



SEO Workshop: Drexel Communications Day

September 7, 2017

Presented to:



Session Objectives

1. Explain the relationship between SEO & content
2. Explore the content optimization process
3. Practice optimizing content for users to improve organic search visibility

SEO is the practice of improving content, user experience, and technical crawlability of websites

To **increase a site's visibility** on search engine

Allow our prospective and current customers to **find information** about Drexel - brand awareness

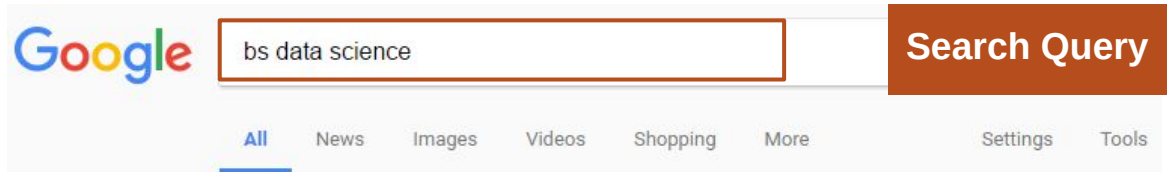
Provide an experience that **builds trust** and **encourages users to take a desired action** on drexel.edu

Visibility

Traffic

Apply

The Search Engine Landscape



About 6,230,000 results (0.30 seconds)

Data Science BS Program - Accredited, Respected Programs
[\[Ad\] www.capella.edu/IT-Program/Data-Science](http://www.capella.edu/IT-Program/Data-Science) ▼
Learn To Interpret & Analyze **Data**. Earn A 100% Online **BS** From Capella. Get Info!
Degree programs: Health IT, Data Analytics, Information Security, Project Management
Bachelor's Degrees Capella Military Benefits
Learning Formats Save Time & Money

NJ & NYC 2017 Schedule - Data Science Certification - sollersnj.net
[\[Ad\] www.sollersnj.net/certificates/data-science](http://www.sollersnj.net/certificates/data-science) ▼
Learn How To Analyze **Data**. Take Your Career To The Next Level.

Data Science Certificate - Northeastern.edu
[\[Ad\] www.northeastern.edu/data-science](http://www.northeastern.edu/data-science) ▼
Get a Degree in **Data Science** at Northeastern Univ. Get Info Now!
Industry-Aligned Courses · Build Your Data Expertise · Download Program Info
Programs: Master Of Professional Studies In Analytics, Master Of Science In Bioinformatics...

Paid Results

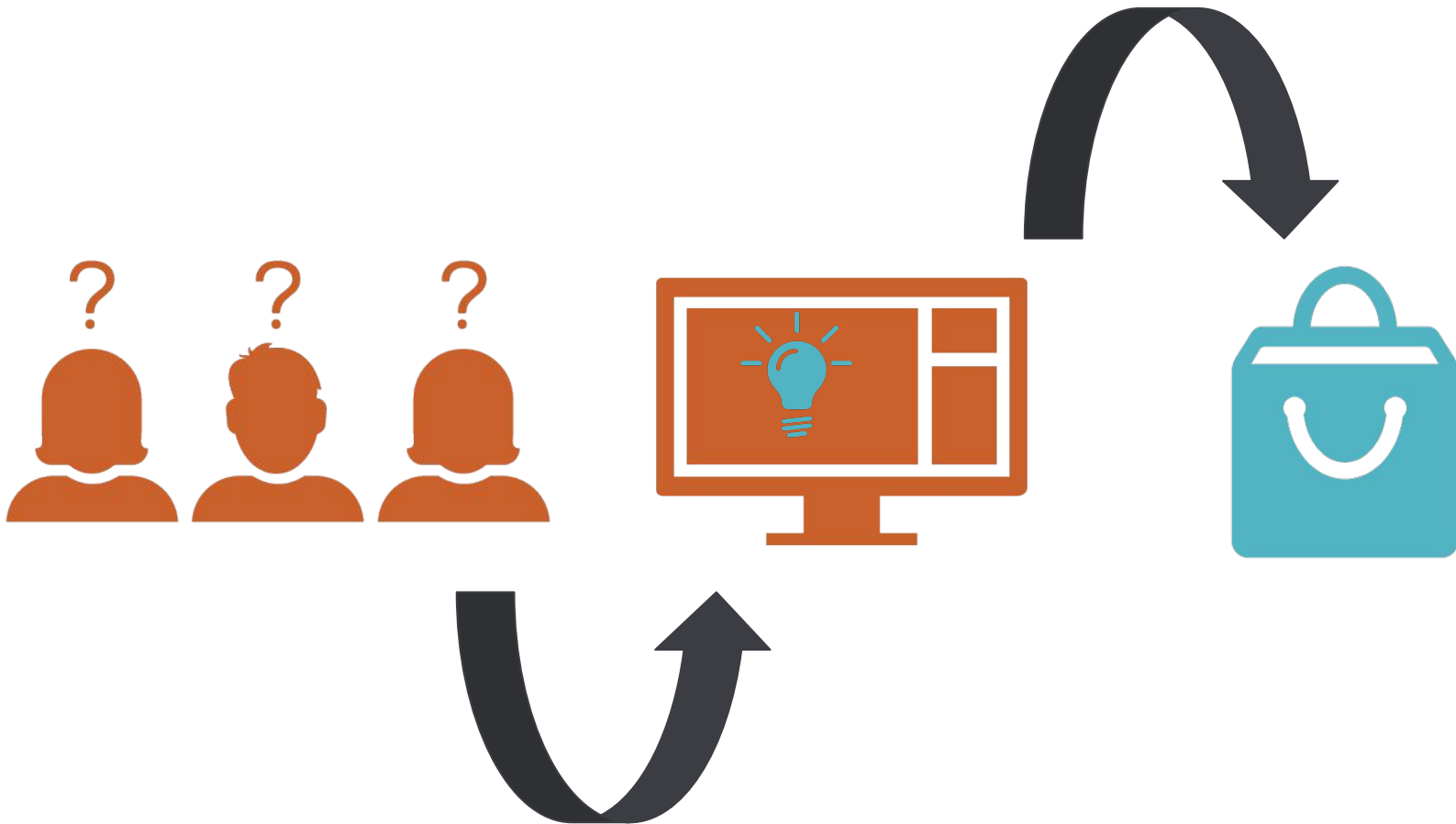
Goergen Institute for Data Science : University of Rochester
www.sas.rochester.edu/dsc/undergraduate/major.html ▼
Below are the requirements for both the BA and **BS data science** degrees. Students should email gids-undergrad@rochester.edu with any questions.

