

# Webinar


OCTOBER 2024



Keyword Research For Online Directories

Search: Online Directory Website

Use different keywords for more results [Edit](#)

Broaden your search: [+ directory website](#) [+ online directory](#) [+](#)

 Add filter 14 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
<input type="checkbox"/> <u>online directory websi...</u>	30 	
Keyword ideas		
<input type="checkbox"/> <u>online business direct...</u>	140 	
<input type="checkbox"/> <u>...</u>	...	

# Our Team



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edirectory

# Next Events

- October 23rd - Artificial Intelligence for Content Marketing
- November 6th - Tips for Creating a Killer Home Page
- November 20th - The eDirectory Plugins
- December 4th - Prepare Your Website For The Holidays
- December 18th - Integrations to Power Up Your Site



<https://www.edirectory.com/webinars>

# Background on the eDirectory platform

Listing sites for any industry or purpose

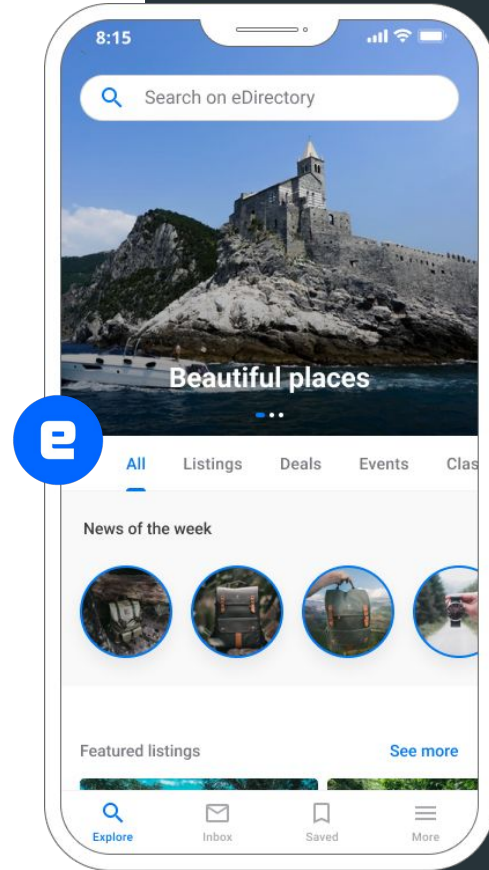
Easily customizable

Integrated native app builder

Source code available

In-house Customization Team

Request a live demo at [www.eDirectory.com](http://www.eDirectory.com)



# Keyword Research for Online Directories



# Summary

- What is keyword research?
- Why it's important?
- Types and Intent
- How to Research Keywords for Your SEO Strategy
- How to Find and Choose Keywords for Your Website
- The eDirectory SEO Center and The Page Editor

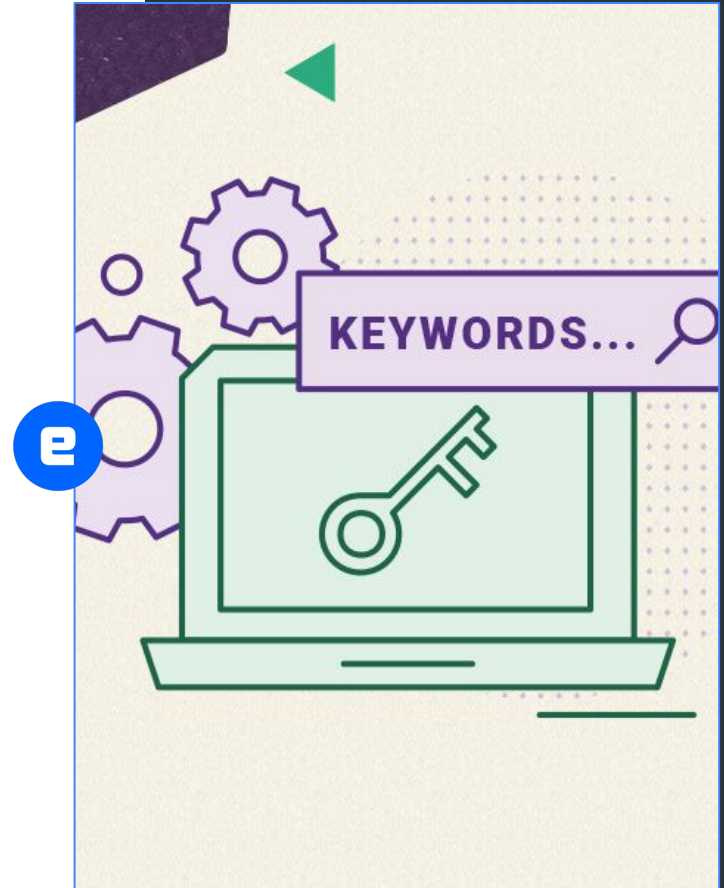
The screenshot displays a keyword research tool interface. At the top, a search bar contains the text 'hotels'. Below the search bar, there are two buttons labeled '+ places to stay' and '+ dog friendly ac'. A filter icon is visible, and the text 'Add filter 1,290 keyword ideas available' is shown. The main content area is a table with columns for 'Keyword (by relevance)', 'Avg. monthly searches', and a line graph. The table is divided into two sections: 'Keywords you provided' and 'Keyword ideas'. The 'Keywords you provided' section lists 'hotels' with 45,500,000 monthly searches. The 'Keyword ideas' section lists several related terms with their respective monthly search volumes and trend graphs.

