Webinar
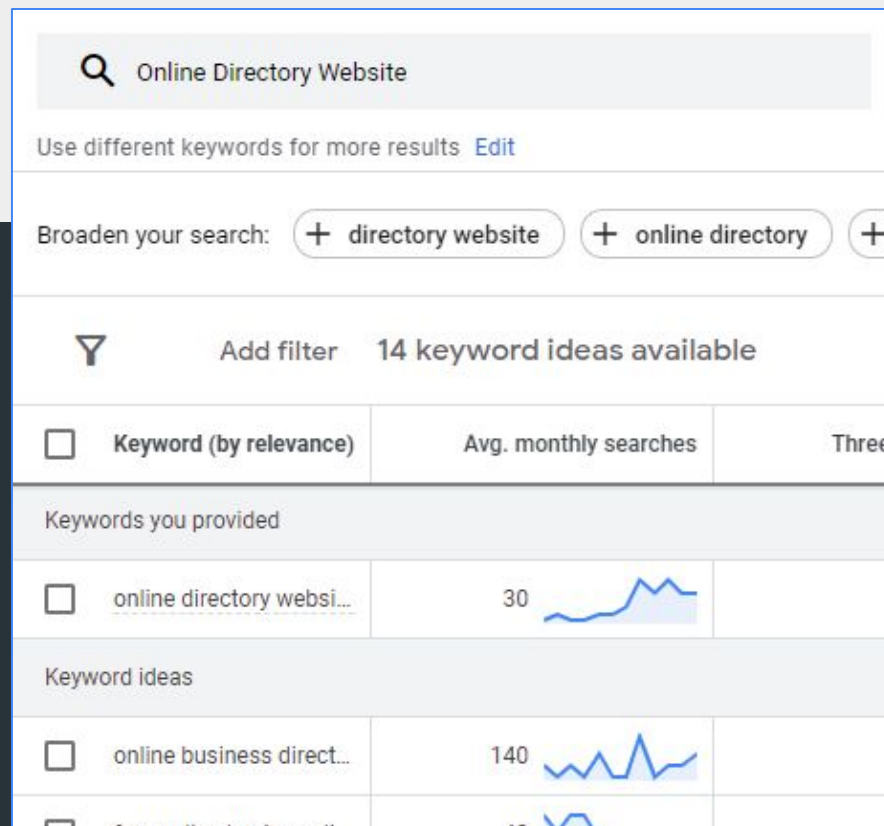
AUGUST 2023

Keyword Research For Online Directories

edirectory

Online Directory Website

Use different keywords for more results Edit

Broaden your search: + directory website + online directory +

Add filter   14 keyword ideas available

Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
online directory websi...	30	
Keyword ideas		
online business direct...	140	

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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
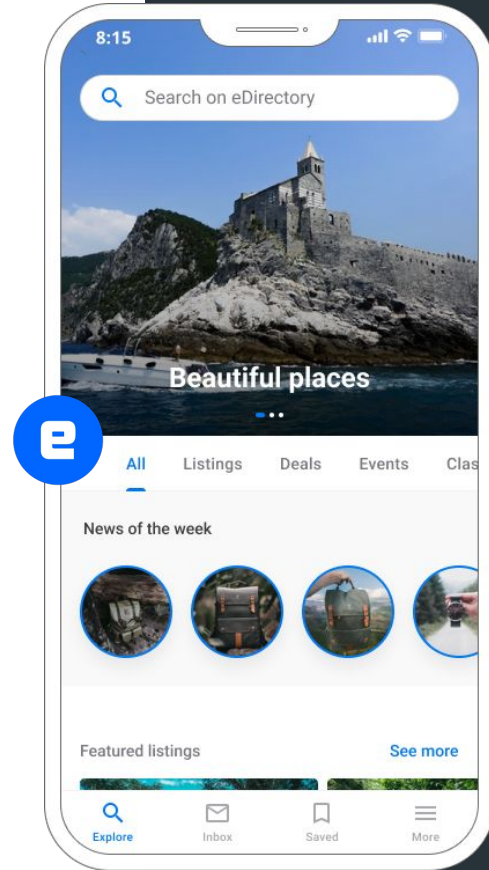
Background on the eDirectory platform

