

Mini Guide

# KEYWORD MASTERY

Based on various industry studies and several of our own experiments, it takes about 100 days at minimum for content to mature. “Mature” in this instance refers to how long it will take Google to definitively rank your page in SERPs. Prior to those 100 days, your ranking will fluctuate a lot, sometimes appearing on Page 1, other days dropping to Page 2. Behind the scenes, Google is testing if your content has staying power – if it’s valuable enough to keep on Page 1. If after 100 days or so your content ranks highly, it will likely stay there (until a competitor writes a better piece of content and outranks yours). Don’t base all of your judgements or KPIs on immediate SEO performance. Positive metrics accrue over time, so ensure your commitment to SEO and content marketing is a long-term one.

Make sure you are grabbing your website links from you site that are live and indexed.

Example: <https://ecommercemgmt.com/how-to-set-up-google-search-console/>

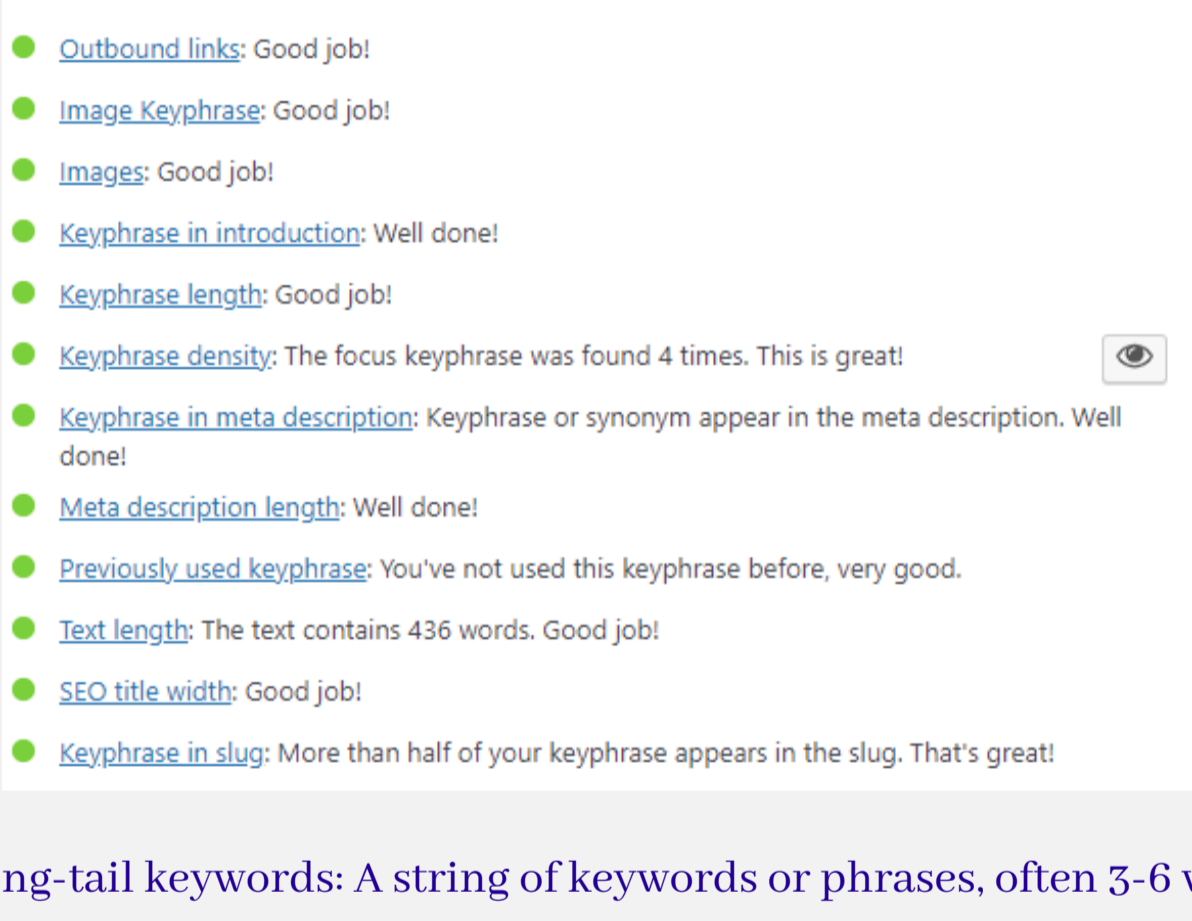
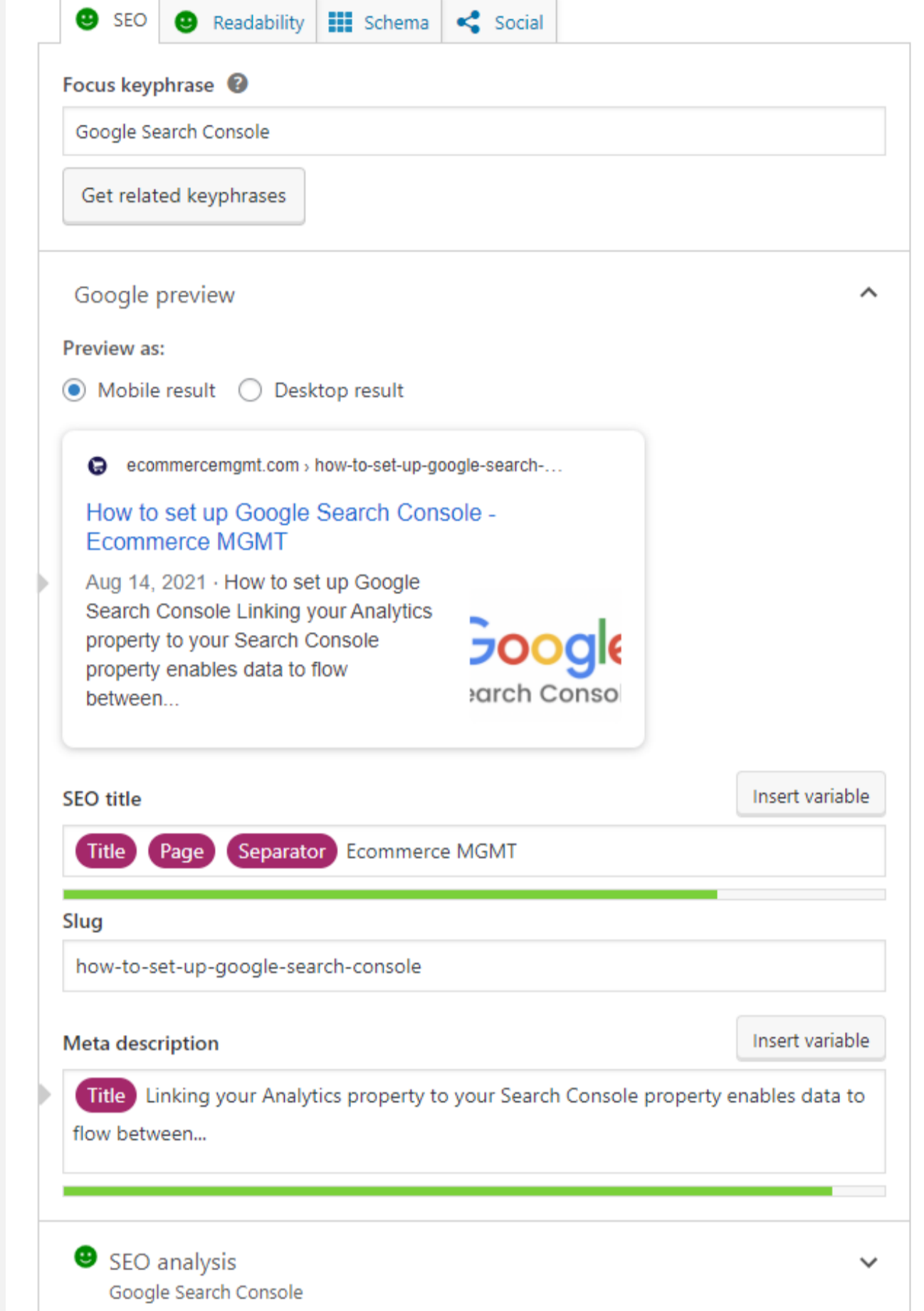
### Title Has Keywords Implanted

