

## **Keyword Research Tips For Those Just Starting Out In SEO**

*If you have an online store, your product names are an ideal starting point for long-tail keyword ideas. Make sure you target wording that people would use to describe your products conversationally. For example, if you are selling cars, it's best to use "cars" in place of "automobiles" in any long-tail keyword. While it is possible to reach out to 50% of the world's population online, it is important to understand the need to make sure you are visible to them. This is exactly where there is a need to understand the importance of keyword research. You cannot reach out without the help of highly targeted and specific keywords. Keyword research is becoming more and more topical. It is no longer about finding one ideal keyword. It is about understanding the audience and covering the topic in a complex way. Do you know who your competition is? Do you know if they are engaged in any Internet marketing campaigns? If so, do you know what keywords they seem to be using in those campaigns? A [SEO Specialist](#) knows that content quality and user experience are the most important elements of search engine optimization.*

## **Spectacular SEO Stats**

*To help you to keep pace with the latest changes in search engine optimisation, we've compiled the SEO statistics that every marketer needs to know. The stats listed below will inform your strategy and help you to climb to the top of the SERPs.*

- *70.87% of keywords with more than 10,000 monthly searches consist of only one or two words.*
- *12.29% of search queries have featured snippets in their search results.*
- *Most top-ranking pages get 'followed' backlinks from new websites at a pace of +5%-14.5% per month.*
- *Where to buy + near me mobile queries have grown by over 200% from 2017–2019.*
- *28% of searches for something nearby result in a purchase.*
- *The average top-ranking page also ranks in the top 10 search results for nearly 1,000 other relevant keywords.*

*A [SEO Agency](#) can spend years learning how to analyse data in order to improve content and help businesses grow.*

## **Use Backlinks Effectively**

*Link building is a continuous process where you need to continue earning additional links. This is because link signals decay over time. Google uses the freshness of link signals to determine the popularity and relevance of websites and web pages. High-quality backlinks can help to increase a site's ranking position and visibility in search engine results (SEO). The more endorsements you receive from authoritative websites, the higher ranking your website is in the search engines, the more people are going to trust your business and recognize your brand. Many agencies still recommend link-building as a tactic to raise a website's standing in SERPs, but many digital marketers are starting to question if this strategy is still effective. A professional [SEO Expert](#) will keep themselves updated with the latest trends and techniques which are working well in the market.*

## **Long-Lasting Local SEO Rankings**

*Bonus points for emphasizing a Chambers of Commerce membership in your community, which will garner you an external inbound link. 60 percent of American adults conduct searches for local services or product information on tablets and smartphones. If you're running a local business or thinking of starting one, getting a lot of exposure can be tricky. You might get by on the odd ad, but without a good online presence, you're unlikely to beat your competitors where people love to buy locally. When done right, local SEO allows people to find information about your business quickly and easily, putting them one step closer to a transaction. A [SEO Agency Yorkshire](#) will ensure high visibility and growth of your business across your desired location.*

## **Support Your Global SEO Endeavours**

*It's not good practice to have duplicate websites on different country code top-level domains (ccTLD). Most international businesses face challenges with duplicate content, and country-specific site delivery to appropriate audiences. If you're entering a bigger market (e.g., US), you may want to check search volume across multiple regions to check for consistency in strength. Following International Web Optimisation best practises will ensure that you're in the best position to take advantage of the international opportunities present in your market. SEO is a very competitive industry, and the work quality of a professional [SEO Consultant in London](#) is essential.*

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*Search engine algorithms have gone through a lot of changes over the last decade, but the goal has pretty much remained the same: provide their users with the best possible answers to their queries. Delaying an SEO strategy or campaign doesn't force users and search engines to wait: Buyers are still using search and they're still finding your competitors. Don't get caught sleeping.*

Discover extra facts about SEO Consultants in this [Wikipedia](#) web page.

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