

087 - Grow Your Online Course With the Right Keywords

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One thing I really like to do when I create a piece of content for a blog is to check, does this blog already rank for something that's related to what I want to write about. So if my blog on woodworking already has some rankings, when it comes to bandsaw selection, purchasing a bandsaw, bandsaw models, or brands, etc, I could definitely leverage this knowledge and bring those keywords in that are not ranking so well. So maybe I have an article about a specific record power bandsaw I'm describing but it don't have a generic article about how to find the right bandsaw. I could now bring keywords from this other article in that are ranking badly and see if I can get them better optimized on my new article.

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Welcome to the SEO Leverage podcast, where we talk about search, marketing, and conversion.

1:02

Welcome back to SeoLeverage.com. My name is Gert Mellak, your hopefully favorite SEO and today, we are recording episode 87 of our podcasts. Our topic today is how to find the right keywords to promote your online course with SEO. What this means is that before you want to create content that you expect Google to rank, you obviously think about certain keywords you might be using. We're going to dive into where to find those keywords, and how to think about the using them in your article. Before we do that, though, I would like to point out that SEO leverage our SEO tool we have built here over the last years it's getting better and better. We are adding tons of new functionalities we're about to relaunch a new design.

1:53

So if you think you need help promoting your online course, with a proven methodology in SEO, definitely head over to [SEOLEverage.com/demo](https://seoleverage.com/demo), and get on a call with me I'll show you around show you the application. And I let you know how Seoleverage.com is going to solve quite a few of those SEO issues you're struggling with, from testing and tracking whether what you change on your site actually makes sense to keeping an overview of what actually is working. We were just working on an online course, they didn't even know where the leads came from. And there was only one article driving all the leads in. So you want to have this kind of clarity when you scale a course. And especially you want to be able for your entire team to have one place to engage with everything SEO and coordinate who is doing what who is creating content, who is analyzing, and who is managing what gets done.

2:54

Back to finding the right keywords. When you write a new piece of content, you probably want to make sure it ranks on Google to drive the right audience in. Let's imagine for the sake of having an example. I was going to create a course about woodworking. I have a course about woodworking and I want to make sure that what workers can find my course when they search for particular pieces of information.

3:19

One example could be and I've been struggling as a woodworker myself with this for a while it was the finding the right bandsaw. So I could have an article or could be writing an article, that's about how to find the best bandsaw for my woodshop. When it comes to keywords, the most obvious choice is definitely the title. So if we think about how people might be searching for an article like this, this already gives us an idea where the keywords could come from. Typing this into Google, and then checking out what comes up in search results. But also in related questions to so called people also asked section. And at the bottom in related searches is already also going to give us quite a few hints what kind of other keywords and sub sub topics we should be writing about.

4:09

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4:57

If you follow this approach if you find the most obvious keywords, type it in to Google. Check what up, what else comes up there in terms of search results, related searches, questions, synonyms, etc. I think you're already in a much better position than possibly 70-80% of other bloggers who also want to rank for these kinds of terms.

5:18

If you now want to take it to the next level, you probably want to look into some keyword research tools. The most accessible one is probably Uber Suggest that can give you an idea what kind of keywords people type into search, when they search for something like this. Or we're using it SEO Leverage Ahrefs, usually in order to come up with this kind of information. And what you get is essentially a list of related keywords, questions, other ways to phrase the keyword that you type in in the first place, and you get a better idea of what kind of vocabulary you probably want to use in your article to make it as relevant as it gets.

6:00

The way I like to think about keywords is really connecting different concepts. Very similar to the children's game in old newspapers, usable magazines, you saw, if you remember this, if you're my generation or older, you probably do, where they connect DOT number one to DOT number two, to DOT number three to DOT number four. And suddenly a cat appears. The painting of a drawing of a cat appears. This is what we want to do for Google, we want to mention the most important keywords in this context. We want to mention questions, we want to mention concepts. And just make sure that Google can connect enough dots to understand that our article is really relevant.

6:38

The keyword shouldn't be stuffed in by force, but find a natural way to use them, use synonyms, use different ways to explain them, just to make sure that this is a well written, easy to read article that has a lot of value, and communicates a lot of information. And then you're already going to be in a very good position right from off the bat. Then after a few weeks, you can see where your articles start to rank. And what kind of keywords come up higher than others to do some further tweaking and optimization. Very important, especially if you do this in order to scale and grow your online course, is that you just go in. And really make sure that you also prepare your article, not only for keywords, but for the actual call to action you want people to follow while reading it.

7:32

So if you want people to opt in for your email list, don't only focus on keywords, but also focus on the actual result you want to get out of this article ranking. And it's not only to get visitors, but it's to get people to your mailing list in order to eventually make a sale here. Only a fraction of the people just as a reminder are going to be ready to buy when they read this article, the other 70, 80 maybe 90%. Maybe want to opt in for something and hang around on your email list where you can prepare them for the next step. At SEO Leverage, especially in our consulting programs. We do this kind of work for our clients, clients like you course creators who want to focus on their course and their team management.

8:16

We do this all the time. In order to make sure that the SEO performance the SEO traffic is growing. And actually you're able to extract leads from your SEO efforts. If you want to know more. And especially if you want to see how our SEO leverage app can help you solve these issues, head over to Seoleverage.com and book a demo with me. I'm going to be delighted to walk you around and show you what we do for other courses like yours in order to streamline their efforts with a conversion based SEO approach. My name is Gert Mellak. Thank you for listening.