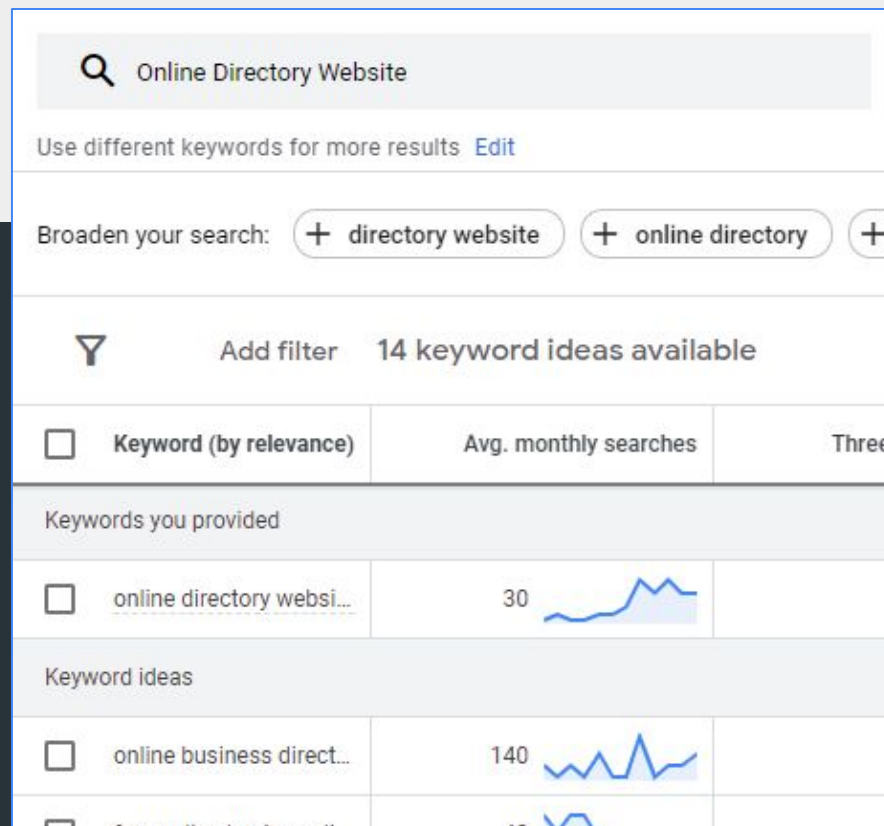





Webinar

AUGUST 2023

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, along with 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	
<input type="checkbox"/>			

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Next Events

- Aug 30th - Integrations To Power Up your Site
- Sep 13th - AI Prompts For Content and Strategies
- Sep 27th - Adsense Alternatives to Monetize Your Site
- Oct 11th - Custom Pages For Location + Category

