

Type:	Characteristics	Application
Short-tail keyword	<ul style="list-style-type: none"> <li>• high search volume</li> <li>• high competitive rate</li> <li>• broad search intent</li> <li>• low conversion rate</li> </ul>	use it as a theme keyword that appears consistently throughout your website.
Long-tail keyword	<ul style="list-style-type: none"> <li>• low search volume</li> <li>• low competitive rate</li> <li>• specific search intent</li> <li>• high conversion rate</li> </ul>	use this for targeted pages especially product page and blog posts.
Short-term fresh keyword	<ul style="list-style-type: none"> <li>• explosive search volume</li> <li>• medium competitive rate</li> <li>• specific search intent</li> <li>• high conversion rate</li> </ul>	use it to create up-to-date content for view.
Long-term evergreen keyword	<ul style="list-style-type: none"> <li>• moderate search volume</li> <li>• medium competitive rate</li> <li>• specific search intent</li> <li>• high conversion rate</li> </ul>	use them to craft detailed, informative pieces that can be updated regularly or age well.
Product defining keyword	<ul style="list-style-type: none"> <li>• low search volume</li> <li>• low competitive rate</li> <li>• specific search intent</li> <li>• high conversion rate</li> </ul>	use it on your product pages to stand out from the generic crowd and match user intent.
Customer defining keyword	<ul style="list-style-type: none"> <li>• low search volume</li> <li>• low competitive rate</li> <li>• specific search intent</li> <li>• high conversion rate</li> </ul>	use it to address your customers directly to create a sense that the product is tailored made for them.
Geo-targeting keyword	<ul style="list-style-type: none"> <li>• low search volume</li> <li>• low competitive rate</li> <li>• specific search intent</li> <li>• high conversion rate</li> </ul>	critical for local business and delivery base businesses.
LSI keyword (Latent Semantic Indexing)	<ul style="list-style-type: none"> <li>• low search volume</li> <li>• low competitive rate</li> <li>• specific search intent</li> <li>• high conversion rate;</li> </ul>	boost ranking signal for main keyword and good for content creation
Customer Intent keywords		Informational Commercial Transactional

Credit: seopressor.com



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