You have to dig deep to discover the roots of **organic search** when plotting which keywords and audiences are candidates for conversion.

Finding "**the right keywords**" to drive relevant visitors that convert to your website is a science and an art form. This document explores the fundamental strategy of structuring your website for optimal organic search engine positioning through using themed modifiers (keywords that translate specificity as a prefix or suffix to primary keywords) to convey relevance to search engines and consumers alike.

Instead of haphazardly targeting nebulous keywords or competitive rankings; since ranking for the wrong keywords ultimately costs you time, missed opportunity and money. Proper use of [keyword modifiers](#) allows you to make higher conversions with fewer visitors by eliminating the tire-kickers and increasing **"buyers in need".**

We will cover:

- Common modifiers & their uses.
- GEO modifiers for local markets.
- Modifiers affiliates use to get paid **"regardless of the market"** and more!

What is Organic Search Engine Optimization?

Just like growing a plant that buds flowers, blossoms and yields fruit, **organic search rankings** take time. To draw an analogy, just like a tree can only grow as tall as the roots that support it; a website can only rank for keywords if those keywords are present or collectively appear throughout the theme across multiple pages.

Since 70% of all traffic from search engines is organic traffic, it's only logical to target the broadest spectrum of organic search as a traffic source.

This is accomplished by (1) tactfully *leveraging keywords and modifiers throughout your website by theming pages strategically around a topic and (2) using supporting ideas or synonyms* **in the content and links back to critical or preferred landing pages** – this is like **"paying it forward"** and planting seeds to bear a plentiful harvest from search engines in the future.

You have to ask, **what are the primary factors for obtaining a high ranking organic search engine position?** From the standpoint of common sense, the fundamentals are:

1. Foresight and Proper Planning
2. Persistence
3. Patience

Considerations for creating relevant pages include creating a proper balance of thematic content and links (over time) to develop quality and consistency to your site.

When composing content, understanding that well written concise content, the architecture of the link structure, the anchor text (words in the link), keyword proximity and thematic semantics represent a large percentage of how your pages will fare in the SERPs (search engine result pages).

Buyers vs. Browsers

Your pages should **mirror with the intent of consumers** and the search phrases an eager prospect would use to find your landing page. This is called message matching and is extremely effective to facilitate sales and conversion.

For example, utilizing **pivotal modifiers** based on semantically overlapping keywords allows your pages to stem and be returned by multiple keywords in search engines (since consumers use random combinations of relevant key phrases) depending on their own persona.

By placing yourself (behind the search) synchronizing intent with **the mind of the consumer** you can intuitively craft your copy with the long-term goal of creating an authoritative resource of topical information (to facilitate **educational queries**) to drive traffic (**to your commercial pages**) where you transform **"browsers"** into **"buyers"**.
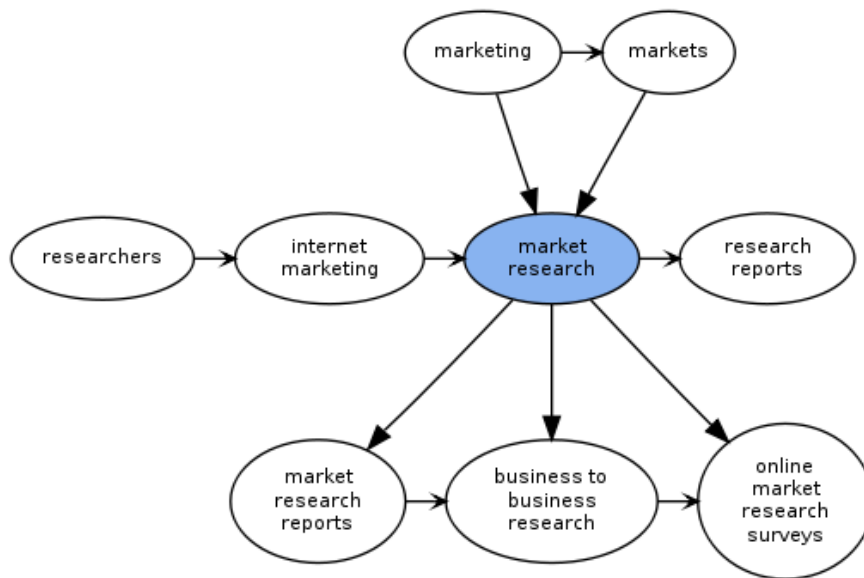
Or, on the contrary, you can create smaller **niche specific theme clusters** consisting primarily of commercial phrases then fortify those landing pages using internal links from relevant pages or (**themed deep links**) from other websites to funnel (a) raw PageRank to the website or (b) SEO friendly anchor text (the text in the link) to pass vital ranking factor for incremental lift in search engines for the target page for the keyword(s) in the link.

