



# SEO KEYWORD PLANNER





## **ABOUT YOUR SALES ENERGY**

**YSE provides marketing consulting and services to the IT Channel.**

**We use proven methods and innovative approaches to help MSPs, VARs, and Channel Vendors break free of their marketing frustrations and achieve new levels of growth.**

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# It's Time to Supercharge Your Search Marketing!

Search Engine Optimization is just one part of a much larger marketing machine, but when used correctly, SEO can drive relevant traffic into your properties and boost your lead generation.

This keyword planner will help you tailor your SEO strategy to your business, your targeted audiences, and your lead generation funnels -- This is how you get **real** results!

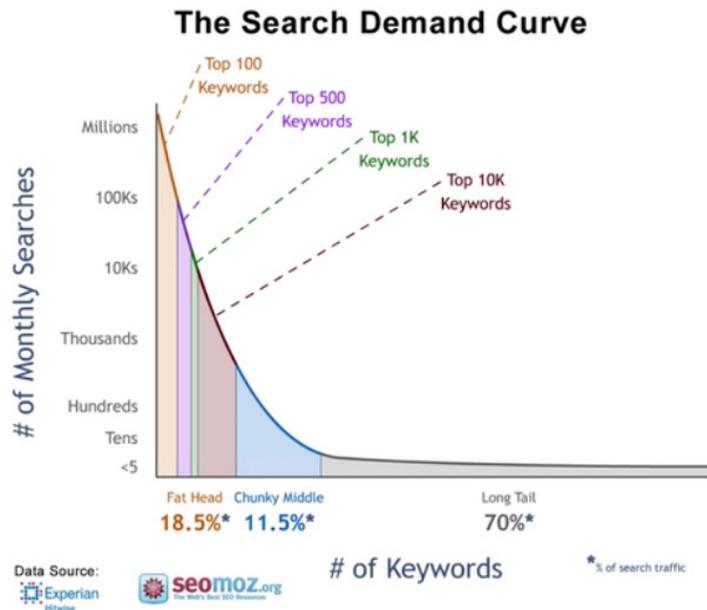
It begins by identifying a target audience -- the "searcher" who you're trying to bring to your website -- and then imagining the search query that they might type into Google.

This planner then asks you to determine how their search query would change as they progress through their buyer's journey.

By thinking about the search queries in their different stages, you will be able to choose your SEO keywords throughout the sales cycle so that you can target the right assets/content to the searcher's needs at that point in time.

This will also reveal to you the keywords you should be targeting throughout the Search Demand Curve (Fat Head, Chunky Middle, and Long-Tail searches).





## Ride the Curve!

Remember that as a searcher becomes closer to making a buying decision, their searches become more precise and clearly defined.

Someone who is just becoming aware of their need for an IT product or support may type in "IT company near me". Their search will pick up more keywords as they move through the sales cycle and learn more about what they want.

Once the searcher is closer to buying, their search terms will start to include more words that apply to **their unique situation**.

The last search they make may be "IT company who helps with complete digital transformation" or "best managed IT provider for a law office".

This is where you want to be sure to capture this searcher and satisfy that specific query. (It's the Google equivalent of riding in on a white horse!)



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# KEYWORD PLANNER



**Profile Name:**

LINDA LEGAL

**Audience/Segment:**

Law Office / Cybersecurity

**Intent (What are they looking for?):**

PROTECTION FROM HACKERS

**Context (Why do they want it?):**

AFRAID OF DOWNTIME, WANT TO PROTECT  
CLIENT DATA

## AWARENESS STAGE

"I want to protect my business from ransomware because I don't want my client data being hacked."

"Who provides cybersecurity near me?"

## CONSIDERATION STAGE

"I need a SOC because I want 24/7 network monitoring."

"what's the best cybersecurity solution when you don't have an it department?"

## DECISION STAGE

"WHERE CAN I FIND REVIEWS OF <MSP NAME>?"

"BEST PLACE TO BUY CYBERSECURITY SOFTWARE."



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Profile Name:

Audience/Segment:

Intent (What are they looking for?):

Context (Why do they want it?):

**AWARENESS  
STAGE**

Light blue rectangular area for notes under the Awareness Stage.

**CONSIDERATION  
STAGE**

Light pink rectangular area for notes under the Consideration Stage.

**DECISION  
STAGE**

Light green rectangular area for notes under the Decision Stage.



## Tips:

When researching your keywords, remember that Long Tail searches won't show up in research tools -- they're searched too infrequently to generate data. This doesn't mean you shouldn't target them, just that your approach to those searchers must be deliberate and satisfy a more informed query.

Regardless of the keywords you're targeting, you must ALWAYS provide value to the searcher. Wherever Google takes them, make sure you're satisfying their query and providing a quality user experience.

Build your lead gen funnels around the entire Search Demand Curve. Send traffic to different tiers of content depending on their progression through the buying cycle.

## NEXT STEPS...

Once you've selected and researched your keywords, it's time to build your Search Marketing campaign.

Whether or not you're using PPC advertising, you'll want to build complete conversion/lead generation funnels around the traffic you're trying to capture -- the work has just begun!

To learn more about putting this information to work, check out the [IT marketing articles](#) on our website, and be sure to make use of the free resources in our Learning Center. (That's where we share all of our tricks for turning marketing know-how into [bottled lightning!](#))

There's no need to embark on the journey of business growth alone. Your Sales Energy is here to [help to any degree that you need](#) -- from strategic planning all the way up to serving as your comprehensive **outsourced marketing department!**



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