5 Things You Should Know Before Getting a Degree in Data Science
<https://blog.rjmetrics.com/.../5-things-you-should-know-before-getting-a-degree-in-d...> ▼
Sep 21, 2015 - **Data Scientist** is one of the fastest-growing and highest paid jobs in tech. Dr. Tara ... The **BS** in statistics is more methodological. By the time you ...

B.S. Data Management/Data Analytics - Western Governors University
www.wgu.edu/online_it_degrees/data_management_analytics_bachelor_degree ▼
It's a big-data world, with big demand for experts in **data science**—experts who ... WGU's online **B.S.** in Data Management/Data Analytics degree is intended to ...

Organic Results (SEO)

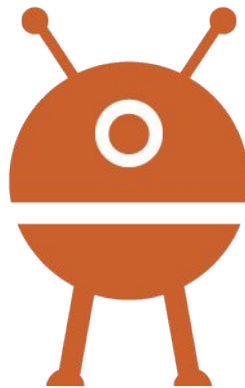
79% of people discover products & services through organic search



[Link to source](#)

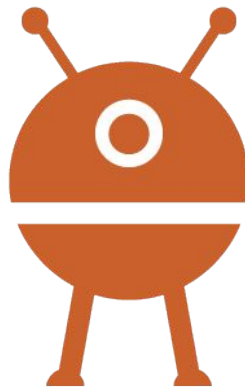
How Does Google Work? [Short Answer]

1. Google discovers and stores the content on your website
2. Google understands the content on your website
3. Google ranks your content on its search engine



How Does Google Work? [Long Answer]

1. Google and other search engines have created algorithms that evaluate over **200+ ranking factors** to understand which sites will provide the best answer for a user's query.
2. The mission of these search engines is to provide users with the most **relevant** and **high quality** information possible.
3. The Google algorithm can change up to 600 times per year ([source](#)).



4 Primary Factors that Impact Organic Rankings

Relevancy

- Content **answers questions** users are searching for
- Content **aligns** with how users search

Quality

- Content is **fresh and unique**
- Content **format** is ideal for query

Authority

- Content is **shared socially** and **linked** to
- **Brand** is cited often online

Accessibility

- Search engines can **crawl & index** the content
- **Usability** meets customer needs

Why is Content Important?

“Your potential customers have **questions** about your company, your products, your services, your competitors. Creating and propagating smart, optimized content that succinctly **answers** those questions is the most direct line to sales and loyalty.”

- [Jay Baer, Convince & Convert](#)

“Make pages primarily for users, not for search engines. A useful test is to ask, “**Does this help my users?**” Would I do this if search engines didn't exist?”

- [Google Webmaster Guidelines](#)

What Types of Content Can You Optimize?

- A. Blog/News Posts
- B. Videos
- C. Images
- D. General Site Content



Factors for Search Friendly Content

Relevancy

- Content includes researched keywords in the copy
- Content style reflects user behavior & audience insights

Quality

- Content is supplemented with bulleted lists, audio/video, and imagery if applicable
- Content is not duplicated from any other sources, and not thin

Authority

- Content is authored by a real person
- Content offers a valuable perspective which can be naturally shared and cited

Accessibility

- Video content is transcribed & images are optimized for search engines
- Content is clean, organized and easily scanned by users

What should I consider when executing content to ensure its **relevancy** is high?

1. Select **priority keyword(s)** you'd like to target for your content piece
2. Select **secondary keywords** to target as well and ensure these keywords are used at least once in the copy
 - Generally speaking, target 1-2 priority “head terms” (ex: “data science degree”) and 3-10 priority “long tail terms” (ex: “bs data science philadelphia”)
3. Review your final copy - **do the keywords flow** with the copy or feel stuffed an unnatural?

What should I consider when executing content to ensure its **quality** is high?

1. Ensure your **copy is unique** and not published anywhere else on the web - search engines view this as low quality.
2. Ensure your **copy engages the visitor** and offers a **call to action** in order to decrease bounce rate.
3. For topical subjects, **create fresh copy** as opposed to republishing older pieces.
4. Google the keyword that you think the piece of content you are writing is most relevant for. Review the content in position 1 on Google.
Challenge yourself to write an *even better* piece.

What should I consider when executing content to ensure its **quality** is high?

“The average content length for a web page that ranks in the top 10 results for any keyword on Google has at least 2,000 words. The higher up you go on the search listings page, the more content each web page has.”