Despite your SEO method, planning your online marketing strategy using tools designed for optimal [keyword research](#) is the critical bridge connecting **your website** with **the audience** that could benefit the most from its products, services or information.

For example, let's analyze some of the most used keyword modifiers that consumers use frequently, often referred to **"buyer keywords"**. These are the keywords you should pepper into you copy, meta titles, descriptions and on page content to gain added leverage from search engines.

The **"most searched"** obvious keyword modifiers first;

- Company
- Services
- Professional
- Best
- Top
- Leading
- Reviews
- Internet
- Organization
- Marketing
- Business
- Solution
- Online

Then the less obvious **"Money Phrases"**, such as:

- Rates
- Pricing
- Deals
- Used
- Affordable
- Offers
- Packages
- For Sale

Then the **GEO Specific Local Search Modifiers** Such as:

- City Name
- Surrounding Suburbs
- State (including abbreviations NYC, IL, FL, WA, etc.)
- County Name
- Zip Code

For example, if there were a page that was nationally targeted toward a competitive phrase or series or key phrases, but I still wanted to have local visibility, how would you optimize it?

You would think of the most obvious national queries, then adopt them for a local (GEO-targeting) then create a corresponding landing page, internal and external links to that page to provide buoyancy in search engines for those keywords.

Local keyword often have a much lower threshold, and the propensity for consumers to conduct a search for a product and then **"shop local"** is more common than one might think.

So, overlooking the opportunity to gobble up some low hanging fruit in your market by affixing localized tags, key phrases or modifiers is a logical choice to maximize your marketing budget for optimal return on investment.

First of all, *integrate the primary modifiers from the first group* somewhere into the copy (preferably in the top 25-50 words on the page in the body area). Follow the link to read more on the importance of semantic connectivity and keyword proximity and prominence…

Spiders are intelligent enough to **mix, match and extract the gist of keywords on the page** unless you specify otherwise through employing a predetermined meta-description (under the Title in the header of the HTML portion of the page).

If you have used a meta description, then the snippet that appears in the search engine when someone is conducting a search will default to your designated text.

Snippets are great to control the output for consistency of your call to action which compels people to click-through, however I prefer to let the spiders extract snippets of text from the entire page to match the search query for long tail positioning (unless you have a preferred sales pitch you want displayed in the search results).

The leaving meta descriptions empty is ideal for large websites (with dynamically generated content), this opens the door for more long-tail and mid-tail traffic.

Or on the contrary, for SEO purposes, you can also rank a page just from having *search modifiers in the description tag of the HTML* and produce a top 10 organic ranking with the appropriate off-page factors (such as authoritative links from a trusted website).

To add additional **On-Page SEO factors** to create relevance, you can use:

1) Block quotes – search engines add extra weight to the content within block quotes (bullets). If the keyword is also present in the body area on page, this can trigger a higher organic position. Here is a tip, keep the block quotes higher up in the HTML code for additional relevance, to add even more weight, make the keywords and modifiers concise (2-5 words) then make them anchor text (the text in the link) to another HTML anchor on the page# (with a keyword).

