

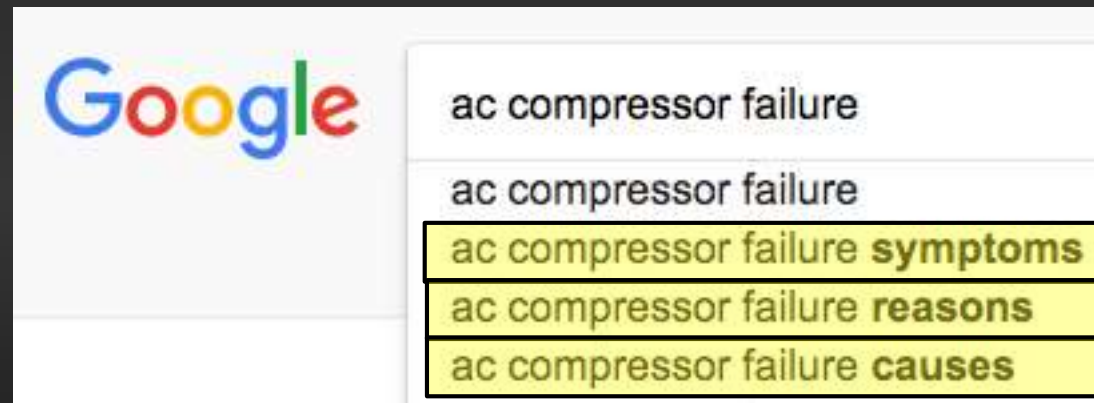
KEYWORD SELECTION

Also pick a few secondary/supporting phrases for context.

symptoms of ac compressor failure	90
home ac compressor failure symptoms	90
what causes ac compressor failure	70
ac compressor bearing failure	50
ac compressor valve failure	30
air conditioner compressor failure	30
causes of ac compressor failure	20
car ac compressor failure symptoms	20

KEYWORD SELECTION

Use search suggest for additional secondary keyword ideas.



KEYWORD SELECTION

Google each term to make sure that the search results have the right context for the intent of your article or page.

AC compressor failure: 5 reasons it happens and what to check

<https://www.bobsheatandac.com/ac-compressor-failure> ▼

Feb 14, 2017 - AC compressor failure can have multiple root causes. Read our blog post for what to look for. Then, call Bob's for expert AC repair in southern Louisiana.

Air Conditioner Compressor Failure: The Causes how can it Be ...

www.hydesac.com/air-conditioner-compressor-failure-causes-can-prevented/ ▼

When your air conditioner breaks down and you call Hyde's to have it inspected, one of the last things you want your technician to tell you is that your compressor has failed. That's because the compressor plays a crucial role in the air conditioning process, and it's one of the most expensive parts to repair or replace. Luckily ...

