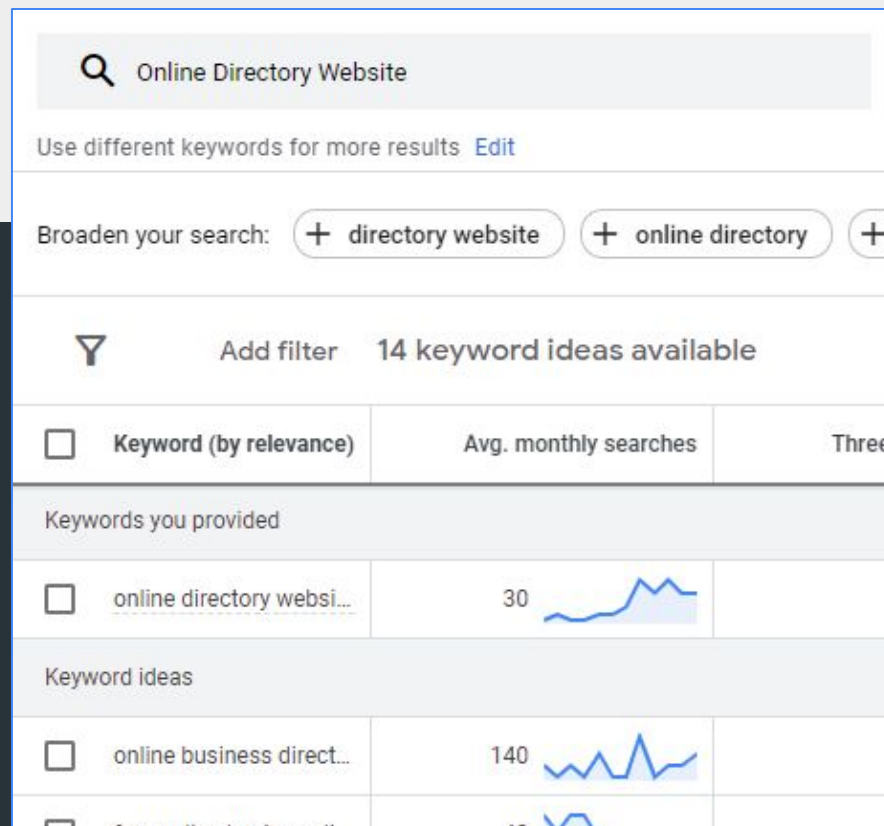




Webinar

NOVEMBER 2022

Keyword Research For Online Directories

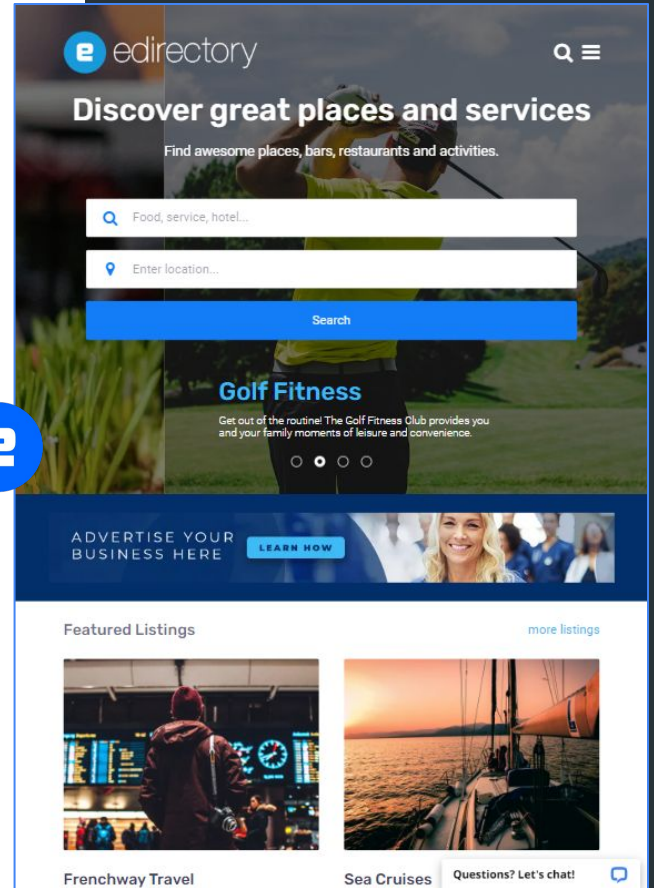


The screenshot displays a keyword research tool interface. At the top, a search bar contains the text "Online Directory Website". Below the search bar, there is a link that says "Use different keywords for more results Edit". Underneath, a section titled "Broaden your search:" contains two buttons: "+ directory website" and "+ online directory". A filter icon is visible, followed by the text "Add filter" and "14 keyword ideas available". The main content area is a table with columns for "Keyword (by relevance)", "Avg. monthly searches", and "Three". The table is divided into two sections: "Keywords you provided" and "Keyword ideas".