<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	

## Keyword Research

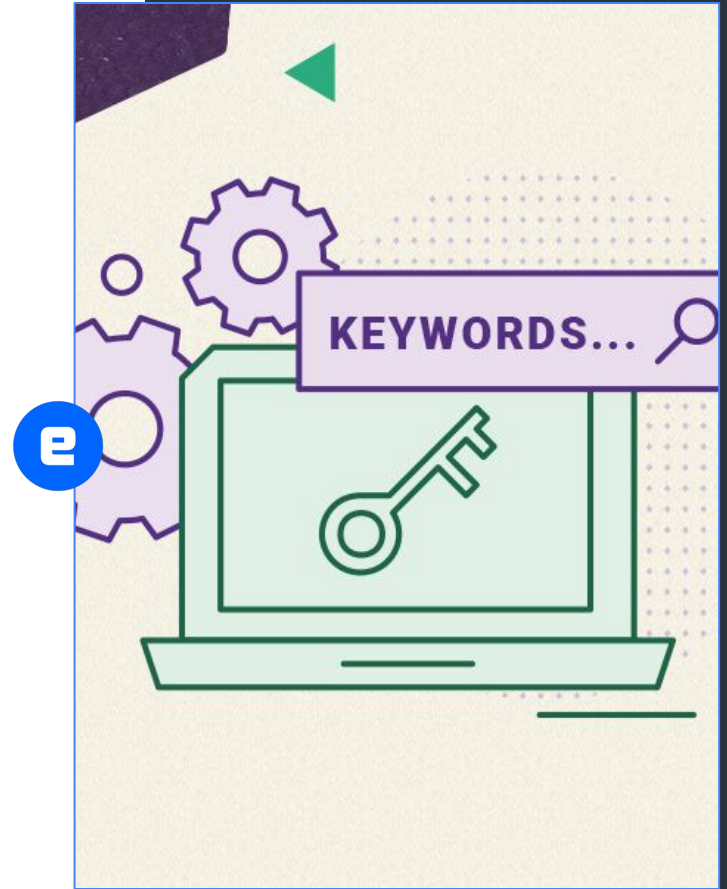
Keywords are phrases that people enter into search engines, also called "search queries" or "search terms".

KW Research is the process of finding all possible search queries that are relevant to your business so you can create content around it and optimize our pages.



## Keyword Research Matters

It determines who your competitors are and which area of the search landscape you can rank for. Doing keyword research and understanding where your directory sweet spot is — that's what gives you rankability.





## KW Types and Search Intent

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".