– **QuickSprout**

What should I consider when executing content to ensure it's authoritative?

1. Users share content more when it's **uniquely valuable** - by offering exclusive quotes, data, or valuable insights from experts, the likelihood of sharing (and increasing the content's authority) is increased.
2. Users share content more from a **reputable source**. Users are more apt to share content penned from an individual as opposed to a nameless source.
3. Users share **content that they know about**. By promoting quality content through earned, paid, and owned media, your authority will indirectly increase.

What should I consider when executing content to ensure it's accessible?

1. **Transcribing video content** is a major opportunity for both search engines & users
2. Leveraging your priority keywords with **alt tags on visual content** is another opportunity win
3. When **content is clean and organized**, users are more apt to engage, share, and take the action you desire
4. PDFs, image files, and click to read buttons can **hinder** Google's ability to crawl web pages

A large, ornate dragon sculpture in the foreground, with a modern building and a street scene in the background. The dragon is dark and highly detailed, with its head turned to the right. The background shows a modern building with large windows and a street with some people and light trails.

Optimizing On-Site Content

Conducting Keyword Research

Identifies how the general public approaches a particular topic - how they refer to products and services, what they want to know about them, etc.

- **Example:** A person familiar with a college and its specifics might search “drexel computer science degree” or “bs degrees in data science”, while a person who is unfamiliar, further up the funnel, might search for “analytical degrees”
- **Example:** “data science degree” vs “analytics degree” (2,400 vs 260) shows the importance of keyword research when the difference is subtle

Let's Walk Through The Process

What specifically is the page about?

What need is the page fulfilling?

What words will people use to find this type of content?

Are there other terms/phrases people will use?

ACADEMICS ADMISSIONS CO-OP & EXPERIENCE FACULTY & RESEARCH NEWS & EVENTS ABOUT

Home / Academics / Undergraduate / Anthropology (BA)

ACADEMICS

Overview

Departments & Centers

Undergraduate

- Anthropology (BA)
- Biological Sciences (BS)
- Chemistry (BA, BS)
- Communication (BA, BS)
- Criminology and Justice Studies (BS)
- Emerging Scholars Program
- English (BA)
- Environmental Science (BS)
- Environmental Studies and Sustainability (BA)
- Geoscience (BS)
- Global Studies (BA)
- History (BA)
- Mathematics (BA, BS)
- Philosophy (BA)
- Physics (BS)
- Political Science (BA)
- Psychology (BS)
- Sociology (BA)

Graduate

Pre-professional

Accelerated

Online

Minors

High School Programs

Bachelor of Arts in Anthropology

Drexel's BA in Anthropology provides students with a general introduction to the four subfields of anthropology: cultural anthropology, biological anthropology, linguistic anthropology and archaeology. Students gain an exceptional background in theory, methodology and field experience to prepare them for law school, graduate school or careers in museums, educational institutions or community organization. Students broaden their understanding of the diversity of cultures and ways of life through theoretical and specialized courses, while being trained in field techniques and methodological skills.

At the heart of our curriculum is a six-month co-op that takes place during the junior year. Students also participate in an annual seminar course. Through these experiences, students learn to transform their fieldwork into ethnographic writing, films and other products.

The Seminar

The anthropology seminar provides an opportunity to be mentored by faculty and to establish peer-mentoring relationships with other students both in and outside of formal classes. Students also have the opportunity to plan fieldwork and discuss current issues as a group. The seminar requires students to present their research, and facilitates the transformation of field experiences into ethnographic writing, films and other products.

[LEARN MORE ABOUT THE DEGREE IN THE COURSE CATALOG](#)

CAREER OPPORTUNITIES

Seventy percent of anthropology graduates have continued their studies at the graduate level in related fields: cultural anthropology, Mesoamerican archaeology, marine archaeology, museum studies, public health, law, speech pathology, sociology, international relations and communications.

Anthropology graduates have also begun careers in anthropology, ethnography and social services, among other areas. Many corporations, schools and health care institutions are also using ethnographic field techniques and qualitative methods to understand their markets and clientele, as well as their own organizational structure.

DREXEL CO-OP

Another unique feature of the Bachelor of Arts in Anthropology is the cooperative education program. Through Drexel's co-op program, students embark on a six-month period of full-time employment, exploring their career options, strengthening their resumes and building a professional network in the process. This co-op experience is the cornerstone of the anthropology major. Co-ops are independently developed and can be in metropolitan areas or in more remote international settings traditional for anthropological work.

APPLY TODAY

QUICKLINKS

- Course Catalog
- Drexel Co-op
- Study Abroad
- Find Your Academic Adviser
- Steinbright Career Development Center
- Faculty Directory
- Contact

YOU MIGHT ALSO BE INTERESTED IN

- [BA/BS in Communication](#)
- [BA in Philosophy](#)
- [BS in Psychology](#)
- [BA/BS + MS in Science, Technology & Society](#)
- [BA in Sociology](#)

LEARN MORE ABOUT THE DEPARTMENT

VISIT DREXEL

Types of Queries

Short Tail (1-3 Words)

“ba anthropology”

- Broad Intent
- Higher Search Volume
- Early in the awareness phase
- Less knowledgeable about the topic

Long Tail Keywords (3+ words)

“best anthropology degree philadelphia”

- Lower Search Volume
- Searching with clear intent
- Further into the research and consideration phase

Tools For Keyword Research

Related Searches: shows queries that other people use after they search for the keyword you've used or that are commonly associated with your keyword you've entered.

