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0.24 domain strength

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Profitable Keyword Analysis Report

This report provides insights into the performance potential of various keywords. Below is a legend explaining the key metrics included in the analysis:

- **Keyword:** The search term being analysed.

- **# of Searches:** The average number of searches per month for the keyword.

- **Competition:** A measure of how many other websites are targeting the same keyword, indicating the level of difficulty to rank.

- **KEI (Keyword Effectiveness Index):** A metric that evaluates the potential profitability of a keyword based on its search volume and competition.

- **Expected Visits:** The estimated number of visitors to your site if it ranks first for the keyword.

- **CPC (Cost Per Click):** The average amount you would pay for a click on an ad targeting this keyword in paid search campaigns.

Keyword Analysis Metrics

Keyword	# of searches	Competition	KEI	Expected visits	Cost Per Click
risk assessment template	18,100	Medium	8.533	5,883	2.82
risk assessment templates	18,100	Medium	13.784	5,883	2.27
fire risk assessment	8,100	Medium	3.819	2,633	17.19
risk assessment for fire	8,100	Medium	4.717	2,633	12.09
risk fire assessment	8,100	Medium	3.819	2,633	17.19
fire risk assessment template	4,400	Medium	2.466	1,430	3.78
sample fire risk assessment	4,400	Medium	2.466	1,430	3.78
template fire risk assessment	4,400	Medium	2.466	1,430	3.78
template for fire risk assessment	4,400	Medium	2.466	1,430	3.78
blank fire risk assessment	1,090	Low	0.324	354	N/A
free risk assessment template	800	Medium	0.424	260	2.62
fire risk assessment example	590	Medium	0.501	192	2.74
fire risk assessment steps	590	Low	0.701	192	2.63
how often should fire risk assessments be reviewed	590	Low	2.503	192	2.94

steps in fire risk assessment	590	Low	0.701	192	2.63
steps of fire risk assessment	590	Low	0.701	192	2.63
hse fire risk assessment template	390	Low	1.053	127	2.86
fire risk assessment checklist	320	Medium	0.280	104	2.60
fire risk assessment template hse	320	Low	0.594	104	3.17
fire risk assessment template uk	320	Medium	0.198	104	3.34
fire safety risk assessment checklist	320	Medium	0.238	104	2.17
hse fire risk assessment template word	260	Medium	0.227	85	1.98
fire risk assessment for schools	210	Low	0.624	68	7.57
fire risk assessment how often	210	Low	0.624	68	3.45
fire risk assessment template free	210	Medium	0.122	68	3.49
fire risk assessment template word doc	210	Medium	0.149	68	2.26
fire safety risk assessment template	210	Medium	0.125	68	3.57
free fire risk assessment template	210	Medium	0.127	68	3.09
how often fire risk assessment	210	Low	0.624	68	3.45
landlord fire risk assessment template	210	Medium	0.183	68	2.45
how many steps in fire safety risk assessment	170	Low	1.010	55	2.53
office fire risk assessment	170	Low	0.220	55	21.82
printable fire risk assessment template	170	High	0.050	55	2.58
completed fire risk assessment example pdf	140	Low	0.693	46	2.51
free fire risk assessment template download	140	Medium	0.082	46	3.51
hmo fire risk assessment template	140	Medium	0.064	46	3.97
fire risk assessment birmingham	110	Medium	0.068	36	21.31
airbnb fire risk assessment template	70	Medium	0.045	23	3.01
fire risk assessment app	50	Medium	0.024	16	9.68
fire protection software	20	Medium	0.015	7	22.97
fire risk assessment software uk	20	Medium	0.009	7	19.69
fire risk assessment tool	20	Medium	0.016	7	8.53
fire safety software	20	Medium	0.014	7	45.94
fire proofing bromley	10	Low	0.027	3	N/A
fire proofing chelsea	10	Low	0.003	3	N/A
fire proofing greenwich	10	Low	0.042	3	N/A
fire proofing wandsworth	10	Medium	0.009	3	N/A
fire risk assessment management systems	10	Low	0.012	3	N/A

fire risk assessments bristol	10	High	0.003	3	10.75
fire safety risk assessment software	10	Low	0.017	3	N/A
fire extinguisher test in tower hamlets	N/A	Low	N/A	0	N/A
fire safety assessment cambridge	N/A	Low	N/A	0	N/A
fire sprinklers kingston-upon-thames	N/A	Low	N/A	0	N/A
safed certificate essex	N/A	Low	N/A	0	N/A
fra-wizard.co.uk	N/A	Low	N/A	N/A	N/A

How to Use This Report

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1. **Identify High KEI Keywords:** Start by focusing on keywords with a high Keyword Effectiveness Index (KEI). These keywords indicate a good balance of search volume and low competition, making them potentially profitable targets.