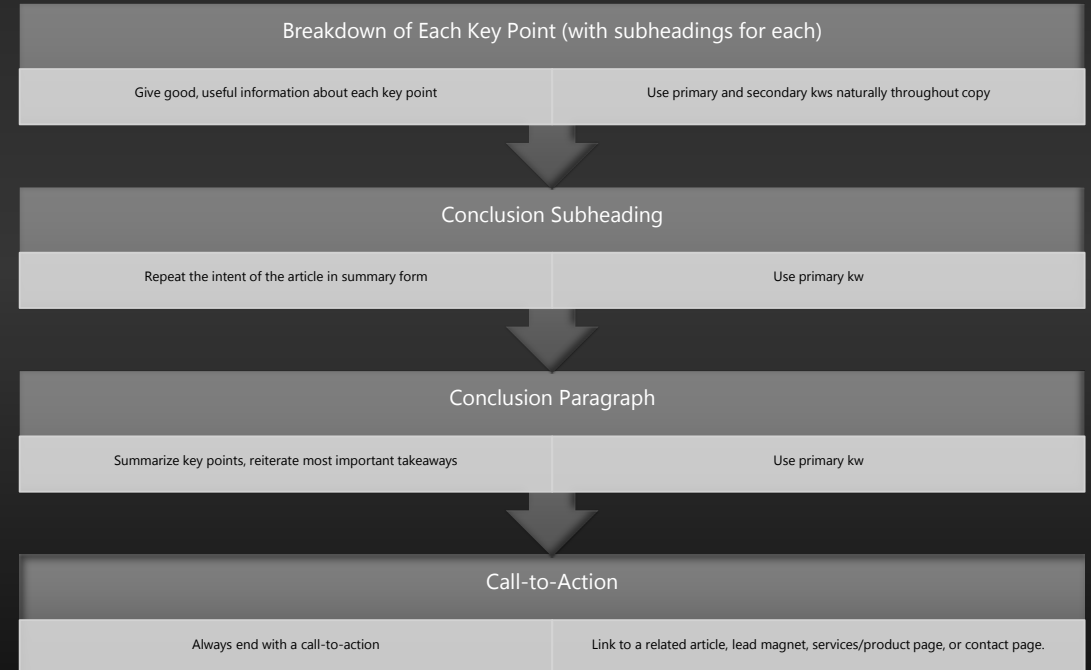
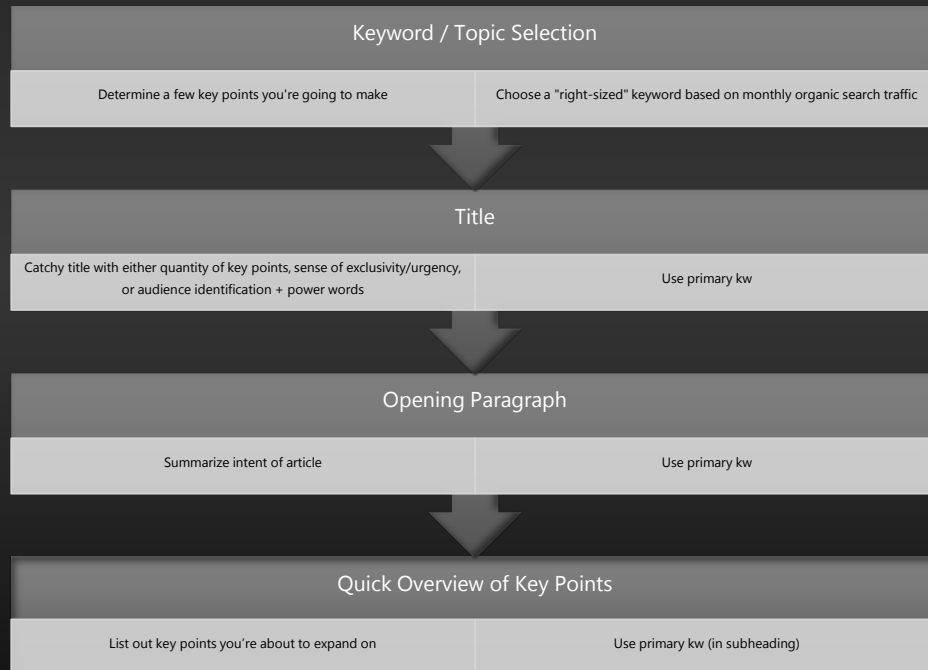
HVAC Compressor Failure - Air Conditioner Repair

<https://highperformancehvac.com/air-conditioner-compressor-failure/> ▼

HVAC Compressor Failure - Air Conditioner Repair There may come a day when your air conditioner or heat pump system fails to cool your home or business and.

FORMULA FOR SUCCESS

The following formula will help guide you in writing successfully for both humans and search engines every time.



TITLE & OPENING PARAGRAPH

Use the primary keyword in the title, and repeat it in the opening paragraph.

5 Symptoms of AC Compressor Failure

If your air conditioner is doing something unusual, you may be wondering if it's a small problem you can tackle yourself, or if you need to call in the professionals. If you suspect that the problem may be an impending **AC compressor failure**, that's a big concern.