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided			
<input type="checkbox"/>	online directory websi...	30	
Keyword ideas			
<input type="checkbox"/>	online business direct...	140	

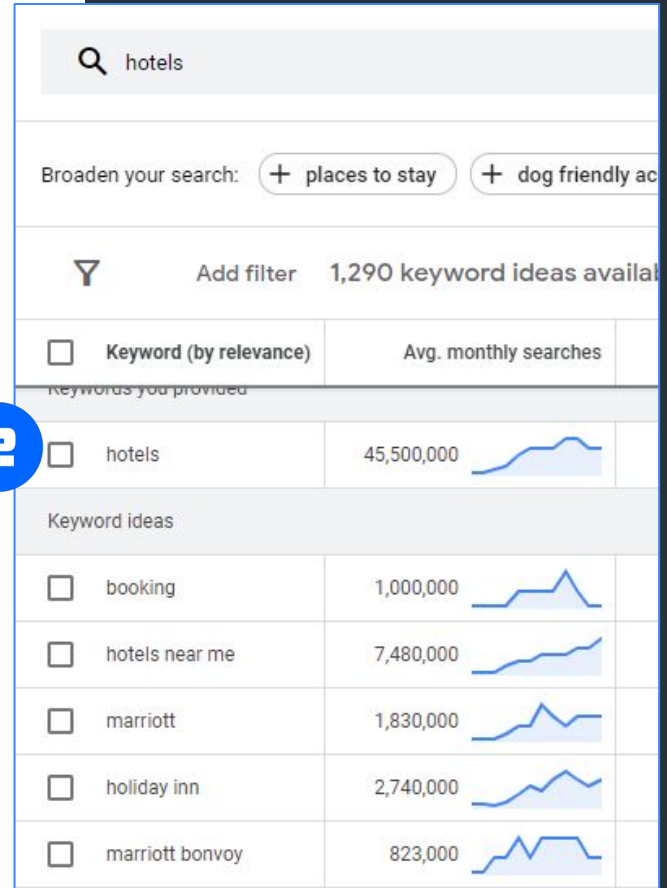
KEYWORD RESEARCH FOR ONLINE DIRECTORIES

Background on the eDirectory platform



What is a Keyword?

Keywords are the words and phrases that people enter into search engines, also called "search queries".



Types of Keyword

Keywords can be broad and far-reaching (usually called "head keywords"), or they can be a more specific combination of several terms — these are often called "long-tail keywords".

