



# **The Life-Changing Magic of Keyword Research**

**SEO = Search Engine Optimization**

**Keywords = Phrases People Type Into Google**

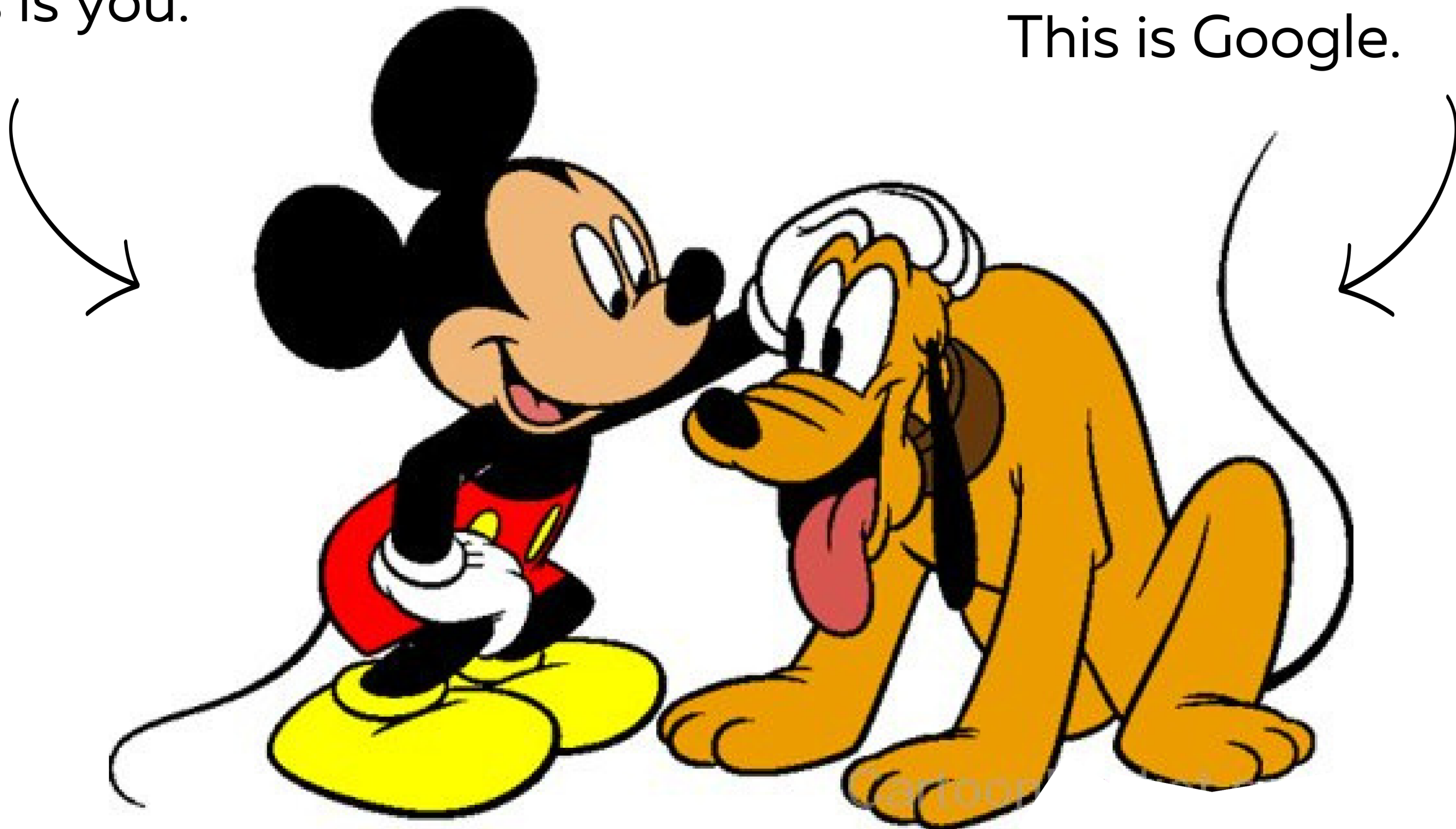
Let's pretend it's December 31st....



What changes do you envision for  
your business in 2024?

This is you.

This is Google.



You can deputize Google to be  
your greatest ally in business.

