SEO Bullseye Marketing PDF

As of January 2022, there are over 1,167,715, 133 websites. On the other hand, only 198,988,100 are considered active.

So that's what you are up against when you are contemplating search engine rankings. It is true that not all are quality websites, and not all are of interest to the masses. Some are just files located on a server out there somewhere in Internet-land.

Maybe you have 100 competitors, 1,000, or 100,000 -- it really doesn't matter if you do not get found when searched for. With that in mind and the added fact that specific markets have become saturated, how will you get found?

Bullseye SEO Marketing

You know what a target looks like, right? All those circles get smaller until you get to the one in the center – the bullseye? When you play darts or go to the shooting range, you get a higher score or points with each hit in the circles -- furthest out being less.

So why not use this analogy when you think of SEO marketing? Doing so would help improve your overall rankings by prioritizing and "targeting" your efforts.

Here are the critical bullseye SEO marketing tips to get your core terms in place.

Start by investigating your top desired phrases – no one-word keywords here. We want to use 2-3 word phrases or even "long-tail" phrases that are 4-7 words and therefore less competitive. The key is to discover the terms that you know that those looking for your site will use.

Not terms that you what searchers to use. Not what you "think" searchers will use—the actual phrases they are using.

Many times these are entirely different sets of keyword phrases. If you are unsure what folks are using, check out my post on [Free Keyword Research Tools](#).

If you target the wrong keywords, your efforts will be in vain.

- After investigating your market's keyword phrases, start with the bullseye center containing only your most important two 2-3 word keyword phrases.

- As you move to the outer circles in the target, note your less significant phrase variations – up to two per circle.

This process allows you to prioritize your efforts knowing which terms are essential for you to rank. However, you need to be realistic and not use words that your site does not back up with content. Simply typing keywords into a worksheet or a plugin doesn't make it so.

Do you have pages with 10s or 100s of keywords in the Meta tags? STOP IT! Tweak your current content and create new information-packed pages targeted at one or two keyword phrases, each with the variations for each and add them to your site.

Target Completed

Once your target is complete, refer to the bullseye and ensure that your WordPress website title and description use your primary phrase and a variation thereof. Also, include these phrases peppered throughout your headlines and copy.

Now move to the next circle outside of the bullseye. Determine which page those phrases apply to most and follow the above. Rinse and repeat.

You don't want phrases in any target circle that are not closely related or do not apply to each other. Create a new bullseye using your next set of terms, and then create valuable information and resources (not fluff) that applies to each specific set of phrases. That works even better.

Search Engines are Just Computers

Search engine crawlers are not aware; they don't think or surmise. (As of late, that could be open to discussion.) So instead, they gobble up what is on your website based on the content, the code, and 100s of other variables. Then based on each search bot's unique algorithm, it determines how search engines will rank your website.

The key to bullseye marketing is knowing what your target market uses to find you and incorporating those terms, phrases, ideas, and concepts into your site.

You will dilute your site's relevancy by trying to get found by everything under the sun. And if you do not have content that backs up those phrases – well, as we say in Chicago – *foe-ged-aboud-it*!

Target your bullseye and have your site mimic that layout. You'll be pleasantly surprised as your targeted pages gain higher relevancy, then get found, passed around, and commented on.

Over time, this process will lead to more prominent rankings and more business for you!

Being that global sales through websites and apps are projected to reach 5.4 trillion US dollars in 2022, use this concept to target your SEO marketing so that you have a better chance to hit the bullseye.

At your service,

Judith

Remember…

- Only 2-3 word keyword phrases.

- Put your most important phrases in the bullseye working out prioritizing relevancy to the less relevant by the time you hit the outside circle.

- If you just fill out the bullseye once, you'll have 41 keyword phrases to start with!

- You can print out page 5 for a new bullseye for each topic/category.

- Check your website stats to see how you are being found. Better yet hook up with Google Analytics so that you can see the phrases used.

- Over time you can add to your list and remove those phrases that are just not as effective or little traffic impact.