Fits sites for any industry or purpose

Highly customizable

Integrated apps

SEO Optimized and Source code available
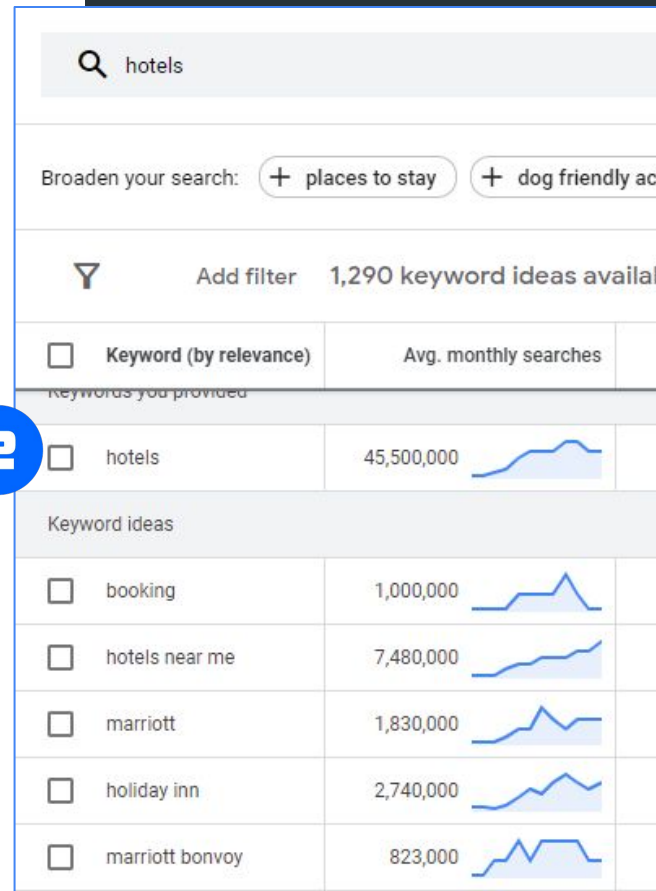
Visit eDirectory.com to Schedule a Private Demo

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What is a Keyword?

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

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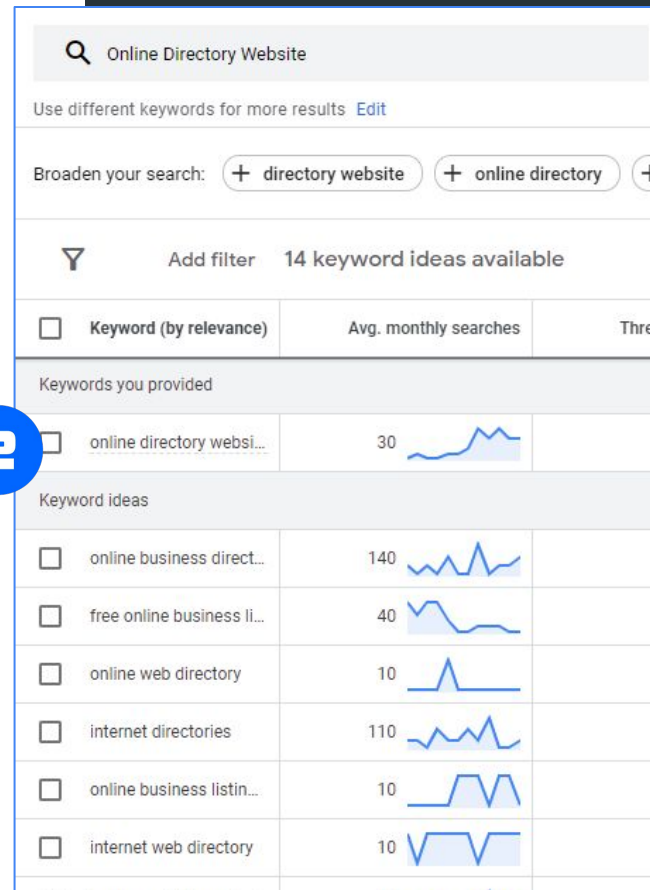
Match Type	Special Symbol	
Broad Match	none	
Broad Match Modifier	+keyword	
Phrase Match	"keyword"	
Exact Match	[keyword]	