In your business, **you provide a  
solution to a problem.**

When someone is ready to solve their problem, **they ask Google for information or a solution.**

The way you empower Google to work as a  
lead generation machine on your behalf  
(for free!) is through SEO.

According to a 2021 study from Ahrefs, 90.63%  
of content gets **NO TRAFFIC** from Google.

Let's explore *why* you haven't committed  
to and fully executed an SEO strategy...



Does the idea of a data-backed strategy  
feel **manipulative for prospects** or  
**restrictive to your creativity?**

SEO is the ultimate permission marketing tool.

SEO is *one* strategy.

It doesn't have to be your *only* strategy.

Next, let's talk numbers...

Let's assume that...

I have a course priced at \$450, and I want to make \$90,000 next year.

I need to sell 200 courses to hit my annual goal, which comes to 17 courses per month.

How many units of your product or service do you need to sell to make your ideal revenue for 2024?

Keywords come in 2 main flavors:  
**informational intent & transactional intent.**

*What is organic marketing? vs organic marketing course*



**Informational & Transactional Queries**  
**Convert To A Sale At Different Rates**

**Informational posts** will convert to email subscribers at 3%-5%.

**Transactional pages** will convert to a sale at roughly 1%.

Time for some math!

## Informational Queries

$$\begin{array}{r} 17 \\ \div .0003 \\ \hline 56,700 \end{array}$$

## Transactional Queries

$$\begin{array}{r} 17 \\ \div .01 \\ \hline 1,700 \end{array}$$

## Informational Queries

If I drive 57,000 new users per month to my collection of blog posts about organic marketing, I should hit my annual revenue goal from organic traffic alone.

## Transactional Queries

If I drive 1,800 new users per month to my sales page for my course about organic marketing, I should hit my annual revenue goal from organic traffic alone.

SEO isn't *only* about optimizing blog posts. It's about optimizing sales pages too.

And neither of these paths is mutually exclusive.

**These Numbers Are Your  
Organic Freedom Tipping Point**

# Higher Scores Test Prep

16,000+ new leads per month

\$3k - \$15k monthly revenue

4 hours of work per week

Sold in 2021 for \$180k



A close-up photograph of two lit sparklers against a dark night sky. The sparklers are bright orange and yellow, with many sparks radiating outwards. The background is dark blue and black, with some out-of-focus light spots.

**Let's Make Magic!**



**Keywords = Phrases People Type Into Google**

## Keyword Difficulty (KD)

On a scale of 1-100, how hard it is to new content to rank for that query.