2) Keyword Rich Footer Links – Granted not all pages allow you to utilize this well known tactic for channeling internal link juice to other relevant pages, but this also allows you to create a stable presence of your main keywords on every page in your site that you wish to rank for those terms. No need to overdo it, but a healthy dose of footer links (links at the bottom of the page) to link important thematically related materials can also help produce the "One Box Effect" when you reach the appropriate balance of internal and external links to your pages. This is where you could use your second tier of modifiers to turn one page into a local search friendly page, while retaining the elements for a competitive national placement.

3) Proper use of internal links – I have seen leading SEO sites use footer links to other pages using #named anchors as opposed to just regular anchor

text (keyword-rich text in the links) to the page to create additional leverage in search engines. Instead of using <u>footer links</u>, you can cap the external links leaving the page *to 5 outbound links per page* (to increase the ranking factors that page passes along) as a solution for link-flow vs. excessive use of various other more complicated **"link-sculpting"** on page techniques.

With so many methods to elevate or control your <u>internal links and on-page ranking factors</u>, it's really is a matter of finding the right balance with each type of website (niche or authority site) to achieve optimal on-page relevance.

You only need a few links from the right page. In case you don't know where to look, here's a quick SEO technique to determine which pages to use for <u>optimal internal linking</u> within your own website.

If you (a) start with a page that is lean with clean or valid HTML code (b) has 500-750 words on the page (c) uses enough keywords and modifiers (has a keyword density of 2-4% of the total words on the page) to provide a solid base for potential **"common sense and keyword research queries"** (d) leverage internal links from your strongest pages and (e) get some quality backlinks to the page - then essentially your content has the trappings for a high ranking organic ranking.

After all of the components synthesize (titles, meta data, semantic connectivity, link flow, link equity, trust rank, <u>PageRank</u>, deep links and 200 other ranking signals) they are weighed for their relevance, assigned an internal value and considered for a promotion to the top of the index as the links, domain trust and content age appropriately.

The 3 "Acquired" Virtues of Organic Optimization

There are three critical factors required to succeed:

1. Foresight and Proper Planning
2. Persistence
3. Patience

We have covered the first, now here is where the second and third elements of persistence and patience come into play.

With millions of pages of content being added daily to the web, there is allot to sort to determine which content rises to the top.

Consider it the "query deserves freshness factor" for the initial spike of temporal traffic most webmasters experience (which equates to 1-2 weeks of hang time in the search engines) before the content churns to page 2 and beyond.

To create pages that stand the test of time, you need trust and citation from other authoritative sites (deep links) to prevent your content from slipping off into the dark recesses of the web.

As long as your pages have a common theme, i.e. related material that search engine spiders can assimilate, all of the content in your entire site will be scanned, analyzed and categorized as a vector for relevance each and every time someone queries against the contents of those pages.

To re-iterate the context of what a keyword modifier is; modifiers are descriptive words *that are either utilized as a prefix or suffix in combination with primary keywords or phrases* to help search engines (zero-in) and identify commercial intent and specificity to return the most relevant corresponding page, containing directly related content based on the query.

Examples of "Buyer" Infused Keyword Modifiers

Below, we have identified an array of **emotionally-charged**, SEO tested search queries and modifiers to get people off the bleachers and into the game.

Regardless of if you are a business owner, e commerce mogul, SEO or an affiliate marketer, you still need to know how to find traffic by identifying the types of searches a person in need may use.

There are multiple ways to say the same thing, (you can mix and match phrases to convey the same principle) such as pricing, fees, cost, rates, prices – but each has to be interlinked to the primary message of your offer **in order to be effective**.

You need to create a direct line in to the psyche of the consumers you're enticing to visit your landing pages and convert into long-term value repeat customers. For that, you need to think as they think and optimize your pages for the keyword **THEY** search.

For example, action seeking keyword modifiers like:

- Stop
- How to
- Solutions

Example "Verb Based" **/ Profitable Action Words:**

- Snoring
- Smoking
- Eating

Other examples of modifiers are:

- Tips
- Reviews
- Leading
- Deals
- Best

- Save
- Specials
- Secrets
- Last Minute

Example Key Phrase / Profitable Action Words:

- Lose Weight
- Whiten Teeth
- Find Romance

Sample markets or Niches:

- Makeup
- Skin Care
- Gourmet Cooking
- Languages
- Sunglasses
- Fashion Accessories
- How to Cook "type of food" or
  "type of food "Recipes"

Using the various **contextual modifiers** otherwise known as keyword / action words or key phrases above, I could cater to a wide variety of consumers, markets and interests by tailoring a landing page based on those search modifiers like so.