Search Intent can be informational, navigational, commercial, or transactional

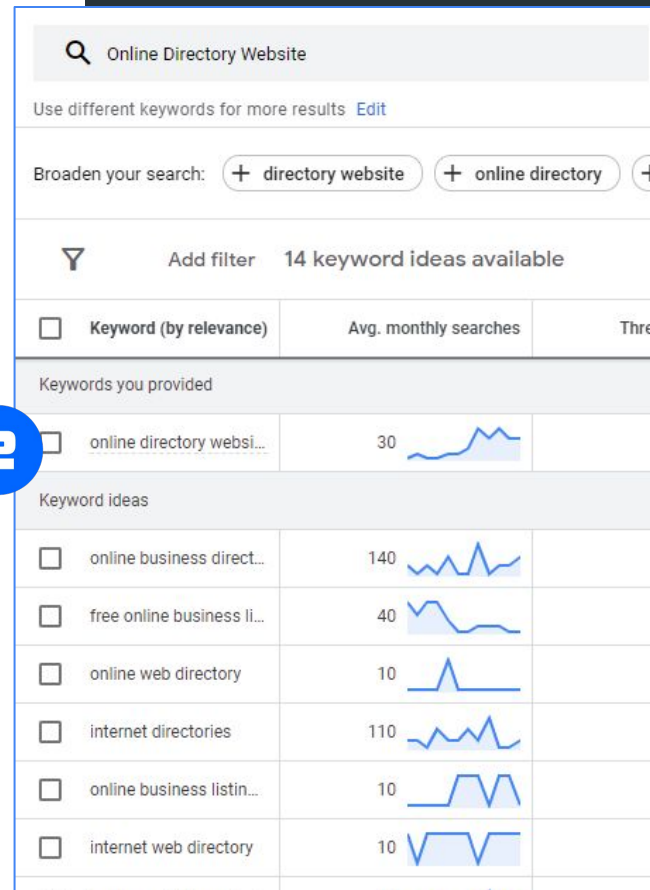


Match Type	Special Symbol
Broad Match	none
Broad Match Modifier	+keyword
Phrase Match	"keyword"
Exact Match	[keyword]







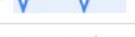
# Keyword Research for Online Directories

Online Directories, while niche websites, are great for long-tail keywords applied to listing's categories + subcategories, blogs, location and other custom pages.

In general, informational and commercial queries are the most common search intent for online directories.



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 a trend line graph.

<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	









## Running a Keyword Research

To run a keyword research you'll need a spreadsheet and access to SEO tools such as SEMrush, MOZ, Ubersuggest, Ahref, Google Search Console, among others.



### Best keyw

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

# Keyword Research Step 1

Pick a target and create an initial keyword list:

- Brainstorming
- Google Autocomplete
- Suggested Searches



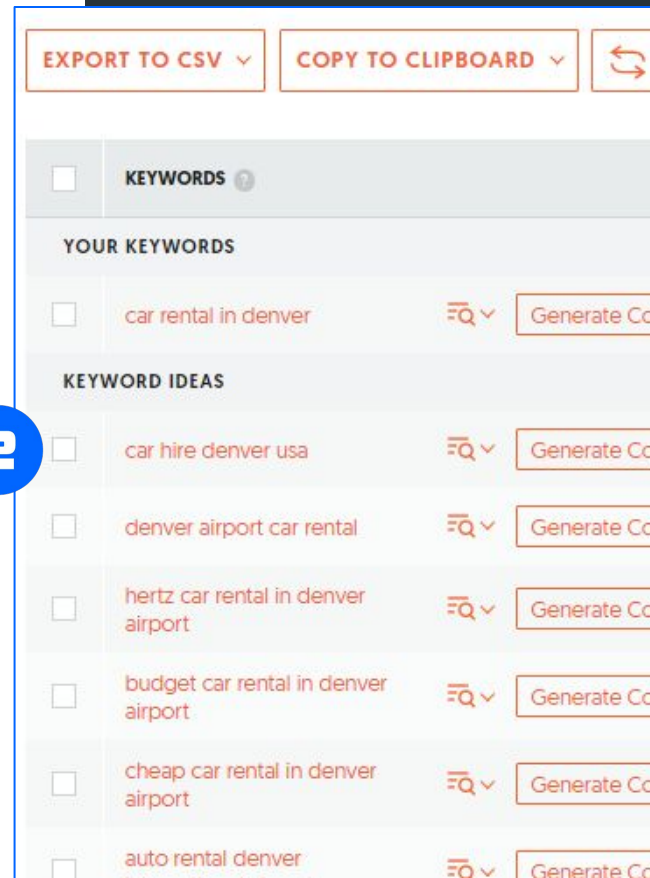
The screenshot displays a software interface for keyword research. At the top, it reads "10000 keywords for 'hotels'". Below this, there are several interactive elements: an eye icon, a button labeled "SEO", and a button with a checkmark and "SA". A horizontal bar contains three filter buttons: "+ Volume...", "+ Competition...", and "+ IAAT...". The main area is a list of keywords, each with a checkbox on the left and a small blue line graph on the right 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", and "vegas hotels".