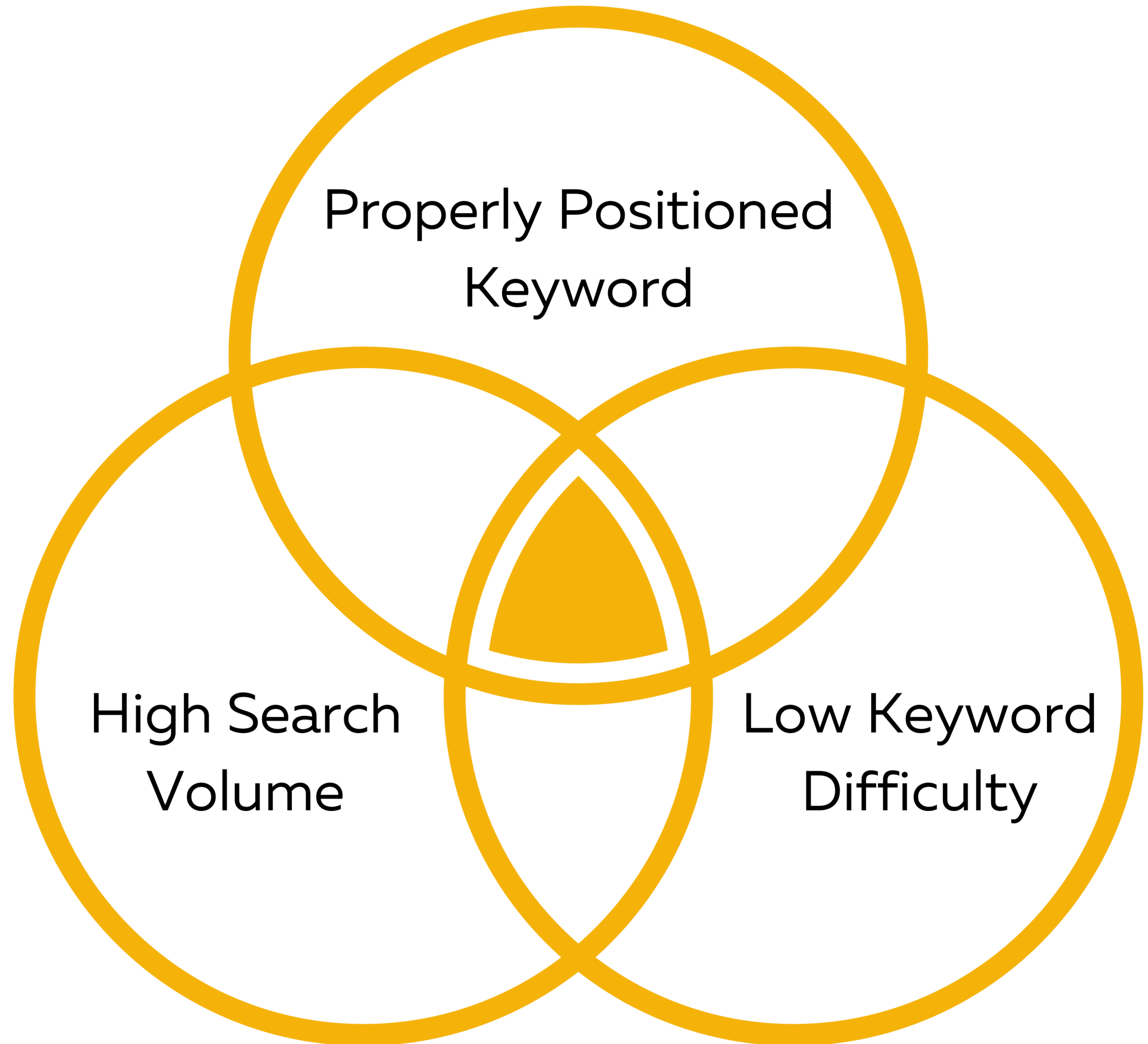
***Lower is better.***

## Volume

Average number of times the keyword is searched in Google per month.

***Higher is better.***

# Golden Keyword Opportunities



# Properly Positioned Keywords

Ideally situated to introduce you to a prospect at the exact right moment in their information-seeking process or their buyer's journey.

# **Low Keyword Difficulty**

Aim for opportunities with a difficulty score below 25  
...but, ideally, even lower.

# High Search Volume

Aim for opportunities with at least 100 searches per month.

**Low Difficulty** > High Volume



Let's do some keyword research....

**[ahrefs.com/keyword-generator](https://ahrefs.com/keyword-generator)**

Free SEO Tools /

# Free Keyword Generator

Find thousands of keyword ideas in seconds.

Google / Bing / YouTube / Amazon

 United States ▼

Find keywords

For example, keyword research

**[ahrefs.com/keyword-generator](https://ahrefs.com/keyword-generator)**

Let's share some of the **Golden  
Keyword Opportunities** we found...