Searches related to ba anthropology

anthropology **jobs**

anthropology **major**

anthropology **degree**

anthropology **careers and salaries**

cultural anthropology **jobs**

anthropology **job listings**

anthropology **store**

anthropology **clothes**



Tools For Keyword Research

Answer The Public:

Provides long tail keyword suggestions for any phrase categorized by questions or prepositions



Tools For Keyword Research

UberSuggest: Provides keyword suggestions for any specific keywords based on MSV and alphabetized suggestions

| <input type="checkbox"/> | Keyword | Monthly Volume (US) | CPC (US) | Competition (US) |
|--------------------------|--------------------------------------|---------------------|----------|------------------|
| <input type="checkbox"/> | ▼ anthropology degree ★ | 1,000 | \$15.34 | 0.45 |
| <input type="checkbox"/> | ▼ anthropology degree jobs ★ | 320 | \$2.13 | 0.07 |
| <input type="checkbox"/> | ▼ anthropology degree online ★ | 170 | \$19.76 | 0.96 |
| <input type="checkbox"/> | ▼ anthropology degree uk ★ | 10 | \$0.00 | 0.14 |
| <input type="checkbox"/> | ▼ anthropology degree salary ★ | 70 | \$0.00 | 0.06 |
| <input type="checkbox"/> | ▼ anthropology degree reddit ★ | 0 | \$0.00 | 0 |
| <input type="checkbox"/> | ▼ anthropology degree programs ★ | 30 | \$2.66 | 0.91 |
| <input type="checkbox"/> | ▼ anthropology degree requirements ★ | 50 | \$0.00 | 0.32 |
| <input type="checkbox"/> | ▼ anthropology degree online uk ★ | 0 | \$0.00 | 0 |
| <input type="checkbox"/> | ▼ anthropology degree australia ★ | 10 | \$0.00 | 0.14 |

Tools For Keyword Research

Google Keyword Planner: provides insights on keyword ideas, competition, and search volume once you have identified which keywords you'd like to potentially go after

▼ Get search volume data and trends

Option 1: Enter keywords

anthropology degree

Option 2: Upload file

Choose file...

CSV, TSV or text files accepted [Learn more](#)

Targeting ?

United States

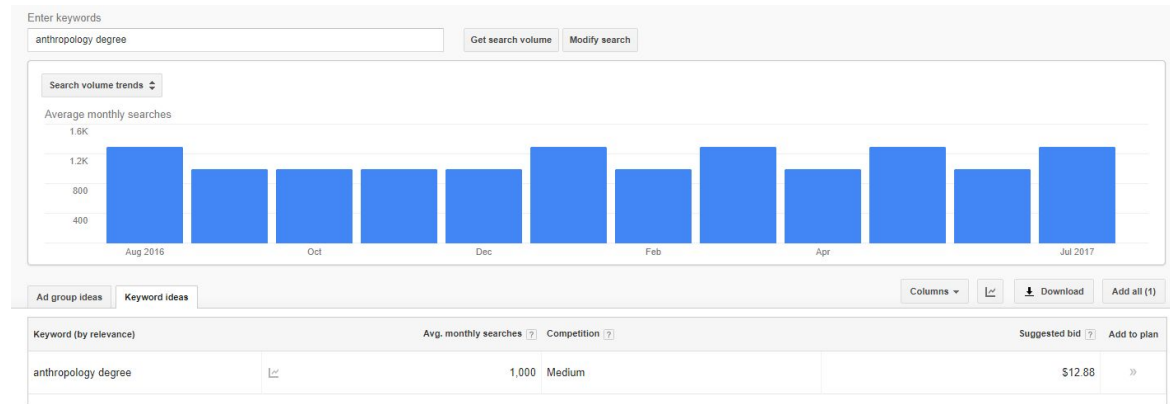
Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Get search volume



Where to Use Keyword Research

Meta Data

Anthropology (BA) | CoAS | Drexel University - Philadelphia

drexel.edu/coas/academics/undergraduate-programs/anthropology/ ▼

Drexel's BA in Anthropology provides students with a general introduction to the four subfields of

anthropology: cultural anthropology, biological anthropology, ...

On-Page Copy

Bachelor of Arts in Anthropology

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The Seminar

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The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

Meta Data and **Site Content** will help search engines determine what your site is about and whether or not it is relevant to a search query (keyword).

Indicators Include:

- Descriptive (keyword-rich) page content
- Page title & headers
- Internal links
- URLs

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg

**Photo of Donuts
(with Alt Attribute):**
Chocolate Donuts

Body Text: _____
_____chocolate donuts_____

_____donuts_____

_____chocolate donuts_____

_____donuts_____

chocolate_____

_____chocolate donuts_____

_____chocolate_____

_____chocolate donuts_____

Page URL: <http://marysbakery.com/chocolate-donuts>

Anatomy of Title tags

Anthropology (BA) | CoAS | Drexel University - Philadelphia

drexel.edu/coas/academics/undergraduate-programs/anthropology/ ▼

Drexel's **BA in Anthropology** provides students with a general introduction to the four subfields of **anthropology**: cultural anthropology, biological anthropology, ...

