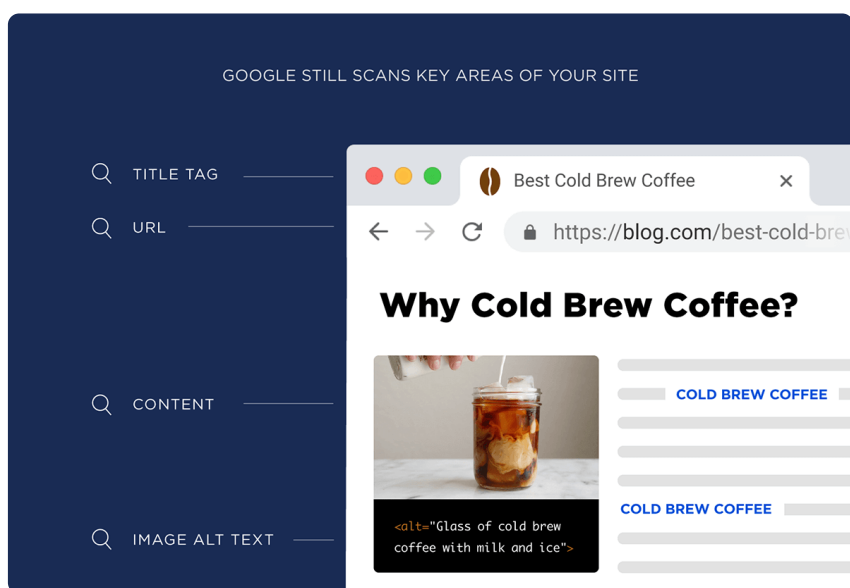# SEO Keywords

What are SEO Keywords?

SEO keywords (also known as "keywords" or "keyphrases") are terms added to online content in order to improve search engine rankings for those terms. Most keywords are discovered during the keyword research process and are chosen based on a combination of search volume, competition and commercial intent.

Why are SEO Keywords Important?

When you optimize your content around words and phrases that people search for, your website can rank higher for those terms.

Needless to say, ranking higher in the SERPs can drive more targeted traffic to your website. Which is why finding keywords people search for is step #1 of any SEO campaign.

In fact, SEO is pretty much impossible without keywords.

But when you have a list of the right keywords, you can start working on important SEO tasks like:

- Figuring out your site architecture
- Planning out product and category pages
- Writing content for blog posts and YouTube videos
- Optimizing landing pages and sales pages

With that, here's how to find keywords for SEO.

Best Practices

Use Google Suggest

Many people struggle with SEO because they target keywords that are WAY too competitive.

In fact, I've had many clients tell me that they want to rank for super competitive search queries like "weight loss" and "insurance".

Is it possible to rank for single-word SEO keywords like that? Sure.

But even if you do everything right, it can take years. Which is why I recommend focusing on long tail keywords.
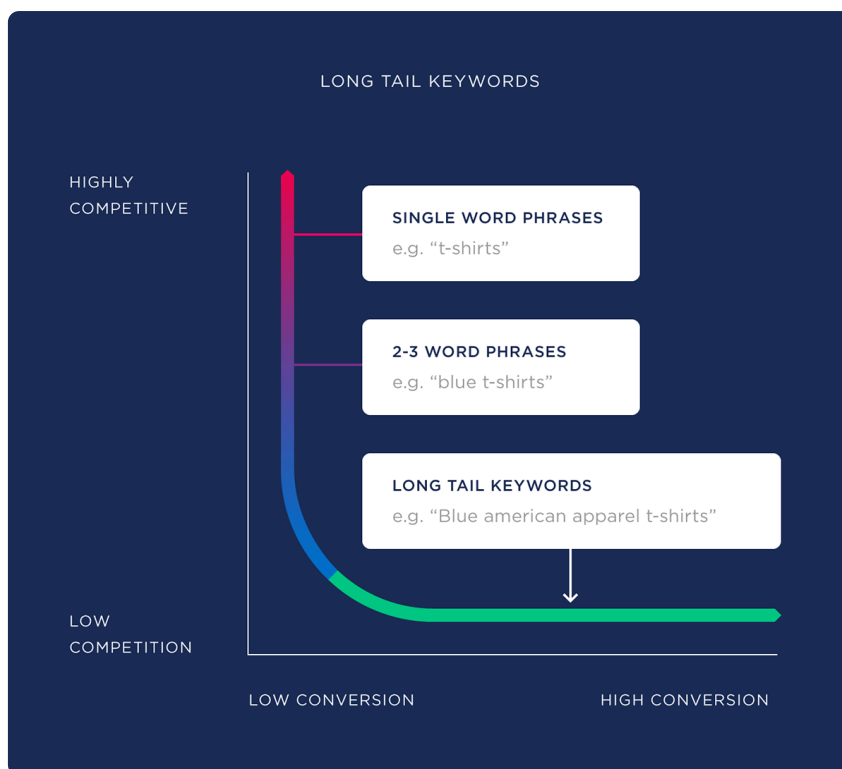
Long tail keywords are long (usually 4+ word) terms that searchers use in Google and other search engines. And they tend to have a lower keyword difficulty compared to 1-3 word "head terms".

So for people that are new to SEO, long tails are usually the best keywords to start with.

Fortunately, finding long tail terms is a breeze thanks to Google Suggest (also known as Google Autocomplete).

For example, let's say you wanted to create a page about "keto lunch". Well, if your site is new, the keyword "keto lunch" is probably too competitive.

But when you type keto lunch into Google, you get a list of long tail keyword suggestions.