

How we do SEO and Key phrase research and implementation

First, understand that every created page is unique. We assign or attempt to rank for one key phrase per page. Anything beyond single phrases is key packing and can be devalued by Google for any search term. Also, if we try to get multiple pages ranking for the same phrase or phrases, we are competing with ourselves and will dilute the impact of the main pages we are trying to rank for.

Another thing to consider is phrases and words that are incidental. Because so much of our site and pages involve similar words and phrases, it is almost impossible not to include those in the specific content for a page. This could be on a landing page, blog, a pillar page, or even an individual product page.

A great example of this is our homepage. Our content could include many words and phrases revolving around stone, rock, landscape, hardscape, flagstone, pavers, retaining wall, boulder, DIY, and even backyard.

A possible selected phrase could be, “where to buy stone near me.” A phrase like this can apply to each location and may very well be the ideal phrase.

Here’s where we start.

We currently employ two tools to help us determine if our selected phrase is worth building the strategy and tactics around. These tools are Google Trends and Ubersuggest.

Whichever tool we start the process with doesn’t really matter. For this example, we’ll start with Google Trends.

On the main site page is a text entry box, where you’ll enter the phrase. In this example, “where to buy stone near me.”

In the resulting page, you can expand or refine the results. The first thing to refine is the time line. We really want to see how the phrase ranks over time. Change the criteria to last 12 months.

At this time, it displays the trend line in the first returned field. The line is fairly consistent over the year, with a slight spike appearing in early summer, where the phrase peaks out at 100 searches per month. If that were consistent, it would be the first indicator that

this phrase is worth pursuing. Unfortunately, the rest of the time, the line is much lower. We want a phrase to have a consistent search rate above 50 per month.

Scrolling down to the next section, we see a map of the United States. Here is where we get a glimpse of how this phrase would perform where our shops actually exist. The current map does not even show Utah, Idaho, Washington, or Oregon as having any search traffic for this term.

At this stage, we could go to Ubersuggest to verify these findings. It appears that we do rank fairly high for this phrase, or variants (stone near me, where to buy stone near me) of the phrase in our selected locations. Unfortunately, we can quickly see that it gets very little to no traffic. Meaning, very few people are actually searching for it. The phrase and variants get about 10 searches per month, which is well below our standard of 50.

What we've discovered is, this phrase is fine for an incidental search, but should not be our main search phrase.

Let's go another direction to see what might be a better phrase for our home page.

In Ubersuggest, navigate to the Keyword Research section.

The page returns a field that we want to enter our URL. (Note. The current iteration of our home page September 1, 2023, has virtually no written content, which is going to skew this result) www.american-stone.com.

The first two sections show two highly correlated trend lines for the past year—organic traffic to the page, and a plethora of keyword and phrases that the page ranks for. Don't mistake rank to mean first page or that people actually find us. You'll see that traffic bottoms out in the winter months and ramps up to a peak in early summer before descending back to the winter bottoms. This is to be expected for the seasonality of our site and business. The key rankings show a similar pattern.

What we really want to see are the next two sections that relate to what is happening on our site for search.

The first section is important, and we'll discuss it more in-depth later as we more fully flesh out our strategy. In short, it indicates the connection between the URL and title of the page and how they impact traffic. As of this writing, one phrase has some interest, "Stone in stock at American Stone." This is perhaps a phrase we should investigate

since it shows a monthly average search of more than 4k. Of course, it is currently the title of our home page, which makes sense.

The SEO keyword section starts to give more meaning to our process. We can see what we currently get the majority of our traffic from and for. Currently, our top phrase is “rock walls.” Now, that might be a great phrase, but we can already see that is way too specific for our home page. In fact, we know we have a page with rock walls in the title and URL. We want, and need to use this phrase there, not our homepage.

American Stone is the next highest keyword, as well it should be. This is absolutely an incidental keyword, but should always be something we are aware of. In fact, several variants are included, such as “American stones, stone American.” There are times where competitors could “buy” the keyword American Stone to redirect traffic. Something to seriously consider when purchasing Google or Bing keyphrases.

Regardless, the next possibility from this top list is “stones suppliers near me.” It shows a really high search volume of more than 8k per month. We should definitely consider this as an ideal candidate. However, it may have some challenges we’ll need to address. So, we need to look at all the SEO key phrases our domain ranks for. Click the button below to see.

The page only shows the top 50 or so. To better gauge the possibilities, you can download the results to a CSV file. As of this writing, a quick scan of the results show more specific phrases and keys that should, and will, be used for the specific pages.

We will continue to use “stones suppliers near me” as the possible search we want. By clicking the arrow next to that phrase, we can get a bit more information.

The result shows several important pieces of information to consider. We’ve already discussed the volume, but now we need to look at the next three boxes. The current SEO difficulty is 27 and easy. That can mean two things—one, we can easily rank, and possibly two, no one is really looking. On the other hand, the paid difficulty is 79 and fairly high. The CPC or cost per click if we were to purchase the phrase is \$3.80, again, pretty high.

The next section shows what type of device is looking for the phrase. It is currently overwhelmingly coming from desktop computers, not mobile devices. When we look at Google Analytics, we see something that doesn’t specifically bode well. Overall site traffic for the preceding year is overwhelmingly from mobile devices by a two to one margin. This could suggest we look for another phrase.