[to-set-up-google-search-console](#) **DO NOT USE UNDERSCORES SEARCH ENGINES CANNOT READ THEM USE – OR /**

### Description has Keywords Implanted

[Ecommerce to-set-up-google-search-console](#)

In the images on your site make sure you have the keywords implanted. In the alt text.



- Long-tail keywords: A string of keywords or phrases, often 3-6 words long. Long-tail terms are more specific and are queried less frequently relative to high-level, generic terms. Think “basketball shoes” vs “2019 basketball shoes for sale Colorado.”
- Anchor text: The words or phrases that are hyperlinked, directing traffic to other webpages.
- Meta description: A short summary of a webpage that appears in SERPs – often 160 characters – that can entice searchers to click a result.
- Title tag: The title of a webpage that appears in Google SERPs and as the text on browser tabs.
- Search volume: The number of times a term is queried per month.
- Click-through rate: Percentage of clicks for a SERP (Search Engine Results) result relative to how many times searchers saw that result.
- Conversion rate: Percentage of people who complete a desired action (a click, a purchase, etc.) divided by the total number of people who visited that page.
- Organic traffic: The number of users who found your site via a search engine under their own free will and not through paid ads or other sites.
- Structured data (schema): How SEO elements like metadata, keywords and HTML are formatted on the page. Data that is structured makes it easier for search engines to crawl and index pages.
- Ranking factors: The general components that search engine algorithms consider when deciding which pages should rank higher than others.
- Backlink: A hyperlink that directs traffic to another page, either internally or externally.
- Page and Domain Authority: A score that measures how “authoritative” a page or site is on a scale of 1-100.
- Pageviews: Number of times a page is viewed.
- Pageviews per Session: Number of pages viewed in 1 session by each user, before leaving the site entirely.
- Organic keyword difficulty: A metric of how easy or difficult it will be to rank for a given keyword in organic search, on a scale of 1-100.

To check how many pages are index type this in the search bar but use your website – no www or https needed.

