

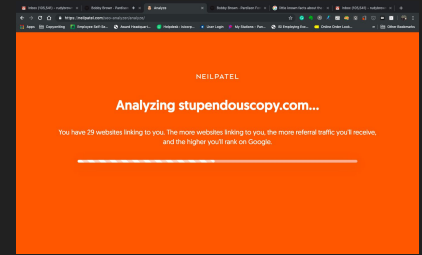


STUPENDOUS COPY

A COPYWRITING COMPANY

4 Steps to Keyword Research for SEO

E.A.T.



Expertise, Authoritativeness, and Trustworthiness

Analyze your site quickly with <https://neilpatel.com/>

Traffic Goals? Engagement Goals? Content Goals?
Popular Keywords

Mozlow's Hierarchy of SEO Needs



Step 1 - Crawl Accessibility

Key Questions to Ask:

1. "Are the pages and the content on my website accessible to search engines?"
2. "Is the content accessible to all audiences, devices, and browsers?"

First Things First:

Google Search Operators <https://moz.com/learn/seo/search-operators>

Think crawl, indexed, ranked!

Check your indexed pages is by going to Google "site:yourdomain.com"

This will return results Google has in its index for your site.

SEOquake  Parameters SERP report Export CSV

Sort this page ^

Locale ^

About 107 results (0.28 seconds)

Google promotion

Try Google Search Console

www.google.com/webmasters/Do you own **stupendouscopy.com**? Get indexing and ranking data from Google.

1. Atlanta Freelance Copywriter

<https://stupendouscopy.com/>

All content marketing managers, creative directors, heads of communications, and digital editors in the healthcare industry wouldn't it be amazing to work with a ...

You've visited this page 2 times. Last visit: 7/17/18

DS: 0 TS: 0 [Get Trust metrics with free SEMrush account - Connect](#)

L: 1 LD: 28 I: 42 Rank: n/a Age: n/a whois source Rank: 30.0M

Adv Disp Ads: 0 Pub Disp Ads: 0

2. December 2018 – Atlanta Freelance Copywriter

<https://stupendouscopy.com/2018/12/>

Dec 30, 2018 - 5 posts published by Rudy Brown during December 2018.

L: 0 LD: 28 I: 42 Rank: n/a Age: n/a whois source Rank: 30.0M

Adv Disp Ads: 0 Pub Disp Ads: 0

3. Copywriting – Atlanta Freelance Copywriter - Stupendous Copy

<https://stupendouscopy.com/category/copywriting/>

May 24, 2019 - I struggled with peopling finding my website for 6 years when I started RuDaStu.com (the site doesn't even exist anymore). Until one day I ...

L: 0 LD: 28 I: 42 Rank: n/a Age: n/a whois source Rank: 30.0M

Adv Disp Ads: 0 Pub Disp Ads: 0

4. Portfolio – Atlanta Freelance Copywriter

<https://stupendouscopy.com/category/portfolio/>

Other SEO Things to Checkout

Schema.org Markup

Robots.txt

HTTP Status Codes

Canonicalization

Redirects

Optimize for Mobile

Tools for Analyzing Your Site

Google Analytics

Bing Webmaster Tool

[MOZ Backlinks Explorer](#)

Step 2 - Great User Experience

Questions to Ask:

Is the design, UI, visuals, and experience enjoyable and easy for all users?

Is it mobile friendly?

Tools:

[On Page Metrics](#)

[Google PageSpeed Insights](#) or [Screaming Frog](#)

<https://httpstatus.io/>

<https://moz.com/google-algorithm-change>

Track Google's Updates

Filter by:

All Years

Any Status

[Reset Filters](#)

2019 Updates

Site Diversity Update — June 6, 2019

Confirmed

Google pre-announced a "site diversity" update, claiming it would improve situations where sites had more than two organic listings. Moz data showed that, while the update did marginally improve SERPs with 3-5 duplicate sites on page one, the impact was relatively small.

- [Did Google's Site Diversity Update Live Up to its Promise? \(Moz\)](#)
- [Google search update aims to show more diverse results from different domain names \(SEL\)](#)

June 2019 Core Update — June 3, 2019

Confirmed

Google pre-announced a "core" update, but with limited details. Sites impacted in previous core updates seem to have been affected, in some cases, and some major UK publishers reported heavy losses. On average, the impact was smaller than the August "Medic" update, as measured by MozCast.

