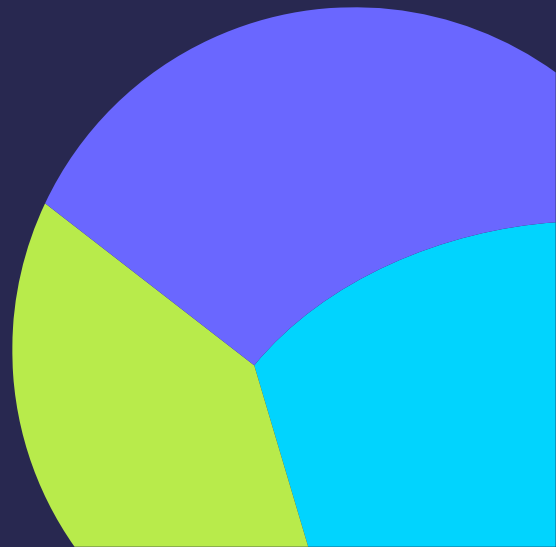# SEO Money Keyword Strategy

Lesson 4

In this lesson

- What the money keyword strategy is
- How to implement it
- How to track it

What is the money keyword strategy?

Most SEO strategies tend to prioritise brand awareness and traffic volume by developing keyword clusters. The focus tends to be on quantity, rather than quality of traffic landing on your pages.

Most software companies fall into the trap of targeting high volume keywords because it aligns with the company's product category. But rarely does this produce new customer acquisition.

Fundamentally, the money keyword strategy is about targeting keywords that high-intent buyers use to find solutions to their problems.

If we had a roulette wheel in front of us and we were betting on the board, which keyword do we think represents the most traffic that is the most likely to be in-market?

How do you decide which keywords are "money keywords"?

It's about finding keywords that balance:

1. What in-market buyers are searching for.
2. The business potential of the topic.

These are the keywords that positioned you as a critical solution to the problem.

What is the business potential of a topic?

SCORE	What it means	Example
3	Our product is a critical solution to the problem	How to gather high-quality data to run email campaigns and fuel sales team for outbound • **Because it's hard to do without Cognism**
2	Our product is helpful, but not essential to solving the problem	How to enrich data for more accurate marketing campaigns • **Because Cognism can help you solve this problem**
1	Our product can only be mentioned sparingly	How to find contact data for specific decision makers for ABM • **There are a variety of ways to do this, and Cognism is certainly one option**
0	There is limited opportunity to present Cognism as the best solution	How to calculate your TAM • **It's unlikely people will purchase Cognism just to figure out their TAM**

SEO and beyond

Think of this as a growth strategy.

Do you give users a chance to convert? Can you optimise your page for that?

Make improvements to your:

- Blog template
- Live chat messaging
- CTA placement

The things like that which don't impact SEO rankings but can impact that page's success.

How to implement

1. Deeply understand the product

Answer the following questions:

- What does our product do?
- What is it good/bad at?
- What are the benefits of using it?
- How does it compare to what our competitors offer?

2. Analyse our existing keywords and identify new opportunities

Where do you rank for which keywords, and how far off are you from the desired end state? Fill gaps with the new money keywords you've had identified.

Rules for money keyword pages

Our money keyword pages are a mix of newly published and updated content.

We gave ourselves some more rules to follow:

- If the existing content generates high traffic but few conversions, then we optimise for conversions.

- If the existing content generates lots of conversions but little traffic, then we optimise for search.

- To optimise for conversions, our goal is to make better use of case studies in our content - they have above-average conversion rates but generate relatively little traffic.

Metrics to track

- Direct conversions.

- Assisted conversions.

- Traffic growth.

- Number of keywords in top positions.

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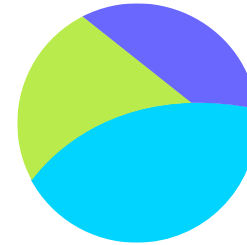
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