Sign up at edirectory.com/webinars



Background on the eDirectory platform

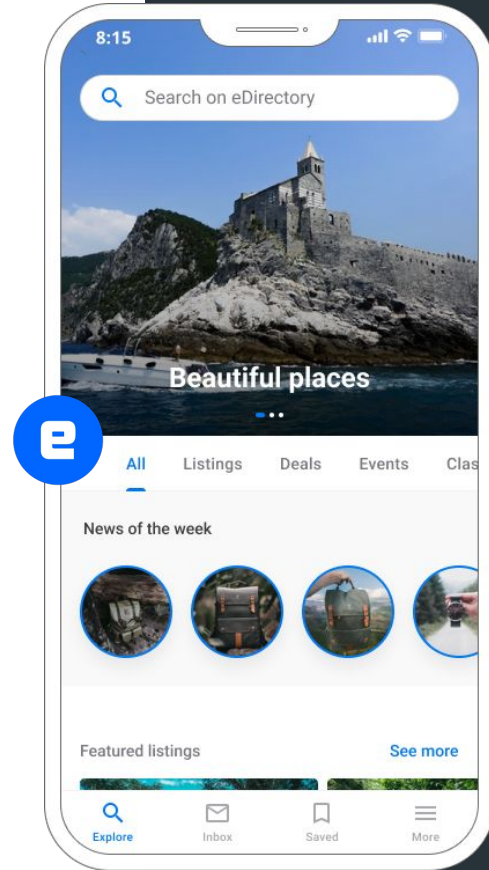
Fits sites for any industry or purpose

Highly customizable

Integrated apps

SEO Optimized and Source code available

Visit eDirectory.com to Schedule a Private Demo

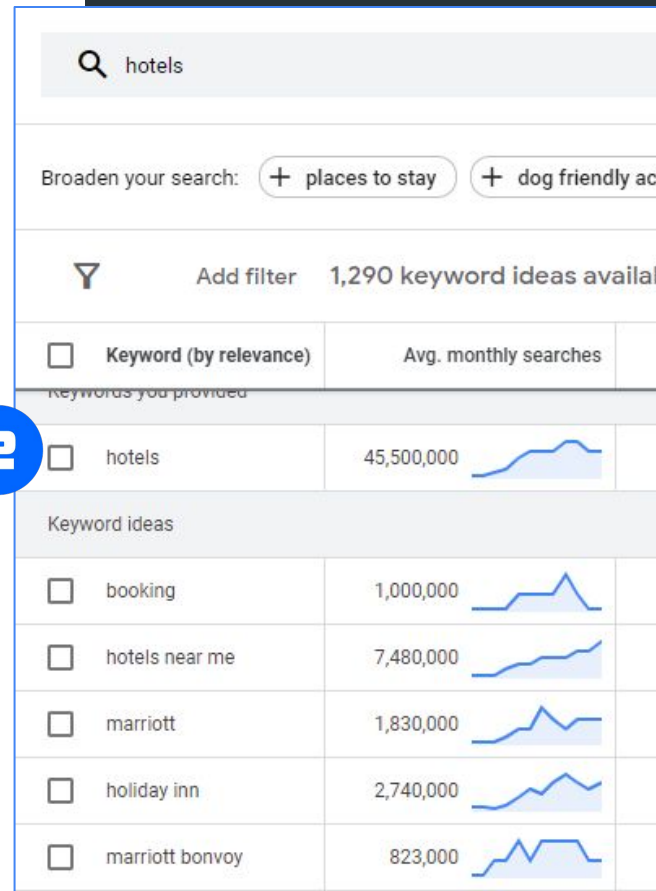


Keyword Research for Online Directories









What is a Keyword?

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



The screenshot displays a search interface for the keyword 'hotels'. It includes a search bar with the text 'hotels', a section to broaden the search with filters like '+ places to stay' and '+ dog friendly ac', and a table of keyword ideas. A blue circle with a white 'e' is overlaid on the left side of the table.

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches
Keywords you provided		
<input type="checkbox"/>	hotels	45,500,000 
Keyword ideas		
<input type="checkbox"/>	booking	1,000,000 
<input type="checkbox"/>	hotels near me	7,480,000 
<input type="checkbox"/>	marriott	1,830,000 
<input type="checkbox"/>	holiday inn	2,740,000 
<input type="checkbox"/>	marriott bonvoy	823,000 

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".