[Experts around the globe June 2019 core update shows some winners, losers \(SEL\)](#)

Step 3 - Competitor/Market Research

Research your competitors ranking

[SimilarWeb](#)

[SEMRush Competitive Data Tool](#)

Step 4 - Keyword Research/Compelling Content

Create a list of all the keywords using the following resources:

Quora, Reddit, Review mining

Use [Ahrefs “Organic Keywords”](#) report

Google News

Google Keyword Planner (*You can sign up for a free Google Search Console account)

<https://moz.com/explorer>

Yoast SEO



Comprehensive, In-Depth Content Ranks the Highest!

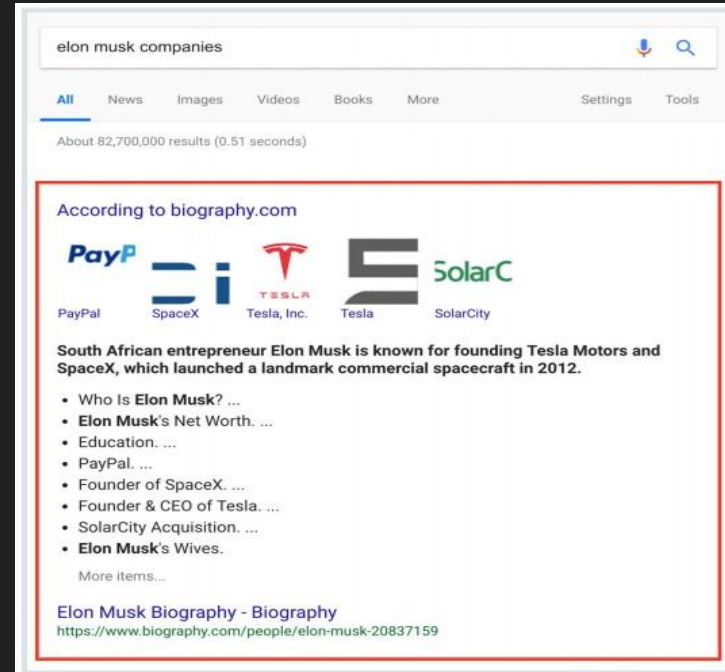
Google RankBrain

- Bounce rate will cause your site to drop rankings (#1 to #6) - backlinko.com
- Dwell time is huge!
- Organic click through rate

Keyword Tools

Moz, Ahrefs, SEMRush, Searchmetrics, or Raven

1. Wordstream
2. Keyword Spy
3. SpyFu
4. Bing Keyword Tool
5. Ubersuggest



The image shows a screenshot of a Bing search engine result page for the query "elon musk companies". The search bar at the top contains the text "elon musk companies" and has a microphone icon and a search icon to its right. Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Books", and "More", along with "Settings" and "Tools" on the far right. The search results indicate "About 82,700,000 results (0.51 seconds)".

The main content area features a red-bordered box containing a snippet from biography.com. At the top of this box, it says "According to biography.com". Below this text are five logos: PayPal, SpaceX, Tesla, Inc., Tesla, and SolarCity. Underneath the logos, a bolded text reads: "South African entrepreneur Elon Musk is known for founding Tesla Motors and SpaceX, which launched a landmark commercial spacecraft in 2012." Below this text is a bulleted list of related topics:

- Who Is **Elon Musk**? ...
- **Elon Musk's** Net Worth. ...
- Education. ...
- PayPal. ...
- Founder of SpaceX. ...
- Founder & CEO of Tesla. ...
- SolarCity Acquisition. ...
- **Elon Musk's** Wives.

Below the list is a link that says "More Items...". At the bottom of the red-bordered box, there is a link for "Elon Musk Biography - Biography" with the URL "https://www.biography.com/people/elon-musk-20837159".

Google Digital Garage

Rudy Brown

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 06/01/2019

Matt Britz

President – Google EMEA



Townsend Pamela Feehan

CEO – IAB Europe

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Do The Write Thing

Contact me for your web copy, landing page content, blog post, or keyword research at rudypbrown@stupendouscopy.com