

Leverage keywords to drive targeted, organic search traffic.



- Limit clutter
- Simplify navigation
- Use video to increase page engagement

Tactics We Use

Set up the tools that track, measure, and improve search performance to tie your investment to measurable results

- We recommend: Google Search Console, Google Analytics

Leverage Keyword Capabilities

- Run keyword analysis on relevant web pages using Semrush
- Identify long-tail keyword opportunities using Google Suggest
- Validate keyword demand and intent using Google Keyword Planner
- Surface low-competition, high-opportunity keywords through competitive analysis in KWFinder
- Optimize on-page SEO elements within WordPress using Yoast

Optimize for AI

- Write fresh, engaging content
- Include lms.txt files
- Add FAQ documents to your content plan
- Add structured data for crawlers to pick up who you are
- Don't limit your crawlers too much (robots.txt)

Keyword Application Checklist (Blogs)

- 1 primary keyword per post
- Keyword in the URL, title, and first 150 words
- Add header tag (H1, H2, H3)
- Body copy: 5-7 keyword mentions
- Add meta description and image alt text

MOST IMPORTANT
Build high-value content that the viewer or visitor is interested in.

Focus your SEO efforts

Learn how [Aventi Group](#) helps prioritize keywords, optimize content, and measure performance.