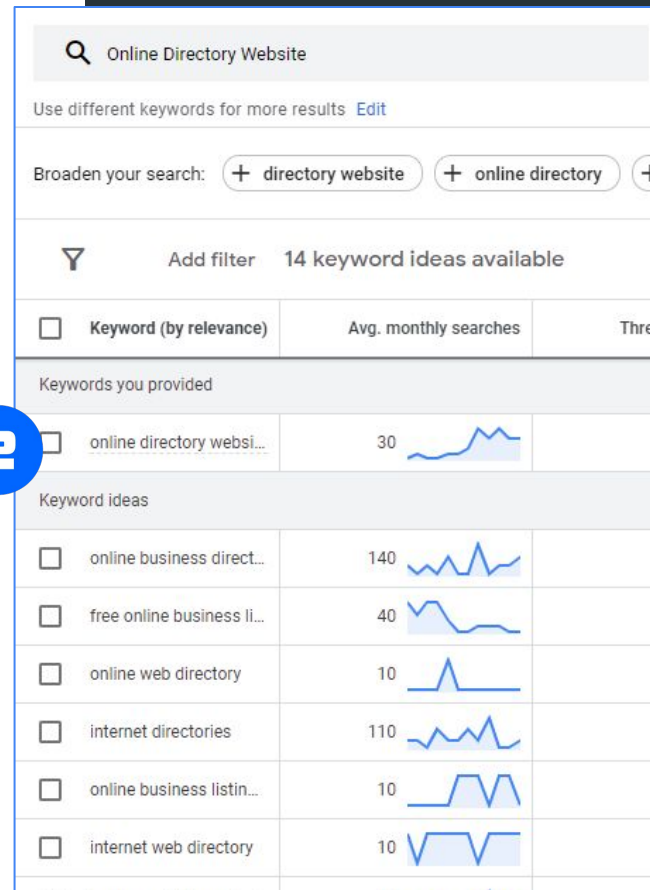


Match Type	Special Symbol
Broad Match	none
Broad Match Modifier	+keyword
Phrase Match	"keyword"
Exact Match	[keyword]








KEYWORD RESEARCH FOR ONLINE DIRECTORIES

Keywords on your pages

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

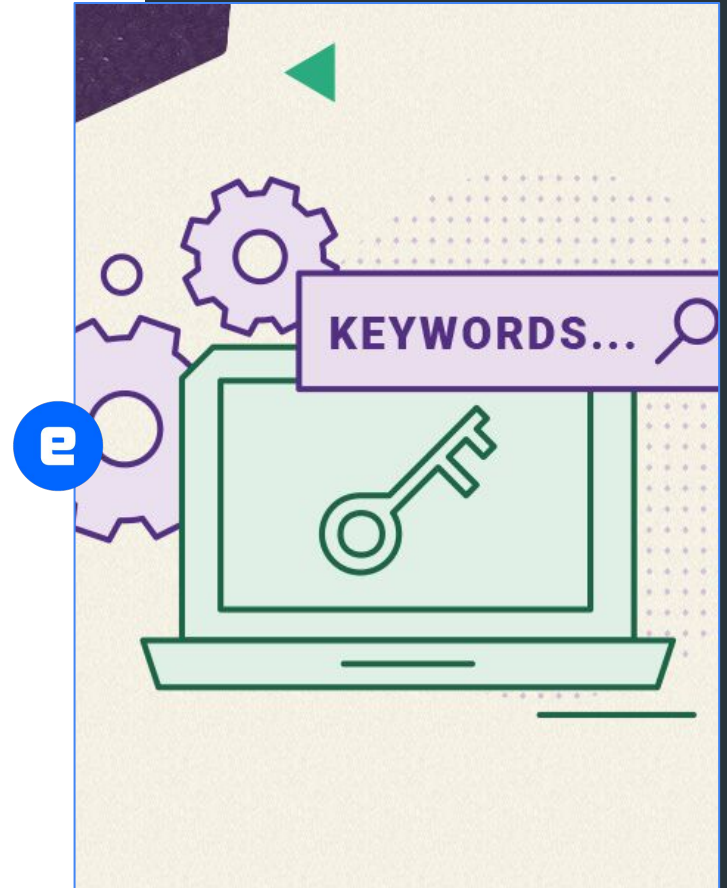


The screenshot displays the Google Keyword Planner interface for the search term "Online Directory Website". It includes a search bar, a filter icon, and a table of keyword ideas with columns for selection, keyword text, average monthly searches, and trend graphs. A blue circle with a white 'e' is overlaid on the left side of the table.

<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	
<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	

Keyword Research

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



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 search interface for the keyword 'Online Directory Website'. It includes a search bar, a filter icon, and a table of results. The table has columns for 'Keyword (by relevance)', 'Avg. monthly searches', and 'Trends'. The results are divided into 'Keywords you provided' and 'Keyword ideas'.







<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Trends
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	

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.