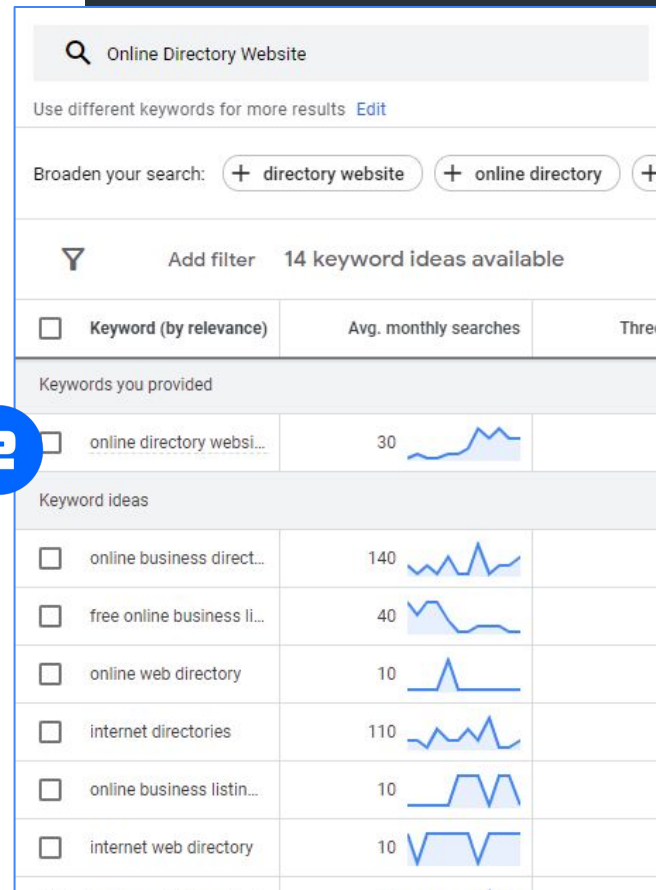


Match Type	Special Symbol
Broad Match	none
Broad Match Modifier	+keyword
Phrase Match	"keyword"
Exact Match	[keyword]

KEYWORD RESEARCH FOR ONLINE DIRECTORIES

Keywords on your pages








It's no good just throwing keywords on your pages.



The screenshot displays a keyword research tool interface. At the top, a search bar contains the text "Online Directory Website". Below the search bar, there is a prompt: "Use different keywords for more results [Edit](#)".

Underneath, a section titled "Broaden your search:" includes two buttons: "+ directory website" and "+ online directory", followed by a plus sign. Below this is a filter icon and the text "Add filter 14 keyword ideas available".

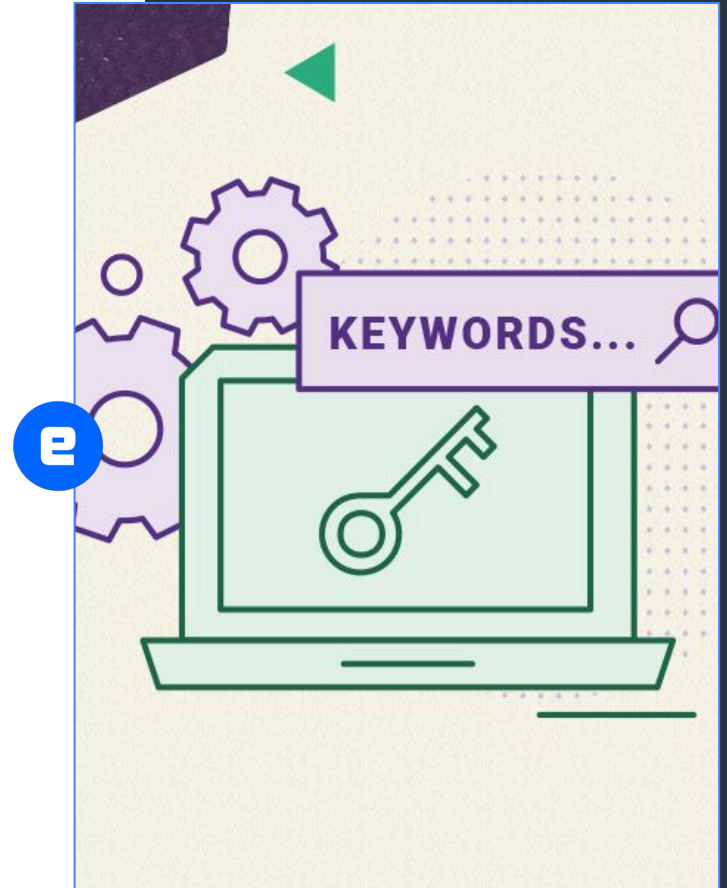
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Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
<input type="checkbox"/> online directory websi...	30	
Keyword ideas		
<input type="checkbox"/> online business direct...	140	
<input type="checkbox"/> free online business li...	40	
<input type="checkbox"/> online web directory	10	
<input type="checkbox"/> internet directories	110	
<input type="checkbox"/> online business listin...	10	
<input type="checkbox"/> internet web directory	10	

A blue circular icon with a white letter 'e' is overlaid on the left side of the screenshot.