As you may know, the compressor is the heart of your air conditioning system, responsible for pressurizing refrigerant so it can do its job of absorbing heat from the air in your space and releasing it outside. When it breaks down, it's an expensive fix that might even require you to replace the entire system. So you're right to be worried. When you suspect your AC compressor might be failing, always have the problem diagnosed by a qualified professional right away.

QUICK OVERVIEW OF KEY POINTS

Include the primary keyword in a quick overview of the key points you're about to make (in a subheading).

Top 5 symptoms of **AC compressor failure**: what's going on?

Here are 5 telltale symptoms of AC compressor failure. We'll explain more about each one below.

- › The compressor doesn't turn on at all
- › The system is blowing warm air
- › The system keeps tripping the circuit breaker
- › The outside unit shakes when it starts up
- › The outside condensing unit is making strange noises

BREAK DOWN EACH KEY POINT

- Break down each key point.
- Include the primary keyword naturally.
- “Pepper in” the secondary/supporting keywords at least once each throughout.

5. Noisy condenser

Does your outside air conditioning unit sound a lot louder than usual, or making strange noises you haven't heard before? These symptoms of **AC compressor failure** can happen due to failing electrical components or even a fan motor that has become dislodged and is rattling around inside the condenser unit. However, you should have it fixed before strain on the system leads to compressor failure.

CONCLUSION

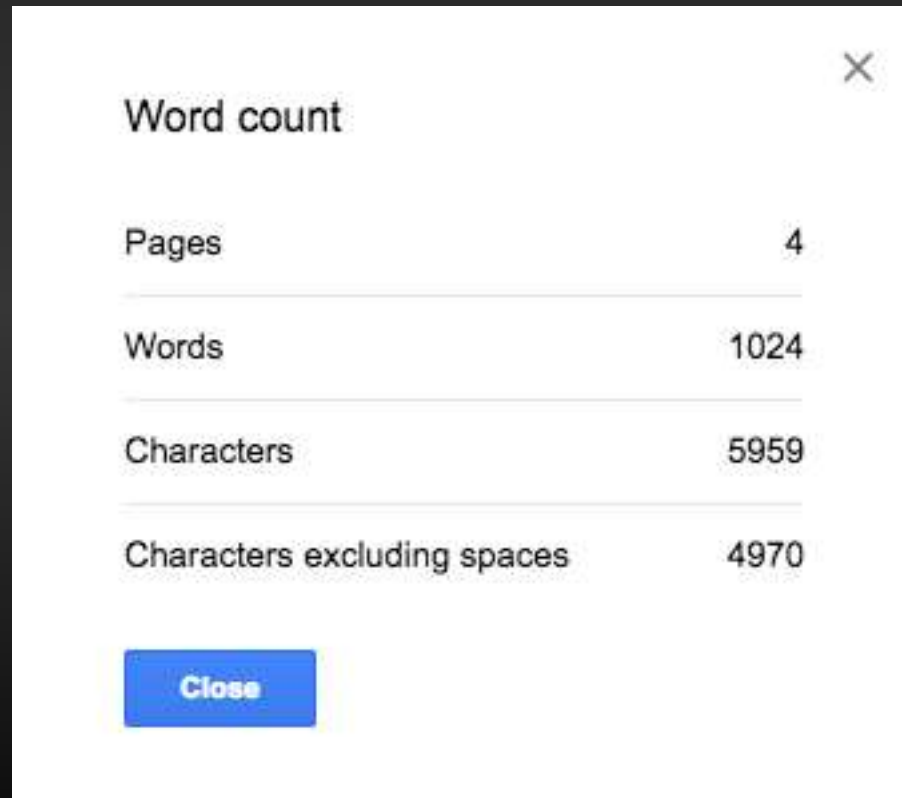
Include the primary keyword in your conclusion, both in a subheading and in the conclusion paragraph.

