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Autore	Jones Ron <1956->
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Nota di contenuto	Keyword Intelligence Keyword Research for Search, Social, and Beyond; Copyright; Acknowledgments; About the Author; Contents; Foreword; Introduction; Chapter 1: Keyword Research History and Its Evolving Role in Marketing; How Keyword Research Has Evolved; Why Keywords and Keyword Research Are Vital for Success; The Six Principles of Keyword Research; Summary; Chapter 2: How to Develop a Successful Keyword Strategy; Develop Your Marketing Strategy, Plan, and Goals; Decide Which Marketing Channels You Will Use; How Will You Measure Success?; Team Members and Their Roles and Goals Keyword Competitive Intelligence Keyword Research Process; Summary; Chapter 3: Keyword Research Tools; Keywords and the Search Funnel; Building Your Toolset; Stage 1 and 2 Keyword Tools; Search-Engine-Specific Tools; Stage 3 and 4 Keyword Tools; Keyword Competitive Analysis Tools; Summary; Chapter 4: Finding Keywords; Building Your Keyword Toolset and Methodology; Brainstorming and Seed Keywords; Where to Find Good Keywords; Within Your Company; Within Your Industry; From Your Competition; From Social Media and Blogs; Keyword Modification Techniques; Summary Chapter 5: Refine Your Initial List of Keywords in Seven Steps The

Keyword Refinement Process You now take off your brainstorming hat; Step 1: Categorization and Audience Segmentation; Step 2: Scoring for Relevance; Step 3: Scoring for Specificity; Step 4: Scoring for Competition; Step 5: Scoring for Popularity; Step 6: Overall Scoring and Prioritization; Step 7: Keyword Interpretation; Summary; Chapter 6: Using Keywords for SEO; Keywords and Their Role in SEO; Keyword Optimization; Keywords and Link Building; Optimizing Image and Video Assets with Keywords; Summary
Chapter 7: Using Keywords for PPC Keywords and Their Role in PPC; Keyword Categories and Ad Groups; Keywords and Quality Score; Using Negative Keywords; Search Funnels; Summary; Chapter 8: Using Keywords for Social Media; Role of Keywords and Social Media; What Is Social Media?; Social Media Strategy; Social Media Keyword Research Tools; Keyword Research for YouTube; Keyword Research for Twitter; Keyword Research for Facebook; Keyword Research for Blogging; Summary; Chapter 9: Using Keywords for Mobile and Local; Local Search Visibility; Local Keyword Research
Optimize Your Site Using Local Keywords Mobile Keyword Research; Developing a Mobile Strategy; Summary; Chapter 10: Keywords and Site Architecture; Understanding Site Architecture; Step 1: Your Site Structure; Step 2: Keyword Modeling; Step 3: Developing Your Personas; Step 4: Content Design; Step 5: Wireframes and Prototyping; Summary; Chapter 11: Creating Great Content with Keywords; The Importance of Quality Content; Writing for the Web; Copywriting; Content Management; Content Marketing; Digital Asset Optimization; Summary; Chapter 12: Using Keywords for Branding and Messaging
Keywords Research for Branding and Messaging

Sommario/riassunto

A unique book on the art and science of keyword research Keyword research can make or break a marketing campaign, an optimization strategy, and pay-per-click ad campaigns. Written by a keyword research expert, this essential resource drills home the importance of targeting the right keywords or phrases in order to get traffic from search engines and social media channels. Author Ron Jones imparts his wisdom and experience for determining which keywords will work based on a searcher's intent and he shows you how to research social, mobile, and video marketing tools that can ultimately