Keyword Research

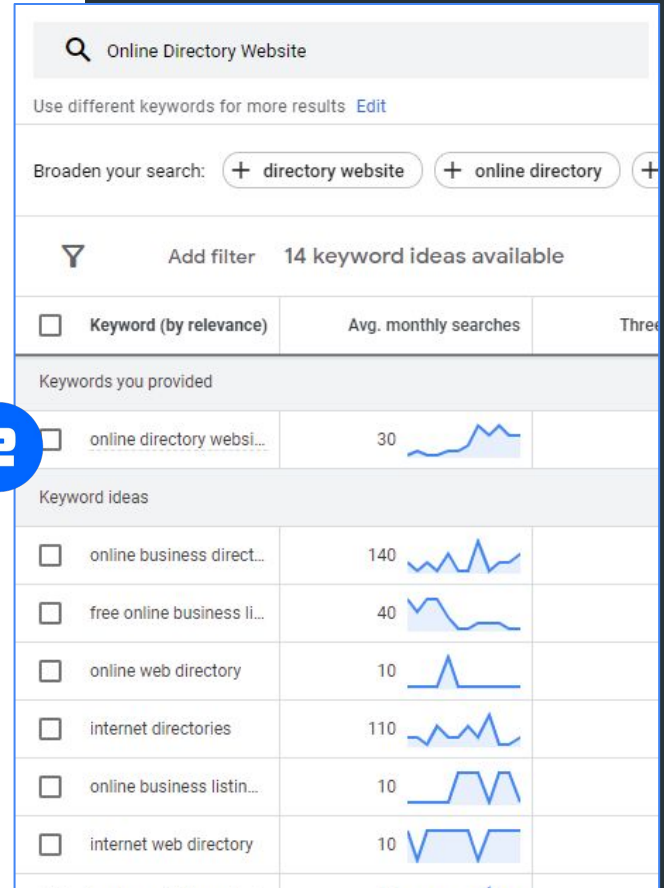
It's the process of finding all possible search queries that may be relevant to your business.









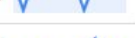
KEYWORD RESEARCH FOR ONLINE DIRECTORIES

Keyword Research for Online Directories

Online Directories, while niche websites, are great for long-tail keywords applied to its categories and subcategories.



The screenshot displays a keyword research tool interface. At the top, a search bar contains the text "Online Directory Website". Below the search bar, there is a link that says "Use different keywords for more results Edit". Underneath, there are two buttons labeled "+ directory website" and "+ online directory". A filter icon is visible, and it says "Add filter 14 keyword ideas available".

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Three
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<input type="checkbox"/>	internet directories	110	
<input type="checkbox"/>	online business listin...	10	
<input type="checkbox"/>	internet web directory	10	







A blue circular icon with a white letter 'e' is overlaid on the left side of the screenshot.

Running a Keyword Research

To run a keyword research you need a spreadsheet and access to SEO tools such as SEMrush, MOZ, Ubersuggest, Ahref, or similar.