The lesson: Don't ignore symptoms of **AC compressor failure**

Especially when you're talking about a commercial system, you and lots of other people are relying on your air conditioner. When it's not working properly, that impacts your employees' productivity and can even cause you to lose customers. While it may be tempting to put off dealing with symptoms of **AC compressor failure** (hoping the problem might just go away on its own) that's unlikely to happen. And you'll likely cause more damage and higher repair bills by waiting.

WORD COUNT & USES OF PHRASE

Count up your total uses of the primary phrase.



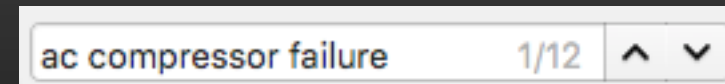
A screenshot of a word count tool interface. The title is "Word count" with a close button (X) in the top right corner. The interface displays the following statistics:

Pages	4
Words	1024
Characters	5959
Characters excluding spaces	4970

At the bottom, there is a blue button labeled "Close".

Aim for at least 1 time per 100 words.

DO NOT exceed 2 times per 100 words.



A screenshot of a search bar interface. The search term is "ac compressor failure". To the right of the search term, it displays "1/12" and two small arrows (up and down) indicating a dropdown menu.

1,000 words = min 10 times, max 20 times

FAQ: QUESTION PHRASES

Open with the question in the title and repeat it in the opening.

What can affect ovulation?

While there's a long list of things that need to happen, at the right time, in the right place, in order for a woman to get pregnant, ovulation is definitely one of the most important pieces of the puzzle. Ovulation is the typically once-monthly process by which an egg, beginning in the follicle, matures and releases into the fallopian tubes, where it can be fertilized. Without ovulation, there's no egg—and therefore no pregnancy.

Learn more about [ovulation](#).

So [what can affect ovulation](#) and therefore your chance of getting pregnant—or *not* getting pregnant, if that's where you're at?

FAQ: QUESTION PHRASES

Rephrase the question as an answer/statement throughout the copy.

Hormonal birth control uses synthetic versions of progesterone and/or estrogen to interrupt this process and prevent ovulation. For women who decide they're ready to get pregnant, the good news is that hormonal birth control **can affect ovulation** for only as long as it's in your bloodstream; for most types of birth control, that's only about two to three months, maximum, after you stop taking it. (The exception to this is the birth control "Depo" shot, which is intended to be a longer-acting form of birth control and **can affect ovulation** for a longer period.) Hormonal birth control *doesn't* have a long-term effect on fertility.

FAQ: QUESTION PHRASES

Close by repeating the question before your call-to-action.

Have more questions about **what can affect ovulation**, fertility, or egg freezing success?

Contact us.

BONUS! KEYWORD-OPTIMIZE YOUR IMAGES

Bonus! Optimize Your Images Using Your Primary Keyword (Filename & Alt Text)

Image Details

Caption

Alternative Text

Picture of a Man Not Running An Effective Meeting (His Audience is Asleep)