Keywords on your pages

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

Keyword Research

It's the process of finding all possible search queries that may be relevant to your business.
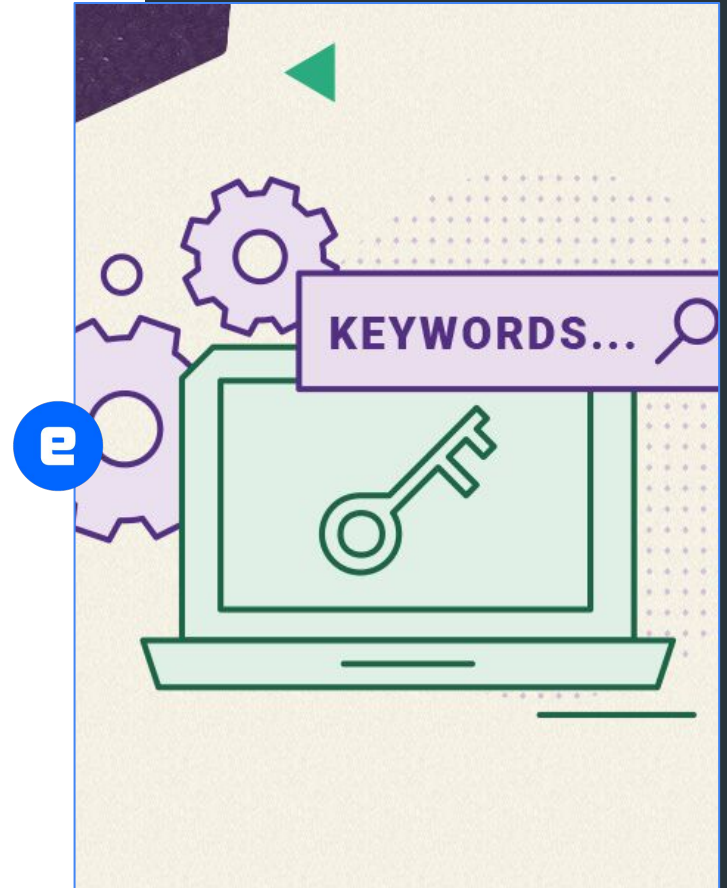
Keyword Research for Online Directories

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

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.
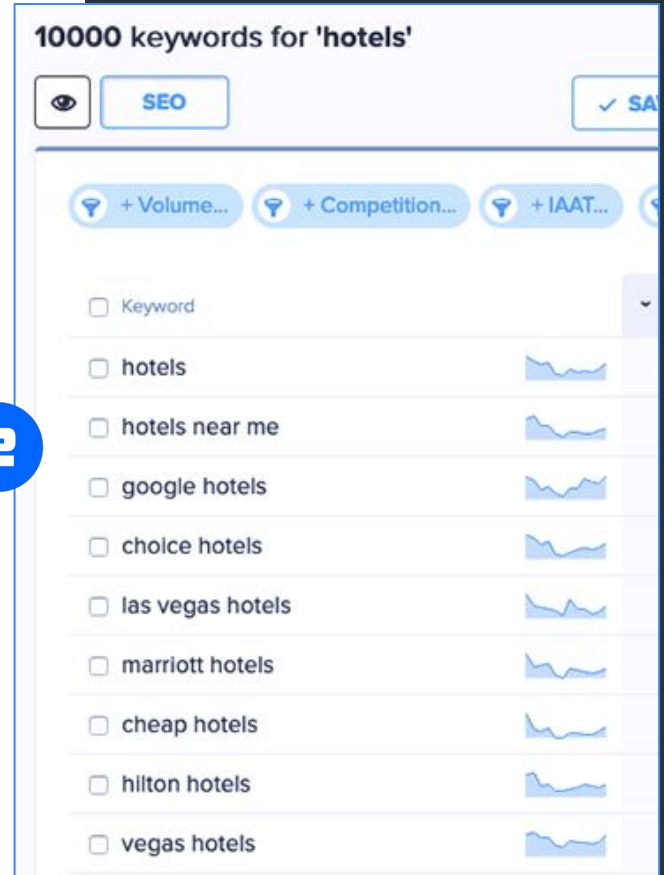
Keyword Research Step 1

Pick a category and create an initial keyword list:

- Google Autocomplete
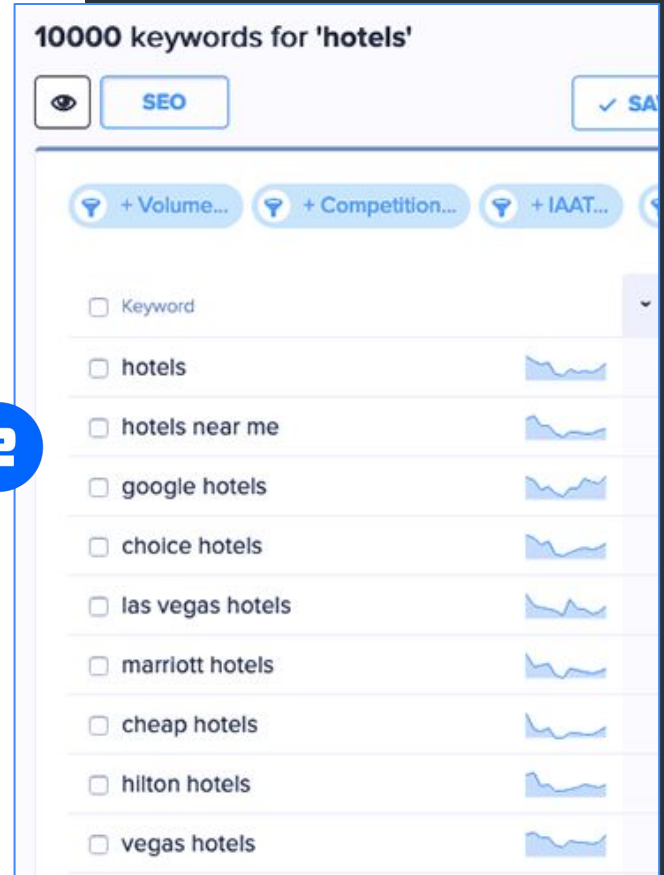- Suggested Searches
- KW Multiplication

Keyword Research
Step 2

Use SEO tools to discover the stats of
your keywords.
- Search Volume
- Ranking Difficulty
- Main Competitors

SEMRush/Ubersuggest/KW
Planner/etc

Keyword Research Step 3

Prioritize your keywords list asking yourself a few questions:

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?
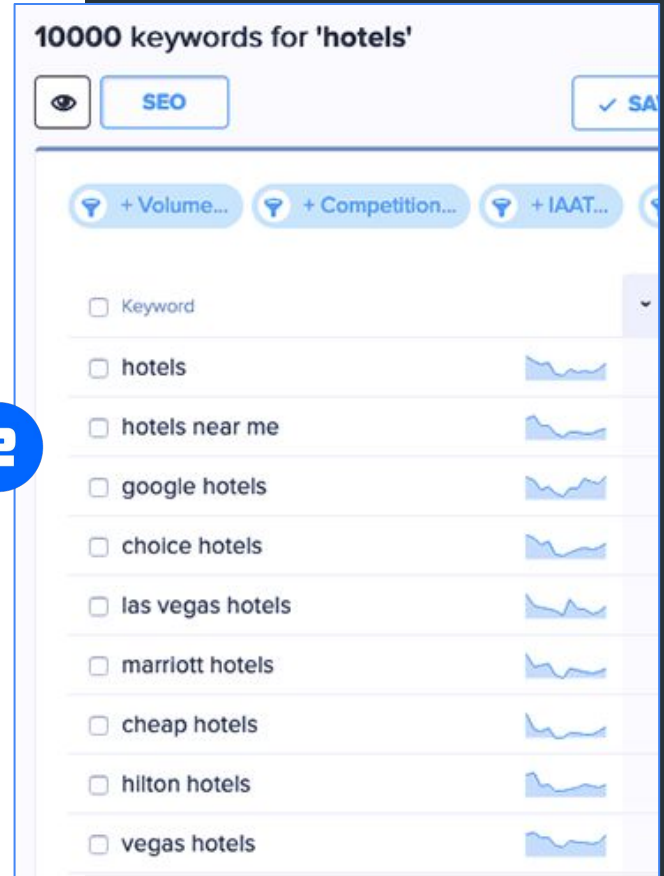
Keyword Research Step 4

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

… and you're done!

KEYWORD RESEARCH FOR ONLINE DIRECTORIES

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.