- A **title tag** tells the user (and search engines, too) what a page is about
- Can be used to entice users to click onto a page and read further

Best Practices for Title Tags

- 50-70 characters in length is a best practice, however tags should be written with what's best for the user in-mind
 - *Length of title tags are determined by pixel width, not character count, so 55 is a good number to aim for minimize truncation*
- Valuable and descriptive keywords should be used closest to the start of a title tag
- Put brand at end of title separated by a dash or separator (|)
 - Example: New Archaeological Discoveries | **Drexel University**

Meta Data: Descriptions

Anthropology (BA) | CoAS | Drexel University - Philadelphia
drexel.edu/coas/academics/undergraduate-programs/anthropology/ ▼

Drexel's **BA in Anthropology** provides students with a general introduction to the four subfields of **anthropology**: cultural anthropology, biological anthropology, ...

- A meta description appears below a title tag on Search Engine Results Pages
- Offers a brief, albeit more in-depth description of a news article, post, or release; can also include a call to action
- It is not a weighted factor in Google's ranking algorithm

Best Practices for Meta Descriptions

- Should be written in a way that encourages the user to click on that specific search result (call to action)
- Keep it between 150-160 characters, but again the number of words displayed is based on pixels. You can use [this](#) tool to see how your title and description will appear to users.
- Include keywords, since the user's search appears in bold type, increasing click-through rate.

EXAMPLE

Drexel's cooperative education program was one of the first of its kind, and it continues to be among the most renowned. Discover how college co-ops work today.

Heading Tags

- The h1 is the most important tag. Search engines pay attention to the words used in the h1 tag as it should contain a basic description of the page content, just as the page title does. Think of these like chapters in a book.
- The six heading elements, H1 through H6, denote section headings

Drexel UNIVERSITY OFFICE OF RESEARCH

PRE-AWARD RESEARCH ACCOUNTING SERVICES COMPLIANCE HUMAN RESEARCH ANIMAL RESEARCH RESOURCES

Home / Compliance / Overview

COMPLIANCE

- Overview
- Conflicts of Interest
- Export Controls
- Biosafety Committee
- Radiation Safety
- Research Integrity
- Subrecipient Monitoring

COMPLIANCE OVERVIEW

Drexel University is committed to the highest standards of ethics, honesty, and integrity and compliance with all applicable laws, regulations and policies. Compliance is a broad term encompassing several critical areas including Financial and Programmatic Compliance, Human Research Protection Program (Institutional Review Board (IRB), Quality Assurance and Quality Improvement), Institutional Animal Care and Use Committee (IACUC), Health Insurance Portability and Accountability Act (HIPPA), and more.

CONFLICTS OF INTEREST

Financial Compliance refers to the services necessary to ensure compliance with federal, state and university regulations and guidelines, along with information, resources and educational opportunities to support Drexel's research community.

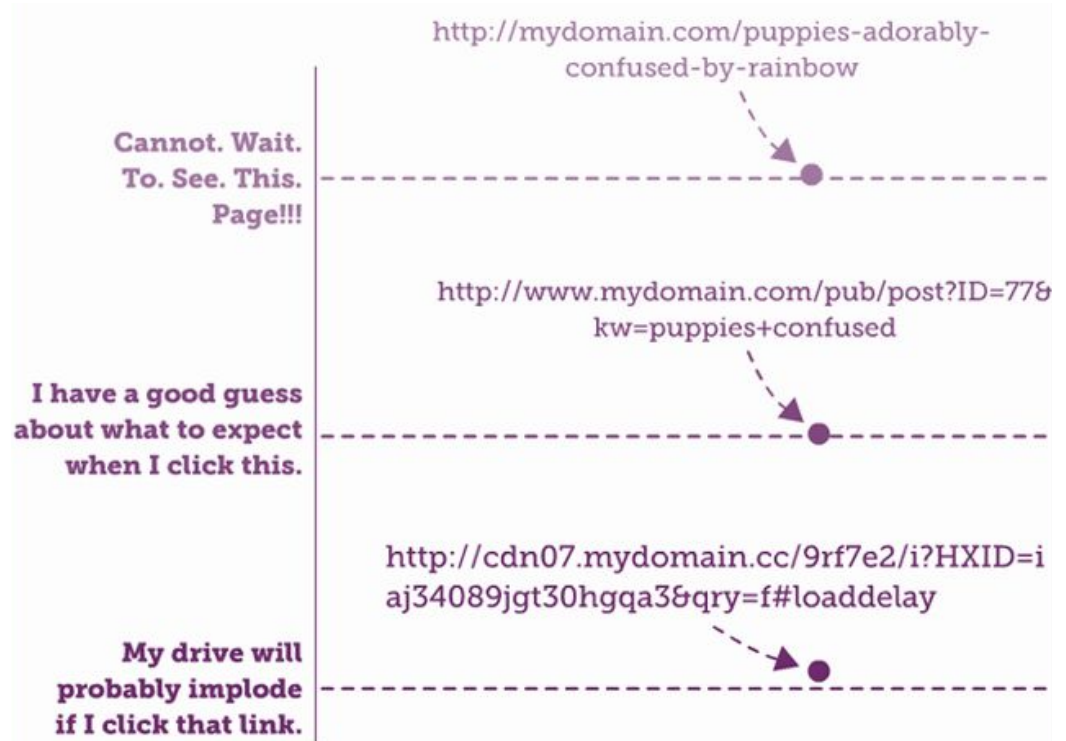
[> LEARN MORE ABOUT CONFLICTS OF INTEREST](#)

Heading Tag Best Practices

- Like the Title Tag, the H1 is a good way to incorporate search terms
- Do not use more than one h1 tag on a page. Try to limit the usage of remaining H#
- Try not to repeat heading tags on different pages of the site. It is a good practice to have unique heading tags throughout the site.