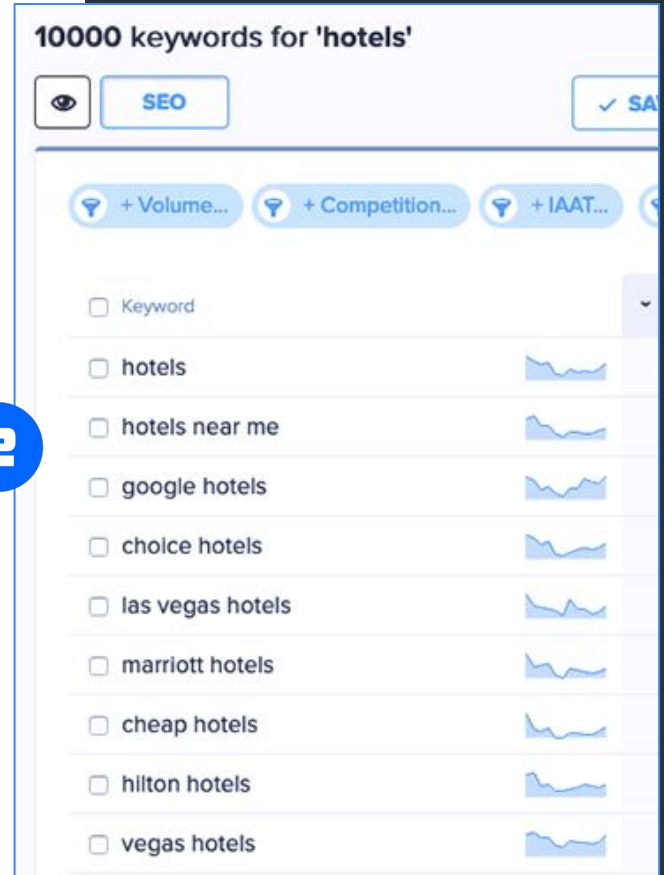
Best keyword research tools

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

Keyword Research Step 1

Pick a category and create an initial keyword list:

- Google Autocomplete
- Suggested Searches
- KW Multiplication

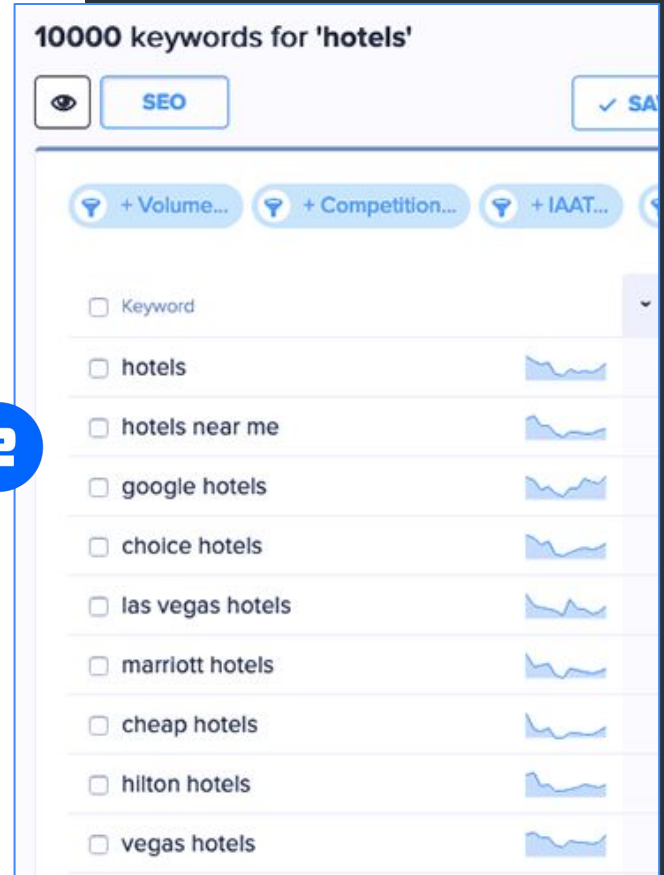


Keyword Research Step 2

Use SEO tools to discover the stats of your keywords.

- Search Volume
- Ranking Difficulty
- Main Competitors

SEMRush/Ubbersuggest/KW
Planner/etc



Keyword Research Step 3

Prioritize your keywords list asking yourself a few questions:

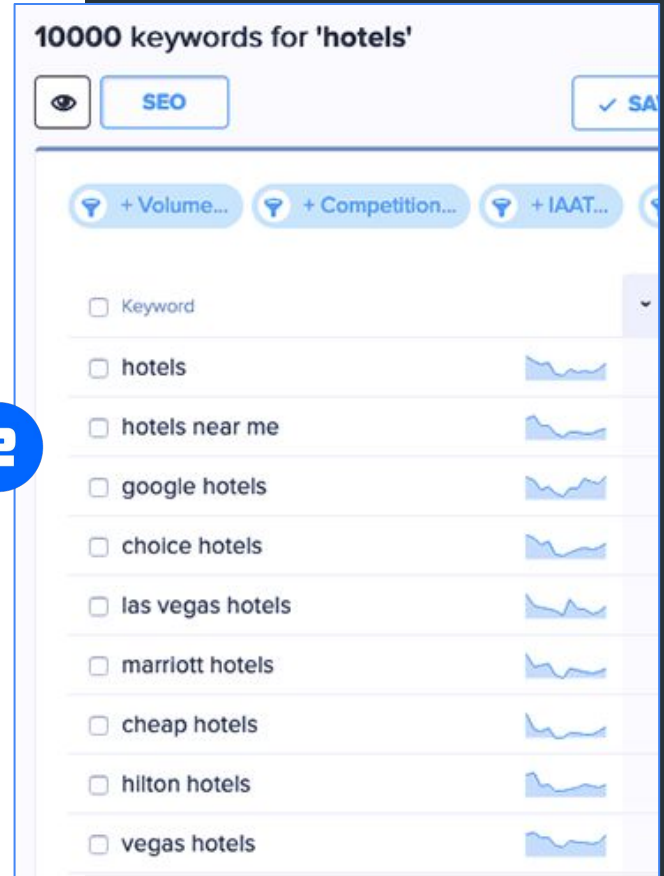


The screenshot shows a software interface for keyword research. At the top, it displays "10000 keywords for 'hotels'". Below this are several filters: an eye icon, a "SEO" button, and a "SA" button with a checkmark. There are also three filter buttons with location icons: "+ Volume...", "+ Competition...", and "+ IAAT...". The main area is a list of keywords, each with a checkbox and a small line graph showing search volume trends. The keywords listed are:

- Keyword
- hotels
- hotels near me
- google hotels
- choice hotels
- las vegas hotels
- marriott hotels
- cheap hotels
- hilton hotels
- vegas hotels

KEYWORD RESEARCH FOR ONLINE DIRECTORIES

- Which keywords will actually bring you traffic?
- Are these keywords actually valued by your audience?
- What words best describe what you offer your audience?
- What keyword/query is your site the PERFECT solution/answer for?
- Is this relevant long term? Are people actually looking for this? Are you offering this content?



Keyword Research Step 4

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

... and you're done!



The screenshot displays a keyword research tool interface. At the top, it reads "10000 keywords for 'hotels'". Below this, there are several interactive elements: an eye icon, a "SEO" button, and a "SA" button with a checkmark. A horizontal bar contains three filter buttons: "+ Volume...", "+ Competition...", and "+ IAAT...". Below the filters is a list of keywords, each with a checkbox and a small blue line graph representing search volume or competition. The keywords listed are:

- Keyword
- hotels
- hotels near me
- google hotels
- choice hotels
- las vegas hotels
- marriott hotels
- cheap hotels
- hilton hotels
- vegas hotels

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.



The screenshot shows the 'SEO Center' interface for a user named 'Eduard Franz'. The page is organized into several sections, each with a title, a brief description, and a 'Click here to go to...' button. The sections are:

- Search Engine Verification:** Verifies the site with Google by adding a snippet of code. Button: [Click here to go to Search Verify section.](#)
- Sitemap:** View the Sitemap (which is updated nightly) so it can be submitted to Google through the Search Console. Button: [Click here to go to sitemap index.](#)
- Home Page Optimization:** Add keywords, meta tags and Slug URL's to your Home Page. Button: [Click here to go to Site Content section.](#)
- Category Optimization:** Add keywords, meta tags and Slug URL's to your Categories. Button: [Click here to go to Categories section.](#)
- Location Optimization:** Configure your Location settings and optimize your site for local search. Button: [Click here to go to Locations section.](#)
- Item Optimization:** Set up your Modules and make sure all of your site content is optimized with keywords, meta tags and Slug URL's. This section contains six sub-modules, each with an icon and a button:
 - Listings:** Represented by a document icon.
 - Deals:** Represented by a tag icon.
 - Events:** Represented by a calendar icon with a checkmark.
 - Classifieds:** Represented by a magnifying glass over a document icon.
 - Articles:** Represented by a document icon.
 - Blog:** Represented by a pencil icon.

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.