For example:

- Tips to Stop Snoring
- Best Teeth Whiteners
- How to Find Romance
- Skin Care Makeup Reviews
- How to Speak Spanish
- Fashion Secrets
- Best Skin Care Tips
- Deals on Sunglasses
- Last Minute Hotels

The idea here is to **use your imagination** and literally perform a stint of role playing and put yourself into the shoes of the person who is nonchalantly using a search engine.

Be Direct! Get Down to Business

According to [Marc L. Resnic](#) and his summary referencing the caricature of the user:

"*People are very focused on their overall goals and do not want to focus on learning the search engine interface or even tailoring their queries to the design of a search engine they are familiar with.*

Instead, they want to simply dump the first thought that comes to mind into the input box, usually in the form of a single keyword, and hit search. And then they expect one of the top results to have what they are looking for and to be written in a way specifically telling them that it is there".

Considering that people tend to type common **/ direct phrases** "how they think" in search engines (emphasis on THEY) to isolate the type of website, product or services they are interested in perusing.

The take away here is, there is no need to over-think the common consumer or underestimate the volume of traffic you can receive from these types of hidden gems considered niche-specific low hanging fruit.

Traffic **looking for what you offer** converts much higher than visitors who are not. It's simple - don't waste your time or theirs. Start with educated "not always competitive" [keyword research](#) from the onset to eliminate the window shoppers and find [passionate consumers](#) who are more prone to purchase your products.

Once prospects find the right offer in a search engine and skim the [meta tags](#) (title and description) and call to action, then 50% of the conversion process is already in engaged.

If the emotional expectation is satiated when they arrive (as a result of clever copy, images or an offer) and you have the appropriate conversion cues in

place, then you can lower a first time visitors inherent flee mechanism that are looking for any excuse to bounce and keep moving and appeal to their unconscious / impulsive emotional hooks such as (1) what is it? (2) how much does it cost (3) what do I have to do to get it and (4) what is the benefit I receive – which is the natural action/reward modality of the **"I want it now"** persona.

If you can appeal and isolate **"buyers"** from appealing to them form the onset, vs. those who peruse in on a link from another site instead of a search engine.

According to Andrei Broder in [a taxonomy of a web search](#), there are three types of surfers, those three are [navigational, informational or transactional](#). By eliminating the noise and focusing on profitable keywords and **"action words, pain-killers or solutions"**, your website can prosper immensely through implementing SEO strategies based on segmented conversion paths, search engine positioning and [message matching](#).

The idea is to target phrases that people further along in the purchasing cycle would use **that have less competitors competing for them** and higher search volume from targeted traffic.

We typically use keyword research tools to validate this, but before you start with a keyword or key phrase, you should still branch out and identify the appropriate action words, persuasive modifiers an [mid-tail to long-tail keyword phrases](#) (combinations of 3 or more words) to monetize by [creating landing pages](#), initiating a promotional campaign or building links for to gain traction in search engines.

What is Keyword Stemming and How Do I Create it?

Let's say you have a company that does **"local marketing"**. You could start building links to the most relevant pages **using a mixture of modifiers and keywords** to compose an ideal collection of key phrases to promote keyword stemming.

Example of Stemmed / Related Keywords using the Google Wonder Wheel

Keyword stemming is the correlation between **related semantic keywords**, utilized as lexicons for natural language processing.

Say for example you build links with the word "dog" to a page and that webpage eventually ranks for the word "pets", "puppies", and other keywords found the body copy of that page.

In this instance "Marketing" is the (Keyword) and Modifiers are indicated by the (*) asterisk.