The next section of Ubersuggest shows some possible key phrase ideas. Currently, the top possibility shows some interest. It is, “landscaping stone supplies near me.” We’ll investigate it later.

To see if the original, “stones suppliers near me” should be pursued, we will run it through the Google Trends tool.

Again, we want a whole year of data, so change that filter. Currently, this result is all bad news. Google Trends indicates there is traffic for the phrase across the United States, but there is not enough data to continue. However, it did suggest an incidental that we should keep in mind, “hardscape.” Note: There is something that seems to be a disconnect here. Sometimes, Ubersuggest gives data like we are experiencing here that contradicts the Google Trends. In which case, we need to just decide which to trust more at any given time. This can be a real balance. Google is the authority, but only has information from itself. Ubersuggest presumably uses multiple search engines for its data.

Back to Ubersuggest and through the same process with “landscaping stone supplies near me.” As you have probably already noticed, this phrase nearly includes the same phrase previously with a slight variation “stone supplies near me.” If we are to go with the second choice, it will by default include the variant mentioned as an incidental. The base phrase currently has about 1300 searches per month. The other statistics are actually a bit lower. However, one suggested variant increases and might be easier to mold into content. “landscape stone supplies near me.” This phrase jumps to 1600 per month based on Ubersuggest. Its SEO difficulty, although easy, jumps to 30. The paid difficulty also bumps to 81, while ironically, the CPC is less at \$3.22. Note: this phrase on Google Trends also returns not enough data.

This phrase currently meets our criteria and presents as a viable phrase to use for our home page. Now, we need to implement the strategy.

There are five levels of implementation to sway the organic search. We keep track of our current keyphrase strategy [here](#).

https://docs.google.com/spreadsheets/d/1T6_gQDXrC3N2PqLLQ3eet8efU1WYcxaT/edit#gid=2010169684

First is the title of the page. This should be limited to 65 characters or less. Once this section of a page is accessed through Odo, you can enter this and the meta data

description. You will also notice there is another field at the bottom of this page that Odoo auto populates with possible keywords and phrases. It would seem logical that if you add these, it would somehow give Odoo and Google permission to search for these added phrases. That isn't the case. Odoo is simply looking at the page, the content you have, plus all of the elements we're adding in this section and making recommendations about what you could create as content or what Google might interpret your page as being about. It is not specifically adding benefit for SEO purposes. Regardless, for the example of this title section we'll use:

American Stone | Landscape Stone Near You

Second is the H1 of the page. This should include the phrase, or a close approximation. It can also be the same as the page title. This is also important for overall messaging that defines what we do as a company. To some extent, this should also be used on all other pages. This is what we will use.

When You Want to Make Your Yard Beautiful. We've Got Landscape Stone For You

The third won't apply for the homepage, but it involves the URL. For our homepage, we are just American-stone.com. However, if we were adjusting the SEO say for patio pavers as the key phrase, we might append the URL to read American-stone.com/patio-pavers. It's important to note that this third stage might be impractical if the page has existed for a long time with a URL already in place. Be very deliberate to make this change. Specifically, if the page has little to no current traffic it would be ok to make the change. Also, making a URL change might break links internally or externally, which would need to be changed to maintain cohesion. Broken links are bad for SEO. Avoid them at all costs. One solution if we absolutely believe a URL change is in order is to create a forward rule that will take the old URL and forward traffic to the new changed iteration.

Fourth is the Meta data description. This is the information that appears in the actual webpage listing result. This should be limited to 156 characters or less. Odoo currently restricts to about 160. In the case of our example, we could write something like:

American Stone has all your landscape stone needs near you. Check out our website for a complete line of natural, manufactured, and handcrafted stone.

Fifth, is the page content. It is important to have supporting content in the form of a paragraph or two that describes what benefit we provide to potential customers. Keep in

mind, this content needs to be simple. No industry jargon that a person or AI wouldn't normally be familiar with. Use short sentences and avoid words with more than a couple syllables. The keyphrase must be represented in the text. An example might be:

Are you tired of a yard that's tired? At American Stone we have a huge selection of *landscape stone products near you* to make your yard beautiful. We have boulders, cobble, gravel, and flagstones quarried right here in the west. Beside the natural stone, we have a wide variety of manufactured stone and pavers to make the perfect path, patio, or retaining wall.

Our team of stone professionals can help navigate the right way to make your hardscape project pop. We aren't limited to just stones, we carry water feature components to make the perfect outdoor water feature to complement your outdoor living area.

You can see how many of the incidental keywords and phrases fall within this content. It is becoming more important to use video that also reflects this content. If you've come this far and still need more understanding of our content, go back and take the How To: Create Basic Written Content.

Each page should follow this formula.

It is important to understand that this strategy implies flow for our entire site. Backlinks and cross links from page to page and section to section should always be employed within the basic page content as much as possible.

- The flow starts at the homepage
- Moves to pillar pages and category pages
- And finally to product pages.

Blogs function much like pillar pages. They should always point traffic back to other pages, specifically pillar pages, then category, and product pages. By doing this we increase our internal links that show a cohesive network and benefits overall SEO performance.