Best Practices for URL Structure Optimization

- The more readable by humans, the better!
- Include keywords and match URLs to titles where it makes sense
- Try to stick to “-” only
- Keep it at 50-60 characters
- Use all lower-case
- Avoid certain characters (#,!,*,+,% ,etc)



On Page Copy: Beware of Over-optimization

- Avoid keyword stuffing!
- 2-3 instances of target keywords throughout the copy should be plenty



Content Deserves Freshness

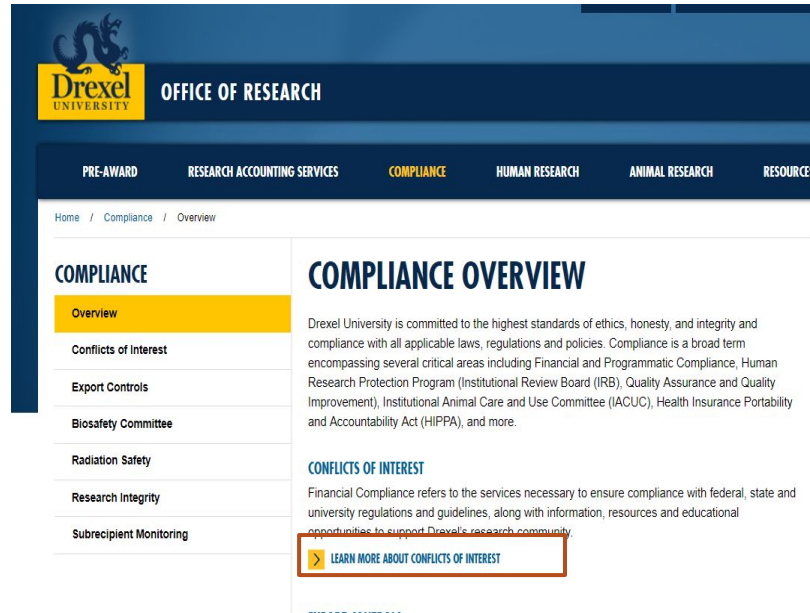
- All other factors remaining equal, search engines will reorder search results so that the newest content will rank higher for the queries that deserve so-called freshness
- Blog posts can be updated rather than having to write new ones



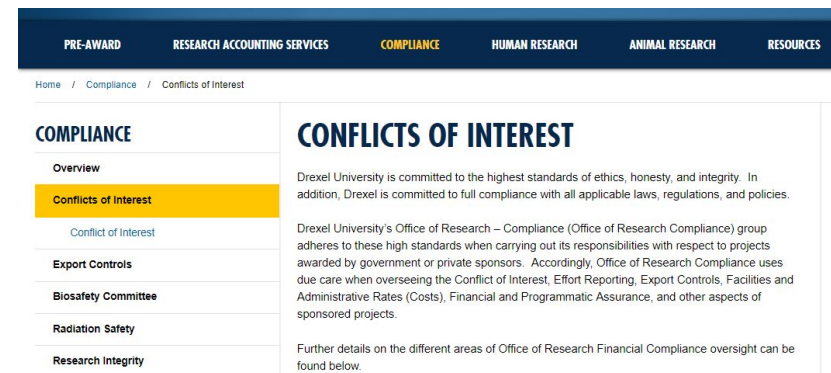
Linking to Internal Content

Why does it matter?

1. Passes authority from one page to the next, bridging gap between popular content and most profitable content
2. Provides audience with further reading options
3. Helps improve rankings for specified keywords



The screenshot shows the 'COMPLIANCE OVERVIEW' page. The navigation bar includes 'PRE-AWARD', 'RESEARCH ACCOUNTING SERVICES', 'COMPLIANCE', 'HUMAN RESEARCH', 'ANIMAL RESEARCH', and 'RESOURCES'. The breadcrumb trail is 'Home / Compliance / Overview'. A left-hand menu lists 'COMPLIANCE' sub-sections: Overview (highlighted), Conflicts of Interest, Export Controls, Biosafety Committee, Radiation Safety, Research Integrity, and Subrecipient Monitoring. The main content area is titled 'COMPLIANCE OVERVIEW' and contains introductory text. Below this, a section for 'CONFLICTS OF INTEREST' includes a button labeled 'LEARN MORE ABOUT CONFLICTS OF INTEREST' which is highlighted with a red box.



The screenshot shows the 'CONFLICTS OF INTEREST' page. The navigation bar is the same as the overview page. The breadcrumb trail is 'Home / Compliance / Conflicts of Interest'. A left-hand menu lists 'COMPLIANCE' sub-sections: Overview, Conflicts of Interest (highlighted), Export Controls, Biosafety Committee, Radiation Safety, and Research Integrity. The main content area is titled 'CONFLICTS OF INTEREST' and contains introductory text and a paragraph detailing the Office of Research Compliance's responsibilities.

Where Can We Link To?

1. Images
2. Linking text within the page to additional content pages or degree pages
3. CTA Buttons to degree pages
4. Gallery Sliders for content previews

TEACHING ENGINEERS HOW TO BUILD PEACE

July 13, 2017

When it comes to answering tough questions like “How do we supply electricity to a village without exacerbating tensions with their neighbors?” “How can installing a water system in a disputed territory lead to greater cooperation?” or “Why is a pipeline being built there?” PeaceTech Lab and Drexel University think engineers could play an important role at the government agencies, companies and relief organizations responsible for these decisions. The University and PeaceTech Lab, a nonprofit organization headquartered at the U.S. Institute of Peace in Washington, D.C., have created a master’s degree for engineers who want to contribute to the prevention of crises around the world.