So, using key phrase combinations such as:

- *City Name (Marketing) Company
- *Leading (Marketing) Company
- *Professional (Marketing) *Services
- *Online (Marketing) *Professional in (State)
- *Affordable (Marketing) *Rates

- *Best (Marketing) Company in (City)
- Top (Marketing) *Companies

This method will position the website in the long run for a wider array of relevant search results after it has been indexed for several months and receives the **"seal of approval"** from search engines through **peer review**.

Peer review occurs as a result of other relevant or trusted websites linking to that page. As a result, the target page develops authority and trust and can eventually rank for a broader array of keywords.

By diversifying the websites anchor text, (eventually all of the terms raise in [allinanchor relevance](#)) so that the page is found under [a variety of keywords](#) and unique search queries.

If you wanted, for example to expound on the ramifications for creating a local search friendly page, just build links using the combination of GEO specific data like the *City Name, State & Suburbs* as a prefix or suffix respectively and repeat the drill above using other **keyword-rich combinations** that pertain to the content on the page.

In summary, start with great content, tag it properly, add the right mixture of links (over time) and let the pages gestate (just like the term organic implies) it needs to grow from a sprout into a full grown ranking where it can multiply and spawn new seeds for even more search engine rankings.

The most important thing is to be patient and let the process work for you, not against you and make sure that each theme (competitive keyword) has enough siloed (supporting articles) **that only link above or below to other related articles in that silo** to rank an entire cluster of keywords simultaneously (*more on this in another ebook*).

Competitive terms can take anywhere from 6 months to a year depending on the barrier to entry and market conditions. To bypass your competition, their [link building](#) methods is determined by how much trust you can get for your website (which you can expedite from theming and siloing your content).
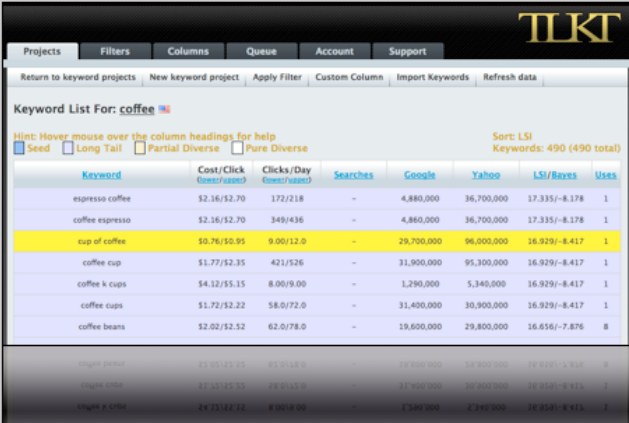
In the end, ultimately the choice is yours on how you promote your content (or if you even do at all), but I hope this at least provides some insight to the

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process of *how to grow an organic search ranking using targeted themed keywords and modifiers* to increase your bottom line.

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If you're searching for an easy-to-use feature-rich keyword research tool that allows you to quickly **find profitable keywords**, inspect your competitions' *on page and off page SEO metrics* - PageRank, inbound links, url structure, calculate financial assumptions (to determine ROI before you even start) or map out cash flow and conversions **on a keyword by keyword basis with built in filters** - we highly suggest The Last Keyword Tool from The Theme Zoom.

Screenshot of a Sample Project based on Coffee

The Last Keyword Tool™ by Theme Zoom

Customizable Analysis for Your Niche

Virtually Replaces All Other Keyword Tools

Filters Show Most Profitable Niches

Exploit Low Hanging Fruit

Competitive Analysis Exposes Opportunities

Natural *AND* Paid Search Traffic

Fully Internationalized

Freshly Squeezed Keywords & Associated Data

Refresh Competitve Analysis Data On Demand

Take a Tour

For those who **have already** identified the most lucrative key phrases and need to a proven search engine optimization system to roll-out an organic campaign. Try Domain Web Studio as the ultimate SEO Project Management Suite.

We only endorse products we use ourselves. For those of you who missed it, you can watch our recent video (approximately10:15 long) which shows all three Themezoom Tools briefly in action. Follow the link to the DWS Video on the SEO Design Solutions Blog.

Enjoy…