





















## KEYWORD REPORT

### Average Exact Monthly Searches:

Keyword (10 active, 0 removed, 157 filtered)	Searches	SEOT	MSEOTC	MSEOUC	MSEOAC	MSEODC	TAComp	Trends	SEOV
 how to content marketing	5,709	2,398	74	474	36	163	0		\$0.00
 what is contents	3,941	1,655	378	779	105	235	7		\$1655.22
 the content marketing institute	641	269	476	1,429	841	320	10		\$118.46
 content marketing firm	510	214	2,075	2,596	256	504	18		\$214.20
 the definition of content	457	192	187	507	47	126	8		\$0.00
 define contentment	379	159	50	223	8	112	1		\$0.00
 what is content marketing examples	218	92	4	13	0	10	0		\$305.81
 what is a content marketer	166	70	59	136	9	63	3		\$0.00
 digital content marketing agency	143	60	4,560	856	114	160	24		\$0.00
 content marketing definition	123	52	957	2,327	219	927	23		\$51.66

**Here are ten very good keywords to use. All results are based on actual search terms related to your niche. If a term you like or think is good and does NOT appear here, it's because of low-monthly-search-volume or high-competition-levels. Multiple selection criteria have been used to find them. All have extremely low competition levels and, with proper on-page and off-page SEO, you can rank for any of them.**

**My choice for you as a primary keyword for your main index page would be the mis-phrased "how to content marketing" because of highest, most relevant search volume and extremely low competition across all metrics. A top ranked site for this keyword could get at least 2,398 hits/mo.**

**I would also create more sub-pages with titles equivalent to other keywords on the list you like and SEO each one for each keyword. Done properly – with more top-ranked pages - can increase your total hits per month.**

**Total Searches (Searches)** - This is simply the average number of people who search for the keyword per month on Google.com, and Google's search partners (e.g. AOL's co-branded Google search engine).

**SEO Traffic (SEOT)** -It's deceptive looking at the total searches for a keyword. It's easy to think about how great it would be to have all of the searches per day land on your site – when in reality; only a percentage of those people will ever visit ANY site.

SEO Traffic score (SEOT) is unique in that it gives you the maximum amount of traffic that targeting a keyword is likely to give you.

This is based on analysis of millions of actual search engine queries, showing 42% of all clicks go to the FIRST listed result.

Using this data is the simplest way that you can get better results from your keyword targeting – the higher an SEOT figure is for a keyword, the more potential traffic you can capture from SEO for your web-site. Simple.

**Title Competition (MSEOTC)** -This figure shows you the number of web pages that contain the keyword in their title tags (in any word order).

With the keywords that you place in the title tag of a web page being a HEAVY search engine ranking factor, often you can get very fast front-page rankings by targeting keywords with very low title competition scores.

**URL Competition (MSEOUC)**-The total number of web pages globally that mention a specific keyword term in the same word order in their URL.

**Title & Anchor Competition (TACOMP)** –The number of pages that contain the keyword term in both the page title and in the anchor text of an external inbound link.

**(If Shown) Local Competition (SEOLC)** – The number of webpages from the project country that mention the keyword in the same phrase word order in index.

**(If Shown) Local Title (SEOLTC)** - The number of webpages from the project country that mention the keyword in the same phrase word order in title.

**(If Shown) Local URL (SEOLUC)** The number of webpages from the project country that mention the keyword in the same phrase word order in URL.

**SEO Value (SEOV)** - Ever wanted to know which keywords would be most profitable to target? SEOV is the total maximum value of traffic (per day) that you could receive by targeting this keyword through SEO, rather than Adwords