- Learn more about DIY SEO on my website.
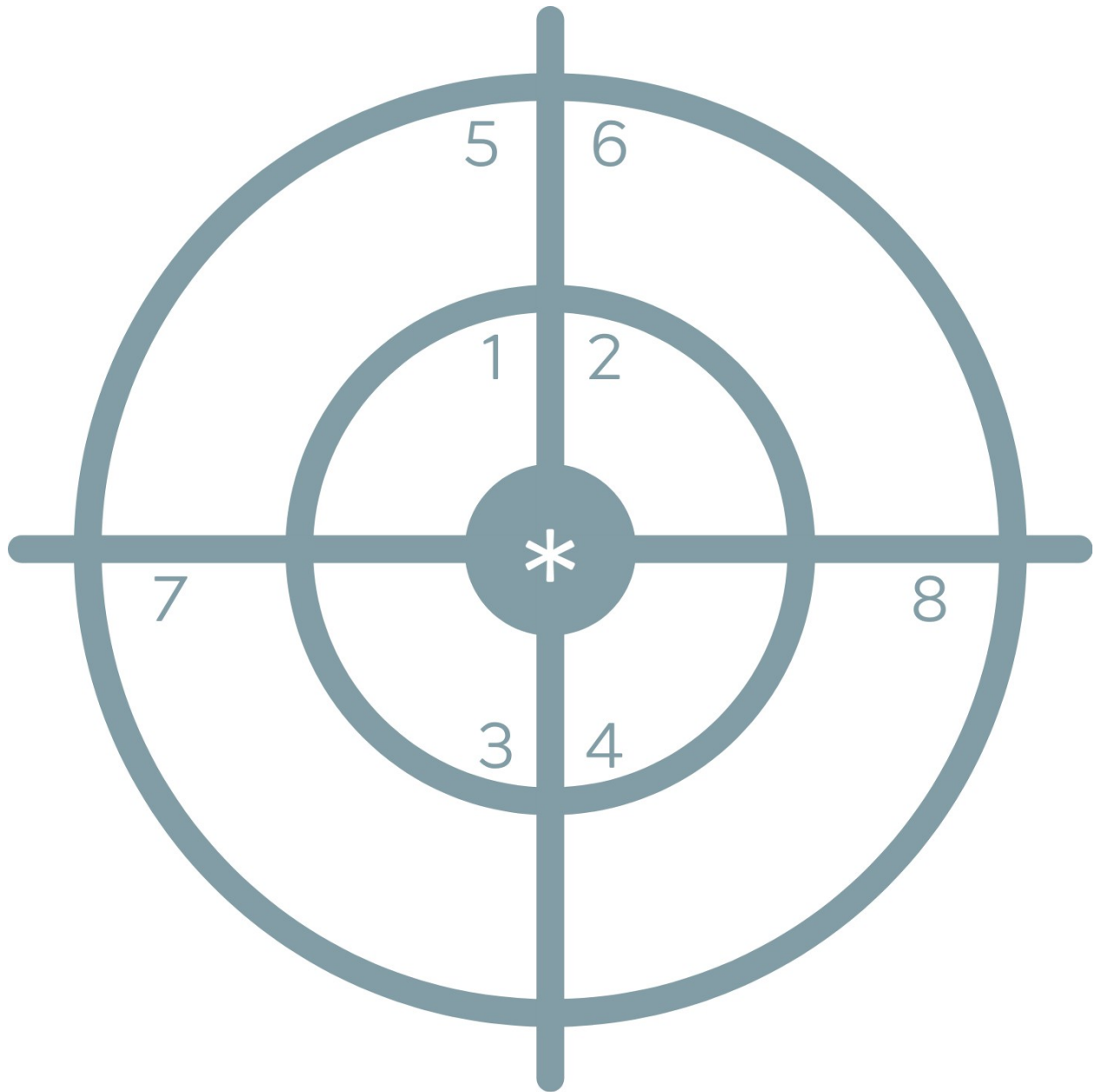
* = #1 Targeted Keyword Phrase

N o t e t h e T o p 5 P h r a s e s f o r E a c h S e c t i o n

1. Primary Keyword Phrases.
2. Plural of Keyword Phrases
3. Variations of Primary Phrases
4. Plural of Primary Variations

5. Synonym Keyword Phrases
6. Synonym Keyword Plurals
7. Possibile Mispellings
8 .Long Tail Key Phrases

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