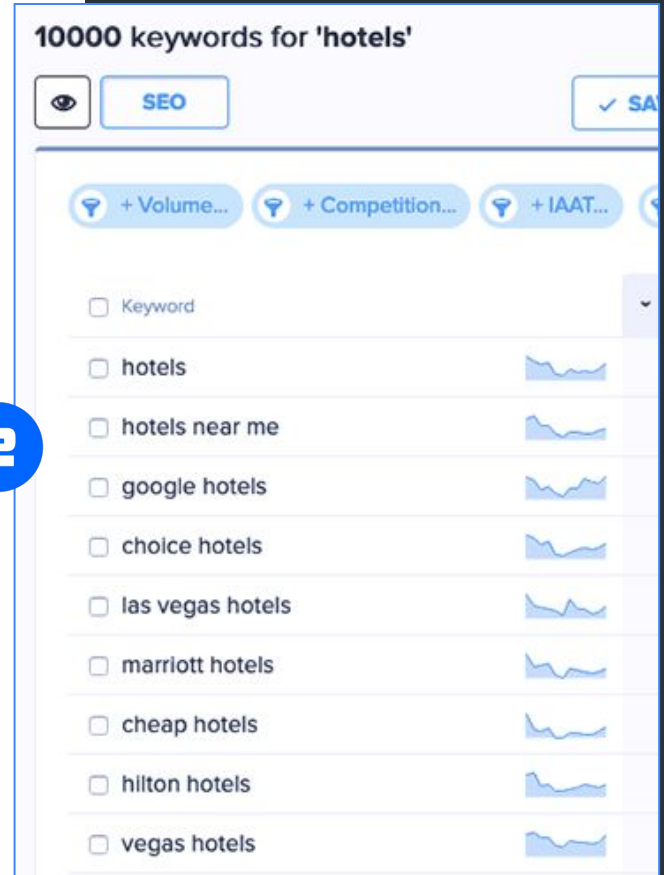


Best keywords

Tool	Keyword suggestions	Data f
	★★★★★	★★★
	★★★☆☆	★★★
	★★★☆☆	★★★
	★★★★☆	★★★
	★★★★☆	★★★
	★★★☆☆	★★★

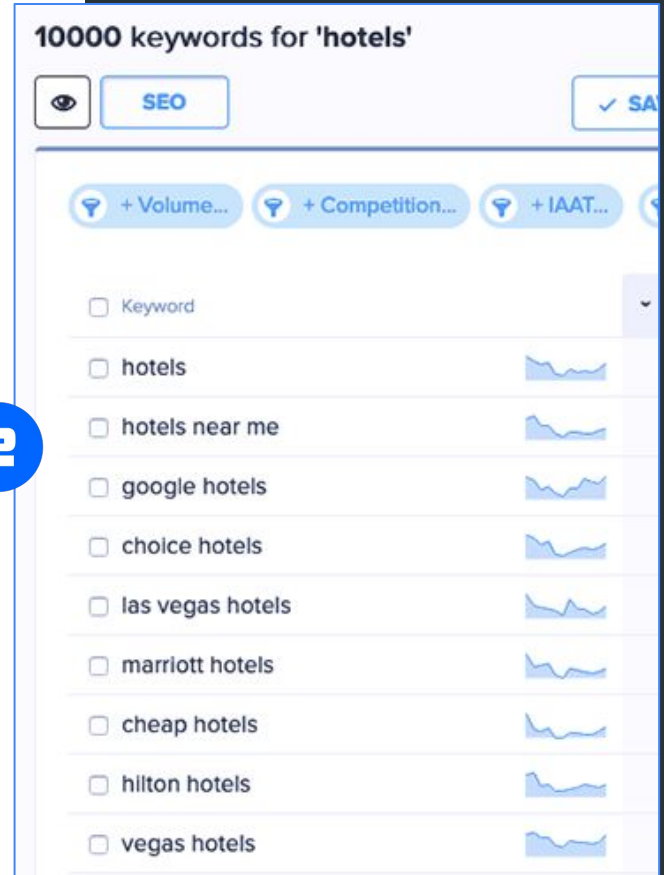
Keyword Research Step 1

Create an initial keyword list.



