

Just a Reminder for 2015: Google Keyphrases Matter



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✖ A few months ago, I wrote a blog about how to find your own keyphrases. Since then, the Internet marketing agency I partner with provided me with a blog list for one of our mutual clients. The blog list was based on keyphrases that people used to find our client.

Wow!

Adam, an Internet strategist from YDOP (www.ydop.com) got together with the company's main keyword research guy. Between the two of them, they gave me a list of blog topics using the most popular keyphrases that targeted the audience of our shared customer. I loved it.

The reason? Because I took that keyword phrase back to our shared client and said, "OK, here's a list of blog topics for the next six months or so. What do you think?"

It opened up communication between my client and me.

How does the above benefit you?

You'll reap rewards by outsourcing your Internet marketing, Web design and content writing needs to professionals who do this every day. Granted, if you're just starting out, you may not have the funds to outsource all of these duties. But try to find people who can help you for free. Many times, writers and Web designers need to beef up their portfolios to show to potential clients. Maybe you can barter with these freelancers to help you develop a half-decent website with content, and you give them free lawn care or landscape services in return.

Whatever you do, if you want to grow your business it's imperative that you get your social media, including your website, localized and targeted. That

way, more of your local prospects can find you.

Here are 4 helpful tips to guide you on your social media journey in 2015:

1. Remember keywords or keyword stuffing your blogs will not produce the Google results you desire.
2. Keyphrases are the blueprint for driving people to your website. Yet, keep in mind that they need to be keyphrases that your prospects are using to find you. Granted, you can do this on your own, but you'll get better results if you hire someone to do it for you.
3. Keyphrases will also help you understand your prospects better. It's easy to marry localization and keyphrases together. Someone in Lancaster, Pennsylvania, may be plugging in "natural lawn care, Lancaster, Pa." into their search engine. If you're a Lancaster-based lawn care or landscape company, will your business show up on that list?
4. Make a New Year's resolution to your lawn care or landscape business: In 2015, you'll target your local audience. And you'll set aside a certain percentage of your marketing budget toward Internet marketing. Because you know that it's well past time to get noticed on Google.

Now your turn: What are your marketing challenges? How do you plan on getting your lawn care or landscape business on the digital map?

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