![PayBitoPro]

Keyword Research and Strategy

Introduction

Keyword research is the foundation of SEO success. You can target the right audience and increase your website's rankings by identifying the right keywords.

You can use tools like Google Keyword Planner, Ahrefs, and SEMrush to find high-traffic, low-competition keywords. A solid keyword strategy should include a balance of short-tail and long-tail keywords to capture both broad and niche search queries.

How to Find & Use Keywords to Optimize Your SEO

Step 1: Use Keyword Research Tools

Utilize keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs to find high-ranking keywords. These tools provide insights into search volume, competition, and related keyword suggestions. In this module, we will use SEMrush for keyword research as it offers an in-depth analysis of keyword trends and difficulty scores.

Step 2: Identify Long-Tail Keywords

Long-tail keywords (phrases with 3+ words) help you reach a more targeted audience. These keywords often have lower competition but higher conversion rates.

> **Examples**:
>
> 📌 'white label crypto exchange' –
> Target businesses looking to launch their exchange.
>
> 📌 'low fee crypto trading platform' –
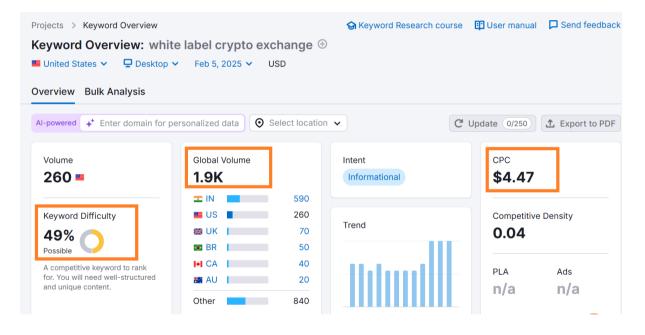> Appeals to traders searching for cost-effective platforms.

Long-tail keywords allow you to rank for specific user intents, such as informational, navigational, and transactional searches.

Step 3: Analyze Keyword Metrics

When selecting keywords, consider the following metrics:

- **Global Volume** – The total number of searches for a keyword across all databases. This helps gauge overall demand.
- **Keyword Difficulty (KD)** – Indicates how challenging it would be to rank in the top 10 of Google search results. Higher percentages mean tougher competition.
- **CPC (Cost Per Click)** – If a keyword has a high CPC, it usually means it's valuable for paid search campaigns and can also indicate strong organic potential.
- **Search Intent** – Understanding whether a keyword is informational (how-to guides), navigational (brand searches), or transactional (buying intent) can help refine your strategy.
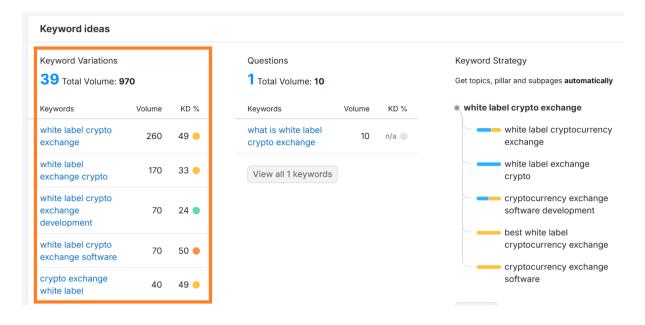

Step 4: Find Secondary Keywords

Check Keyword Ideas after the keyword overview in SEMrush. Select secondary keywords from this list if they are relevant to your business. Secondary keywords help support your primary keywords and improve content relevance.

For example, if your primary keyword is 'white label crypto exchange,' secondary keywords could include:

- 'white label exchange crypto'
- 'white label crypto exchange development'
- 'white label crypto exchange software'

These additional keywords help expand your content's reach and improve SEO performance.

Keyword ideas

Keyword Variations
39 Total Volume: **970**

Keywords	Volume	KD %
white label crypto exchange	260	49 🟠
white label exchange crypto	170	33 🟠
white label crypto exchange development	70	24 🟢
white label crypto exchange software	70	50 🟠
crypto exchange white label	40	49 🟡

Questions
1 Total Volume: **10**

Keywords	Volume	KD %
what is white label crypto exchange	10	n/a ⚪

View all 1 keywords

Keyword Strategy
Get topics, pillar and subpages **automatically**

● **white label crypto exchange**
- white label cryptocurrency exchange
- white label exchange crypto
- cryptocurrency exchange software development
- best white label cryptocurrency exchange
- cryptocurrency exchange software

Step 5: Strategic Keyword Placement

Once you have your primary and secondary keywords, place them strategically in your content to optimize for search rankings.

Essential On-Page SEO Elements

- **Title Tag** – Place the primary keyword at the beginning of the title for maximum impact.
- **Meta Description** – Create a compelling and keyword-rich description to increase click-through rates.
- **Headings (H1, H2, H3)** – Structure content logically and include keywords naturally.
- **First 100 Words** – Ensure that keywords appear early in your content to signal relevance to search engines.
- **URL** – Keep it short, readable, and keyword-focused (e.g., /crypto-trading-guide/ instead of /article123/).
- **Image Alt Text** – Optimize images with descriptive, keyword-rich alt text to improve accessibility and rankings in image search.

Note

- Maintain a keyword density of 1-2% for optimal SEO performance.
- Strategically incorporate secondary keywords on your target webpage and other relevant pages.
- When searching for "white label crypto exchange" on Google, you'll find a section at the bottom of the page containing LSI (Latent Semantic Indexing) keywords. It's a best practice to include these keywords naturally on your webpage.

Google   white label crypto exchange   ✕   🎤

People also search for   ⋮

White label crypto exchange **in india** 🔍	White label crypto exchange **app** 🔍
Free white label crypto exchange 🔍	White label crypto **bank** 🔍
White label crypto exchange **price** 🔍	White label exchange 🔍
Best white label crypto exchange 🔍	Crypto exchange **software** 🔍

Additional Keyword Placement

Incorporate keywords into:

- **Blog Posts** – Use them naturally throughout the content to reinforce topical relevance.
- **FAQs** – Address common user queries with keyword-rich questions and answers.
- **Other Relevant Pages** – Such as product descriptions, category pages, and resource pages to improve overall site structure and SEO performance.

Bonus Tip: Monitor & Update Keyword Strategy

SEO is an ongoing process. Regularly review your keyword rankings using SEMrush, Google Search Console, and Google Analytics. If certain keywords are underperforming, adjust your content strategy, update blog posts, or target new keyword opportunities.

By following these steps, you will create a strong keyword strategy that improves search rankings, attracts the right audience, and drives organic traffic to your website.