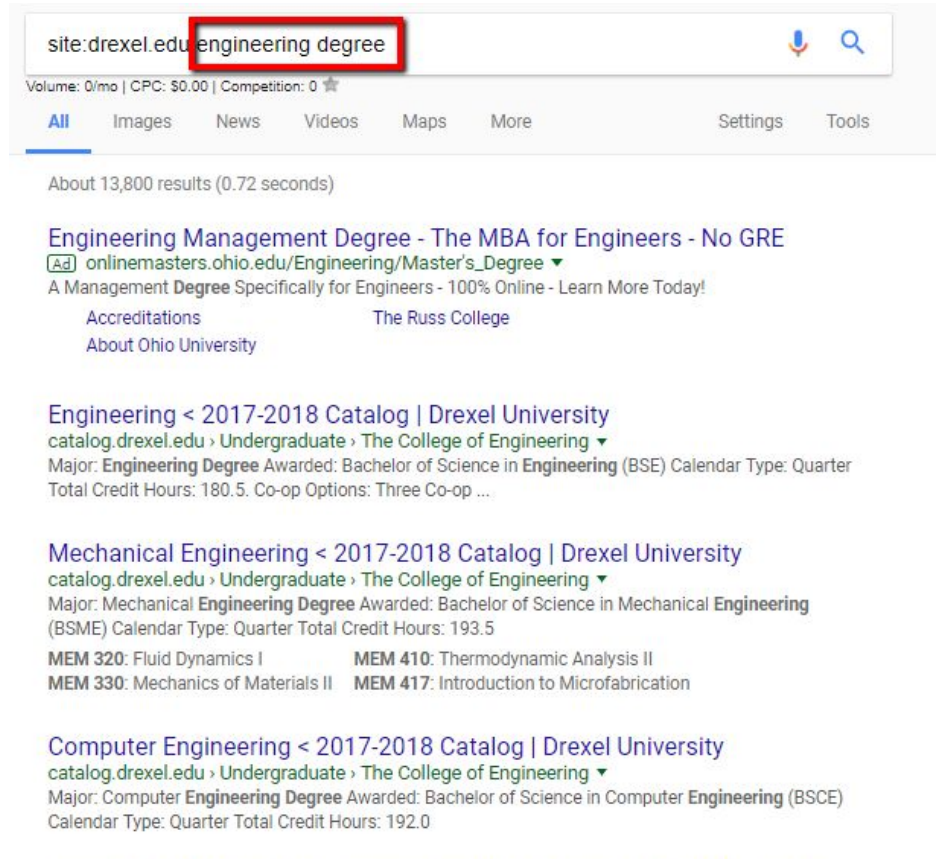


The degree, called “Peace Engineering,” launches this fall as a two-year master of science and a one-year online certificate with the goal of preparing engineers to work with relief organizations and corporations that operate in conflict zones.

“This is a program for engineers who want to have a direct impact on people’s lives,” said [Joseph Hughes, PhD](#), a professor in Drexel’s College of Engineering and director of the Peace Engineering program. “By learning about the underlying causes of conflict and approaching these issues from an engineer’s perspective, peace engineers’ are better equipped to plot out viable solutions that can help solve these complex problems without creating more of them.”

Knowing Where To Link

1. How can we drive users down the funnel?
2. What services/content might these users be interested in?
3. What words have I already included, that naturally invite readers to move elsewhere on the site
4. `site:drexel.edu "keyword"`



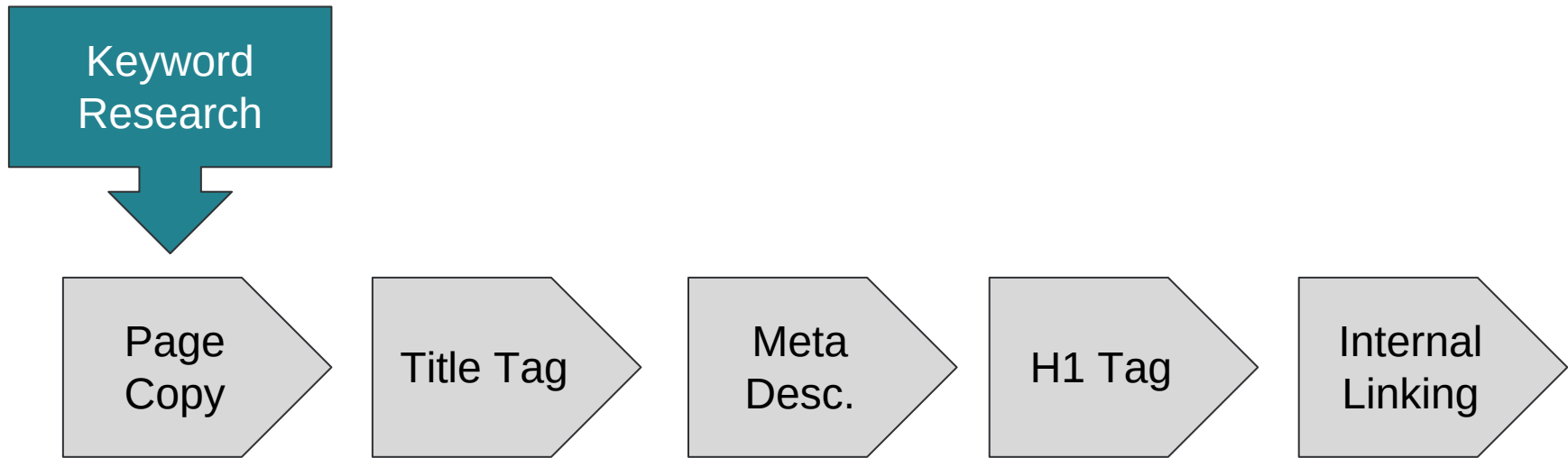
The screenshot shows a search engine interface with the search query `site:drexel.edu engineering degree` entered in the search bar. The search bar also contains a microphone icon and a search icon. Below the search bar, there are navigation tabs for 'All', 'Images', 'News', 'Videos', 'Maps', and 'More', along with 'Settings' and 'Tools' options. The search results are displayed below the tabs, showing 'About 13,800 results (0.72 seconds)'. The first result is an advertisement for 'Engineering Management Degree - The MBA for Engineers - No GRE' from onlinemasters.ohio.edu/Engineering/Master's_Degree. The second result is 'Engineering < 2017-2018 Catalog | Drexel University' from catalog.drexel.edu. The third result is 'Mechanical Engineering < 2017-2018 Catalog | Drexel University' from catalog.drexel.edu. The fourth result is 'Computer Engineering < 2017-2018 Catalog | Drexel University' from catalog.drexel.edu.