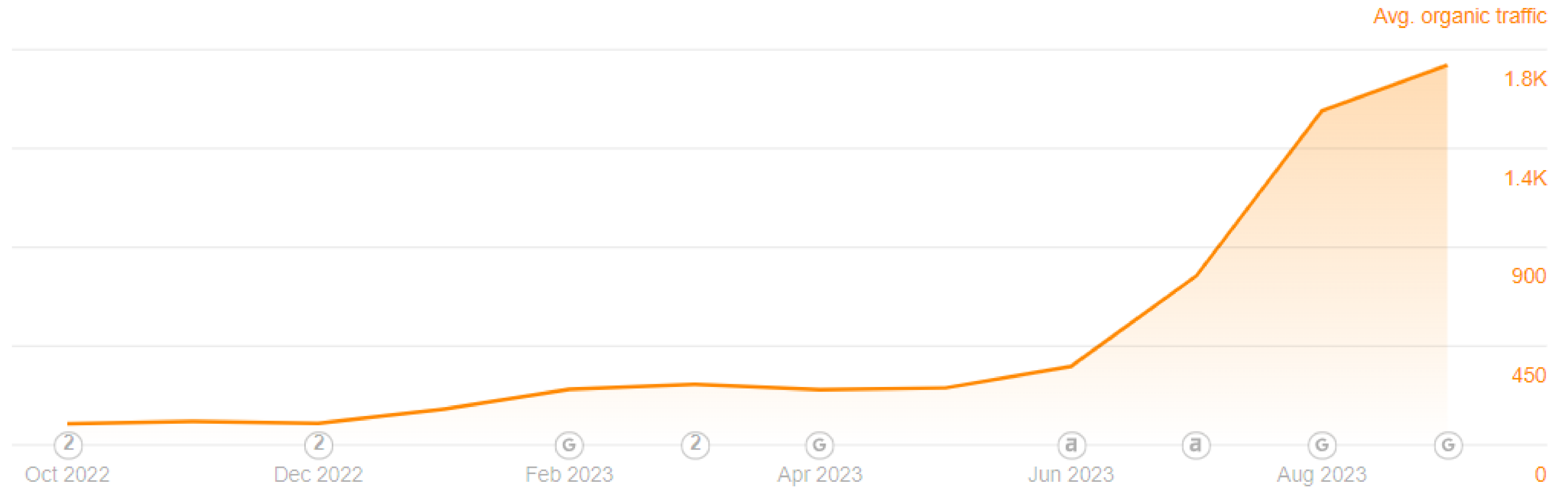
So...what do we do with this  
newfound insight?

**If the ladder is not leaning against the right wall, every step we take just gets us to the wrong place faster.**

**– Stephen Covey**

SEO takes **time**.

# Magical Vacation Services



[magicalvacationservices.com](https://magicalvacationservices.com)

Think about something you are facing right now.

Have you been trying to think your way to a solution or act your way to a solution?

Sometimes you need more action, sometimes you need a better strategy.

– James Clear



Action flows more freely when you feel greater certainty about the strategies you're employing.

# LaurenGaggioli.com

29 keywords

 29 Sep 2023 ▼

Compare with: 29 Jun 2023 ▼

 Filters ▼

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
<input type="checkbox"/> + finding your purpose book	4	400	1	0.28	1	+1	0	× → 22	New
<input type="checkbox"/> + books on finding your purpose	5	450	1	0.28	0		0	× → 22	New
<input type="checkbox"/> + books about finding purpose	5	200	2	0.28	0		0	× → 22	New
<input type="checkbox"/> + books to find your purpose	6	400	1	0.28	0		0	× → 25	New

[laurengaggioli.com/live-with-purpose/](https://laurengaggioli.com/live-with-purpose/)

# LaurenGaggioli.com

15 keywords

 29 Sep 2023 ▼

Compare with: 29 Jun 2023 ▼

 Filters ▼

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
<input type="checkbox"/> ✓ virtual mastermind group	2	20	12	1.87	0		0	29 → 17	▲12
<input type="checkbox"/> ✓ mastermind groups online	2	40	18	1.80	0		0	45 → 21	▲24
<input type="checkbox"/> ✓ online mastermind group	2	40	12	1.80	0		0	38 → 24	▲14
<input type="checkbox"/> + online mastermind	2	800	23	1.41	0		0	× → 71	New

laurengaggioli.com/mastermind

All searchers are seeking **clarity** and **transformation**, but the way we deliver it must be intent-specific.

**Informational Queries** require nurturing.  
**Transactional Queries** require assurances.

# Keyword Magic

What happens when you see the person behind the query and match their search intent's energy while sharing how you can help them in your most authentic voice.

When in doubt, **optimize for humans.**  
When you can, **optimize for Google too.**

# **Your Next Right Step...**

Join Paul & I for our follow up presentation.

Register @ **[LaurenGaggioli.com/Momentum](https://LaurenGaggioli.com/Momentum)**



# Want to learn more?

Join me for a 6-week live-led course starting mid-October.

Register @ **OrganicMarketingEcosystem.com**

Save 25% with code **MOMEMENTUM**

*Expires on Tuesday, October 24th*

What changes do you envision for  
**your life** and **your business** in 2024?



SEO is one of the only to-do's you can do today  
that will take to-do's off your plate tomorrow.

**SEO is self-care for your business.  
Done right, it's self-care for you too.**