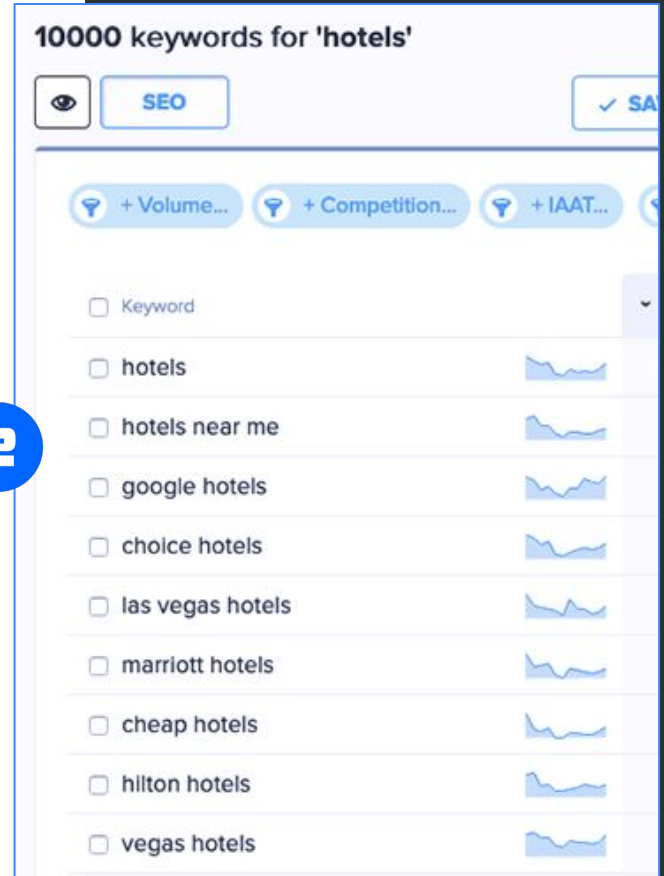
Keyword Research Step 2

Use the SEO tools to discover the stats of your keywords.



Keyword Research Step 3

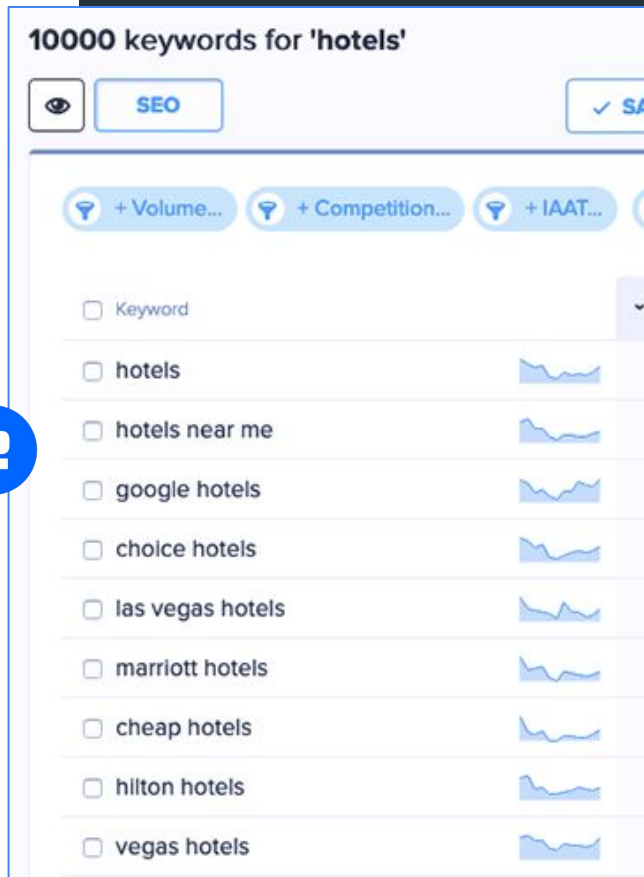
Prioritize your keywords list asking yourself a few questions.



