

# PICKING THE PERFECT KEYWORD

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*on-post SEO cheatsheet*

The best keywords generally tend to be key phrases of about 2-5 words. The key phrase should accurately describe what you have to offer in everyday language. This phrase would be something a real person would type in to Google to find your content. An ideal key phrase should be specific, but not so specific that no one will ever use it. At the same time, it also should not be too general because that increases the competition and lowers the chance that your post or page will be found.

## SEO KEYWORD DON'Ts:

Use a single-word term

Use a term that is too broad (e.g. "shoes")

Use a term that is too specific that very few people would search for (e.g. "Christian Louboutin velvet and leather pumps size US 8")

Use a term that is unpopular

Use a term that is too competitive

Use a keyword that you've already used on another post or page

## SEO KEYWORD DO'S:

Use a 2-5 word phrase

Use a term that is relevant to your content

Use region-specific keywords (if applicable)

Try to your best to include the keyword in your post title, meta description, & within the post itself

## BEFORE COMMITTING TO A KEY PHRASE...

### - Ask yourself, "Is this key phrase relevant to my content?"

If someone uses this phrase to find this page, will they be happy & find what they're looking for?

### - Search for the key phrase in Google

How many results are there? The more results, the less likely your post or page is to get a top ranking. You might want to consider using a more specific key phrase instead.

## ADDITIONAL RESOURCES

If you're real serious about this SEO business and it works with your budget, you can use the following tools to help you conduct keyword research. These tools are all paid services that can help you find popular & relevant key phrases. Most of these services start at around \$30/month.

[Google AdWords Keyword Planner](#)

[Keyword Discovery](#)

[Wordtracker](#)