## Keyword Research Step 2

Use SEO tools to discover the stats of your keywords:

- Search Volume
- Ranking Difficulty
- Cost per Click
- Current Ranking

SEMRush/Google Search Console



# Keyword Research Step 3

Look at the trends to see if the search term is still relevant to the users and worth your efforts.

Google Trends



<input type="checkbox"/>	KEYWORDS ?		
<input type="checkbox"/>	hertz car rental in denver airport	≡ Q v	Gener
<input checked="" type="checkbox"/>	budget car rental in denver airport	≡ Q v	Gener
<input checked="" type="checkbox"/>	cheap car rental in denver airport	≡ Q v	Gener
<input type="checkbox"/>	auto rental denver international airport	≡ Q v	Gener
<input type="checkbox"/>	thrifty car rental in denver airport	≡ Q v	Gener
<input checked="" type="checkbox"/>	car rental return denver airport	≡ Q v	Gener
<input type="checkbox"/>	rental cars in denver airport enterprise	≡ Q v	Gener
<input type="checkbox"/>	dollar car rental in denver airport	≡ Q v	Gener

# Keyword Research Step 4

Prioritize your keywords list asking yourself a few questions:







<input type="checkbox"/>	KEYWORDS ?		
<input type="checkbox"/>	hertz car rental in denver airport	≡ Q v	Gener
<input checked="" type="checkbox"/>	budget car rental in denver airport	≡ Q v	Gener
<input checked="" type="checkbox"/>	cheap car rental in denver airport	≡ Q v	Gener
<input type="checkbox"/>	auto rental denver international airport	≡ Q v	Gener
<input type="checkbox"/>	thrifty car rental in denver airport	≡ Q v	Gener
<input checked="" type="checkbox"/>	car rental return denver airport	≡ Q v	Gener
<input type="checkbox"/>	rental cars in denver airport enterprise	≡ Q v	Gener
<input type="checkbox"/>	dollar car rental in denver airport	≡ Q v	Gener

## 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 or planning to offer this content?



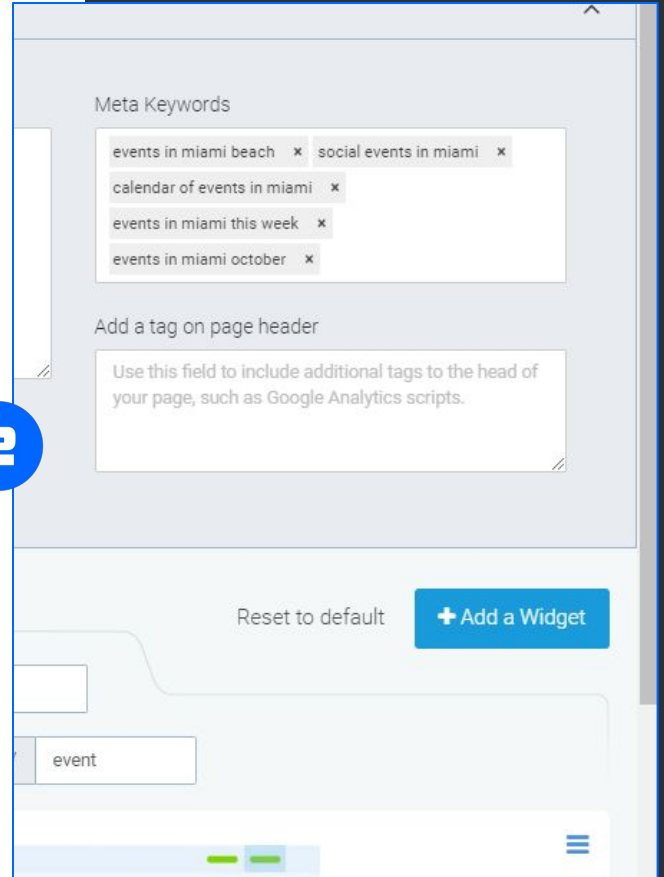
QUESTIONS 		PREPOSITIONS
<b>35</b>	Total Volume: 129.5k	<b>14</b>
Keywords	Vol.	Keywords
cars for rent in denver airport	74.0k	car rental near de
car rent in denver	49.5k	best car rental de
car rental in denver co airport	2.4k	things to do in de
best car rental in denver air...	1.9k	closest car rental
will car rental take debit cards	720	what to do in den
<a href="#">View All [35]</a>		<a href="#">View All [14]</a>
		EST. VISITS 
ww!		11,624 <a href="#">Keywords v</a>
		8,360 <a href="#">Keywords v</a>