2. **Evaluate Search Volume:** Look for keywords with a significant number of searches. Prioritising these can help ensure that your content reaches a larger audience.

3. **Assess Competition Levels:** Consider the competition metric for each keyword. Aim to target keywords with lower competition, especially if your website is relatively new or has less authority.

4. **Estimate Expected Visits:** Pay attention to the expected visits metric for keywords ranking in position 1. This will give you an idea of the traffic potential if you achieve a top ranking.

5. **Consider CPC for Paid Campaigns:** If you're planning a paid search strategy, review the Cost Per Click (CPC) values to understand your budget requirements for targeting specific keywords.

6. **Align with Business Goals:** Ensure that the keywords you choose align with your overall business goals and target audience needs, focusing on relevance and intent.

By following these steps, you can strategically target the right keywords to improve your online visibility and drive traffic effectively.

How to Use Keywords Effectively in Site Pages and Blog Posts

H1 Tag
Use the primary keyword in the H1 tag as it signals to search engines what the page is about. Ensure it's clear and descriptive.

Headings (H2, H3, etc.)
Incorporate the primary keyword and related terms in subheadings. This improves readability and helps search engines understand the structure of your content.

Body Text
Include the primary keyword naturally within the first 100 words of your content. Use variations and related keywords throughout the body text to provide context and relevance without keyword stuffing.

Alt Image Text
Use descriptive alt text for images, including the primary keyword or relevant variations. This enhances accessibility and helps search engines index your images.

Meta Title
Craft a compelling meta title that includes the primary keyword. Keep it under 60 characters to ensure it displays properly in search results.

Meta Description

Write an engaging meta description that incorporates the primary keyword and encourages clicks. Limit it to around 150-160 characters for optimal display.

Using Numbers and Power Words in Titles
Titles with numbers (e.g., "5 Tips for...") tend to perform better as they promise specific information. Power words (e.g., "ultimate," "proven," "essential") can evoke emotion and grab attention, improving click-through rates (CTR).

Table of Contents
For longer blog posts, include a table of contents at the beginning. This helps readers navigate your content easily and can improve user experience and engagement.

Internal Linking
Link to other relevant pages or posts within your site using appropriate anchor text. This helps spread link equity, improves navigation, and keeps users engaged longer.

Content Length and Quality
Aim for comprehensive content that thoroughly covers the topic. Longer, high-quality articles generally rank better in search results and provide more value to readers.

By following these guidelines, you can optimise your site pages and blog posts effectively, improving both search visibility and user engagement.

FAQ

1. What is keyword targeting?
Keyword targeting is the practice of selecting specific keywords or phrases that your audience is likely to search for in search engines. This helps optimise your content to rank higher in search results, attracting more relevant traffic to your website.

2. How do I choose the right keywords?
Focus on keywords with a high Keyword Effectiveness Index (KEI), significant search volume, and manageable competition. Consider relevance to your business and audience needs, and explore related keywords or long-tail variations for broader coverage.

3. How often should I review my keywords?
It's advisable to review your keywords regularly, at least every few months. This allows you to adapt to changing trends, competition, and user behaviour, ensuring your strategy remains effective.

4. What if I'm not ranking for my targeted keywords?
If you're not ranking well, consider revisiting your content strategy. Evaluate keyword competition, improve content quality, enhance on-page SEO, and build backlinks. It may also help to target less competitive or long-tail keywords initially.

5. How long does it take to see results from keyword targeting?
Results can vary depending on factors like competition and website authority. Generally, you might start seeing changes within a few weeks to a few months as search engines index your content and adjust rankings.

6. Should I focus on short-tail or long-tail keywords?
While short-tail keywords typically have higher search volumes, they are often more competitive. Long-tail keywords, though less searched, can attract more qualified traffic and may have lower competition, making them valuable for targeted strategies.

7. Can I use the same keywords for different pages on my website?
It's best to avoid using the same primary keyword for multiple pages, as this can lead to keyword cannibalisation, where pages compete for the same search term. Instead, assign unique keywords to each page based on their specific content focus.

8. How does keyword research benefit my overall marketing strategy?
Keyword research helps you understand your audience's interests and search behaviour. By optimising for the right keywords, you can improve your visibility online, attract more relevant traffic, and ultimately drive conversions and sales.