Keyword Research Step 4

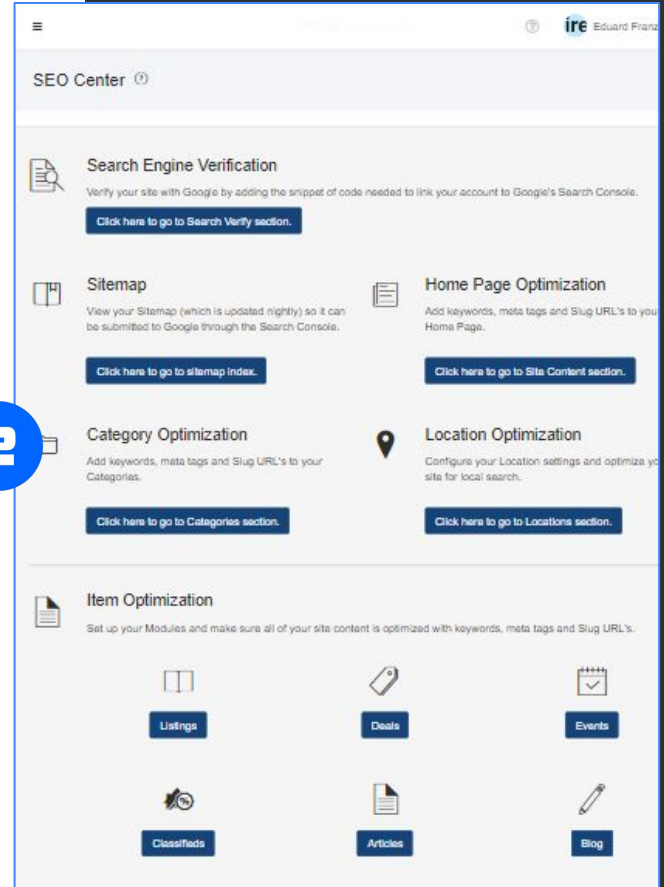
Trim down the list to up to 5 keywords to each category or subcategory.

...and you're done!



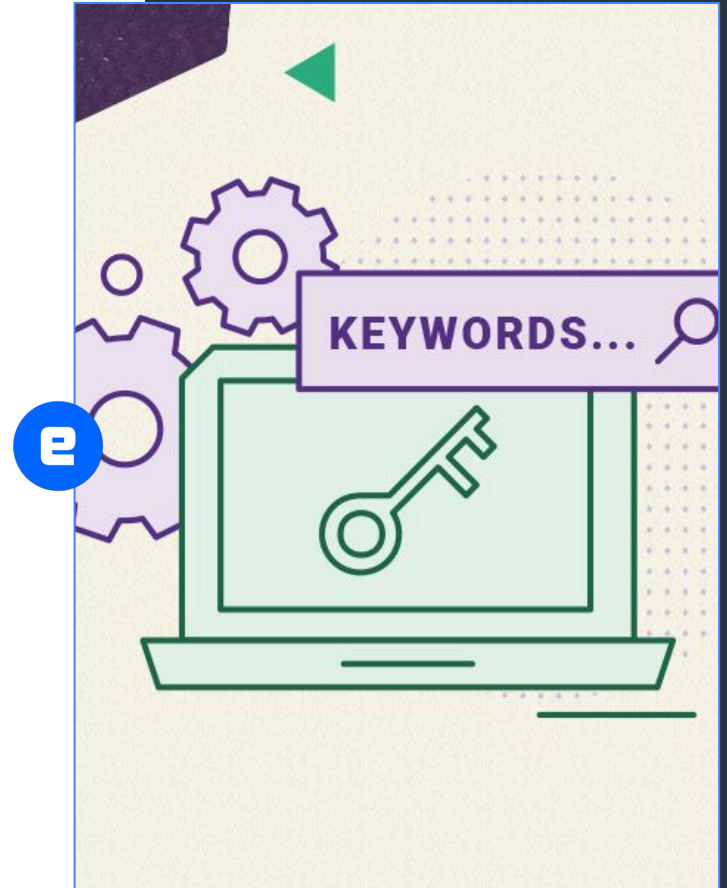
eDirectory SEO Center

At the bottom of each Item page, a listing, a category, or a location, for example, you'll find the SEO center.



Final thought

Keyword optimization is not going to immediately shoot you to the top of the results, but it is essential for your ongoing SEO efforts.



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<https://www.eDirectory.com>



<https://www.facebook.com/groups/eDirectoryCommunity>

Next Events

December 14th

- Prepare Your Website For The Holidays

January 11th, 2023

- Get your Online Directory Off The Ground



<https://www.edirectory.com/webinars/>