Save As: Running-An-Effective-Meeting.jpg

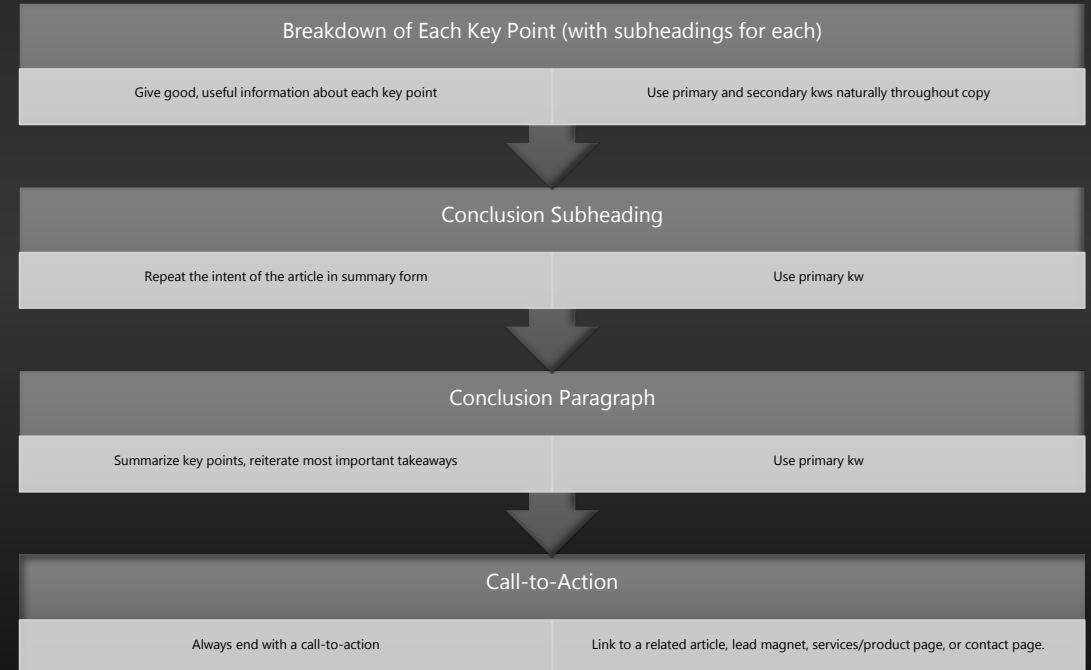
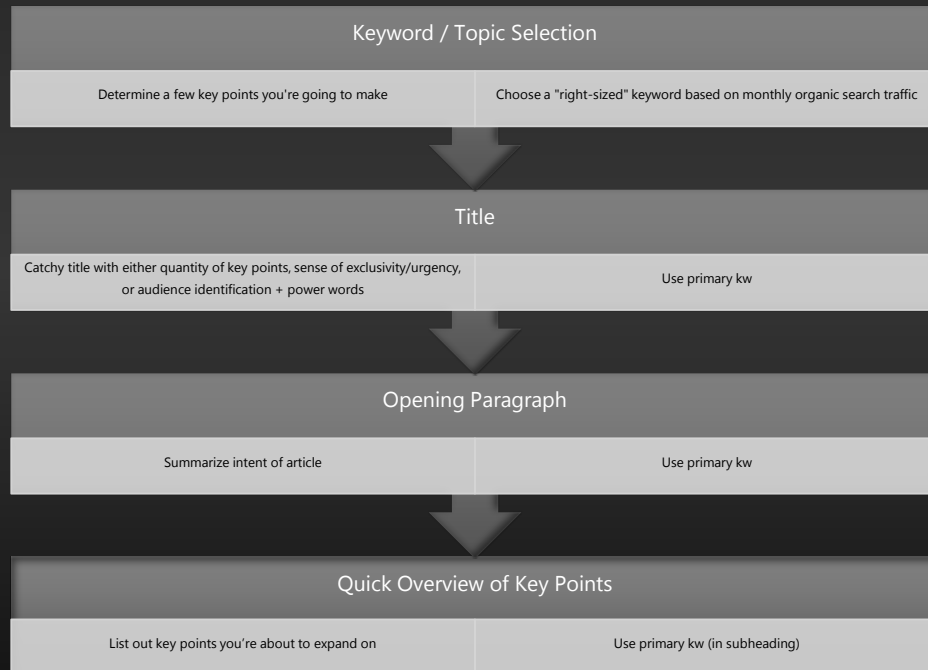
Tags:

(Use hyphens as spaces, NOT underscores!)