Deciding How Often To Link

- Link to pages that are natural paths for the reader follow
- 1 - 2 links per blog post & 3-5 links per long-form content is acceptable
- Use keywords in your anchor text that are related to the linked page



Full Optimization Process



A large, ornate dragon sculpture in the foreground, with a modern building and a street scene in the background. The dragon is dark and highly detailed, with its head raised and wings spread. The background shows a modern building with large windows and a street with people walking. The sky is a clear blue.

Q&A Session

Working Session

Philadelphia Neighborhood Guide

1. Complete initial keyword research
 - Ubersuggest, Answer the Public
2. Determine Your Title/Description
 - Include Brand Amendment & CTA
3. Write out the Content Block
 - 2 Paragraphs, 3 sentences each with associated keywords & relevant CTA



Glossary & SEO Tools

Glossary

- **SEO:** Short for search engine optimization. The process of increasing the number of visitors to a Web site by achieving high rank in the search results of a search engine.
- **SERP:** Stands for Search Engine Results Page. The list of results that appear after entering your query into a search engine.
- **Conversion (goal):** Achievement of a quantifiable goal on a website. Add clicks, sign ups, requests for more information and sales are examples of conversions.
- **Conversion Rate:** Percentage of users who convert - see conversion.
- **Keyword:** The word or phrase that a user enters into a search engine.
- **Keyword Research:** The hard work of determining which keywords are appropriate for targeting.
- **Link Building:** The process of acquiring hyperlinks from other websites to your own.
- **Keyword Search Volume:** Refers to the number of people searching for a keyword in the search engine(s) in a given time period.
- **Average Keyword Position:** The average position of all keywords ranking on a SERP. If your total average keyword position is a low number, it means many of your keywords rank well in the SERPs and vice versa.
- **Meta Description:** A meta description tag is a snippet of HTML code in a web page header that summarizes the content that is on the web page.
- **Domain Authority:** How well a given domain is likely to rank in Google's search results.

SEO Tools Pt. 1

| Tool | Use |
|---|--|
| Ubersuggest http://ubersuggest.org/ | Get Google Suggested results at scale - Great for initial seed word brainstorming for Keyword Research. |
| Keywordtool.io http://keywordtool.io/ | Similar to Ubersuggest with additional suggest platforms outside of Google (Amazon, Youtube, etc.) |
| Tag Crowd http://tagcrowd.com/ | Visualization tool to illustrate the most common words within suggested results. A great option to use after you get your suggest results to define your seed word buckets |
| Google Adwords Keyword Planner https://adwords.google.com/KeywordPlanner | Google's tool to get average monthly search volume, you can specify country |
| Merge Words http://mergewords.com/ | Creating keyword permutations from seed lists |
| PPC Keyword Concatenator http://www.found.co.uk/ppc-keyword-tool/ | Very similar to Merge Words but more buckets and permutation options |
| Google Webmaster Tools https://www.google.com/webmasters/tools/ | Google's toolset with many technical reports & tools for webmasters. Great for looking at search query data to include as seed keywords in keyword research. |
| SEO Tools for Excel http://seotoolsforexcel.com/ | Advanced functionality for EXCEL including formulas for various SEO services including Google Analytics, Adwords, & Moz. |
| Advanced Search Operators http://www.googleguide.com/advanced_operators_reference.html | Advanced commands for searching in Google. Site: in particular is useful when tying keywords to existing content. |

SEO Tools Pt. 2

| Tool | Use |
|--|---|
| Google Trends https://www.google.com/trends/ | Look at search trends for keywords over time which can help inform keyword strategy. |
| SEMRush http://www.semrush.com/ | Indexes current and historical keyword data at the domain level. A great place to get ideas for seed keywords and discover keyword gaps between other competitors. |
| Scrapebox http://www.scrapebox.com/ | BEWARE: Scrapebox is used by black hat SEOs for nefarious purposes so be careful when using this tool as you can get blocked by Google. Primarily, we use this for scraping Google Suggest Results at scale. |
| Term Explorer http://termexplorer.com | Bulk keyword volume tool. |
| Outwit Hub https://www.outwit.com/ | Visual scraper creator that functions like a browser allowing you to scrape behind a login and uses HTML to create scraping directives. |