# Keyword Research Step 5

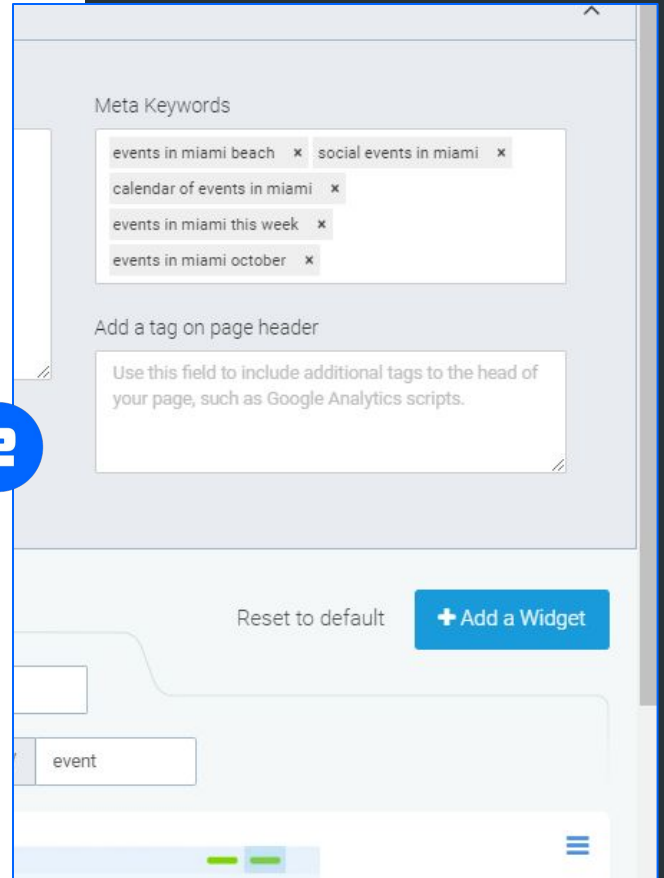
Trim down the list to up to 5 keywords to each category/subcategory or page.

... and you're done!



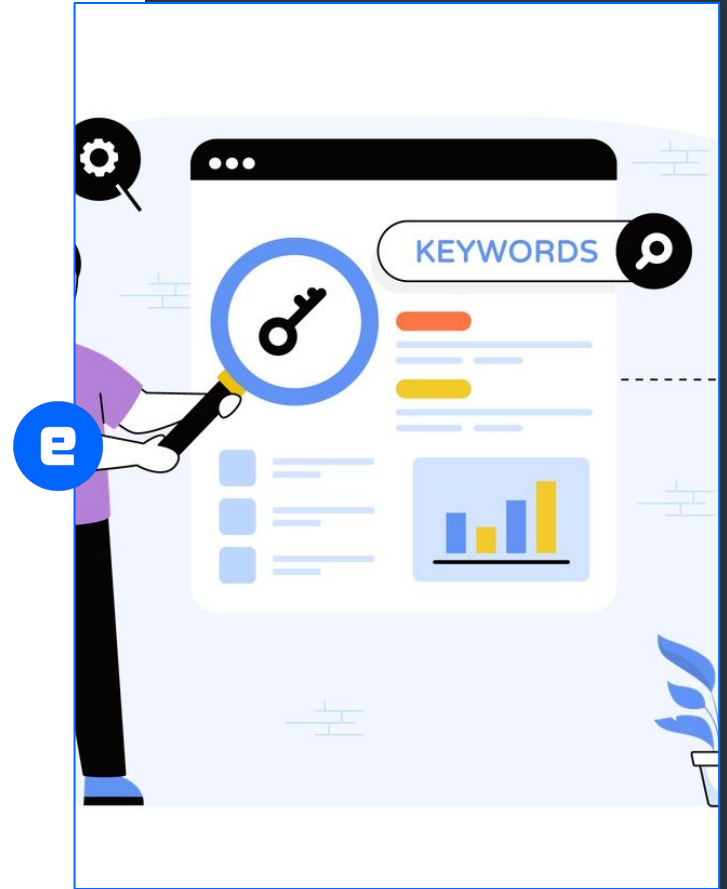
# SEO Keywords on your pages

eDirectory is SEO-optimized to make it easier to find and edit crucial information for the search engines



## 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.



# QUESTIONS?