Downloads

FORMULA FOR SUCCESS

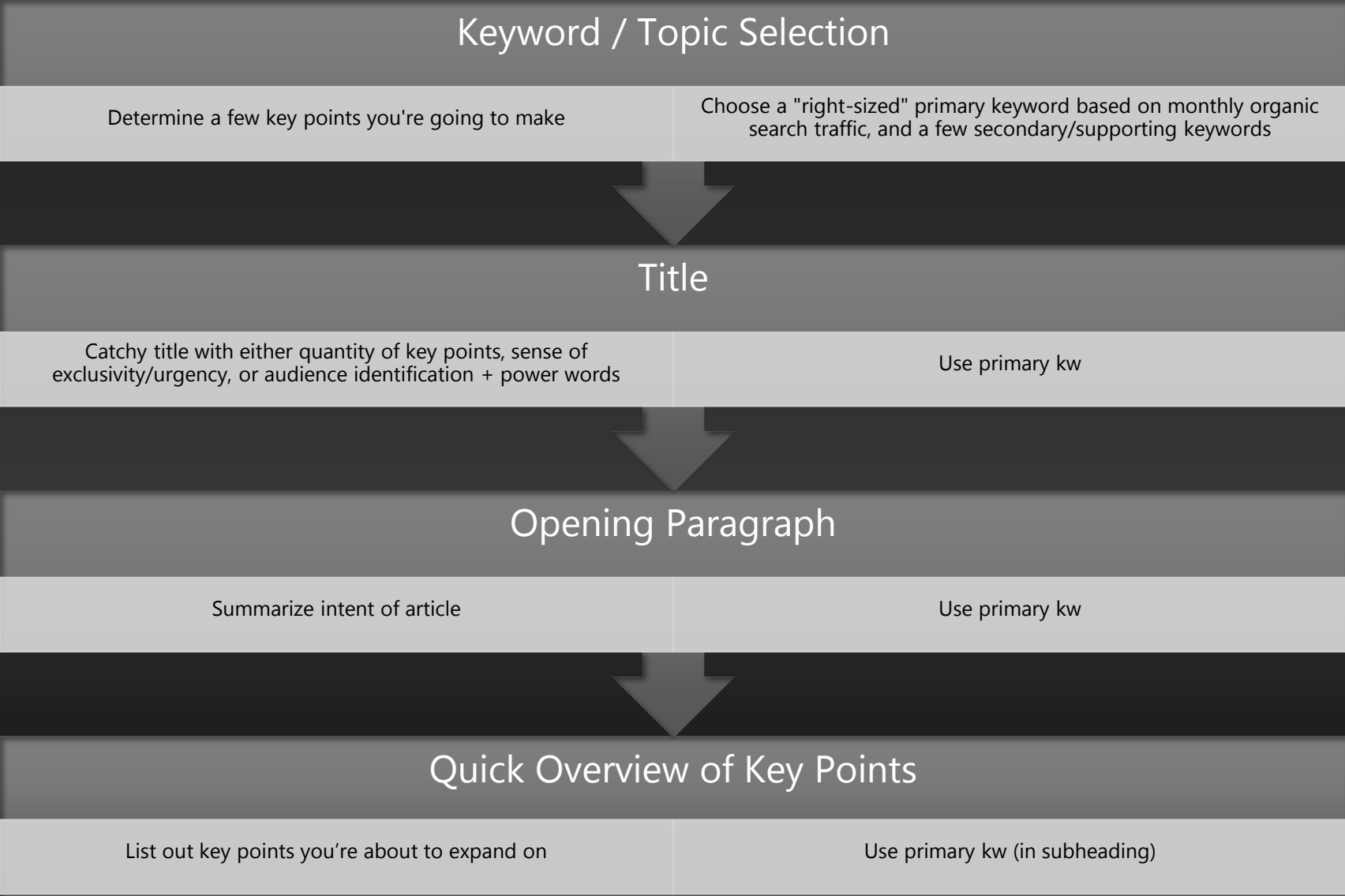
The following template will help guide you in writing successfully for both humans and search engines every time.



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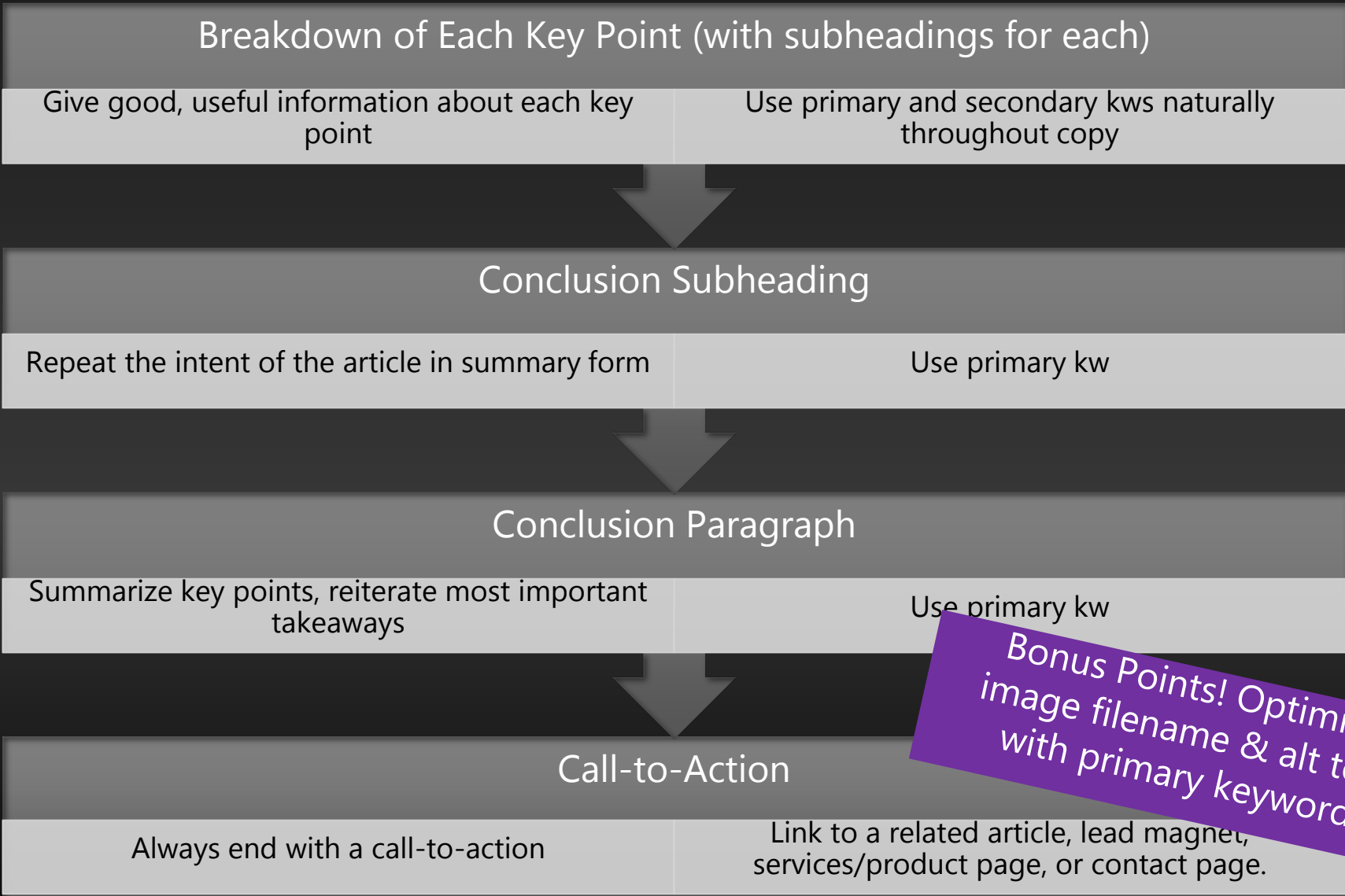
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Bonus Points! Optimize image filename & alt text with primary keyword

THANK YOU!

- THANKS FOR NERDING OUT WITH ME!
- EMAIL FOLLOW-UP QUESTIONS (OR HEAVY METAL MUSIC SUGGESTIONS) TO PAM@PAMANNMARKETING.COM 🤘

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“Flying Under the Radar” to Help Agencies Grow.