



DO KEYWORDS
STILL MATTER FOR
SEO IN 2015?

Should I Still Include Keywords in My Content?

Google's algorithm still requires the right pieces of information from you in order to understand and classify your website.

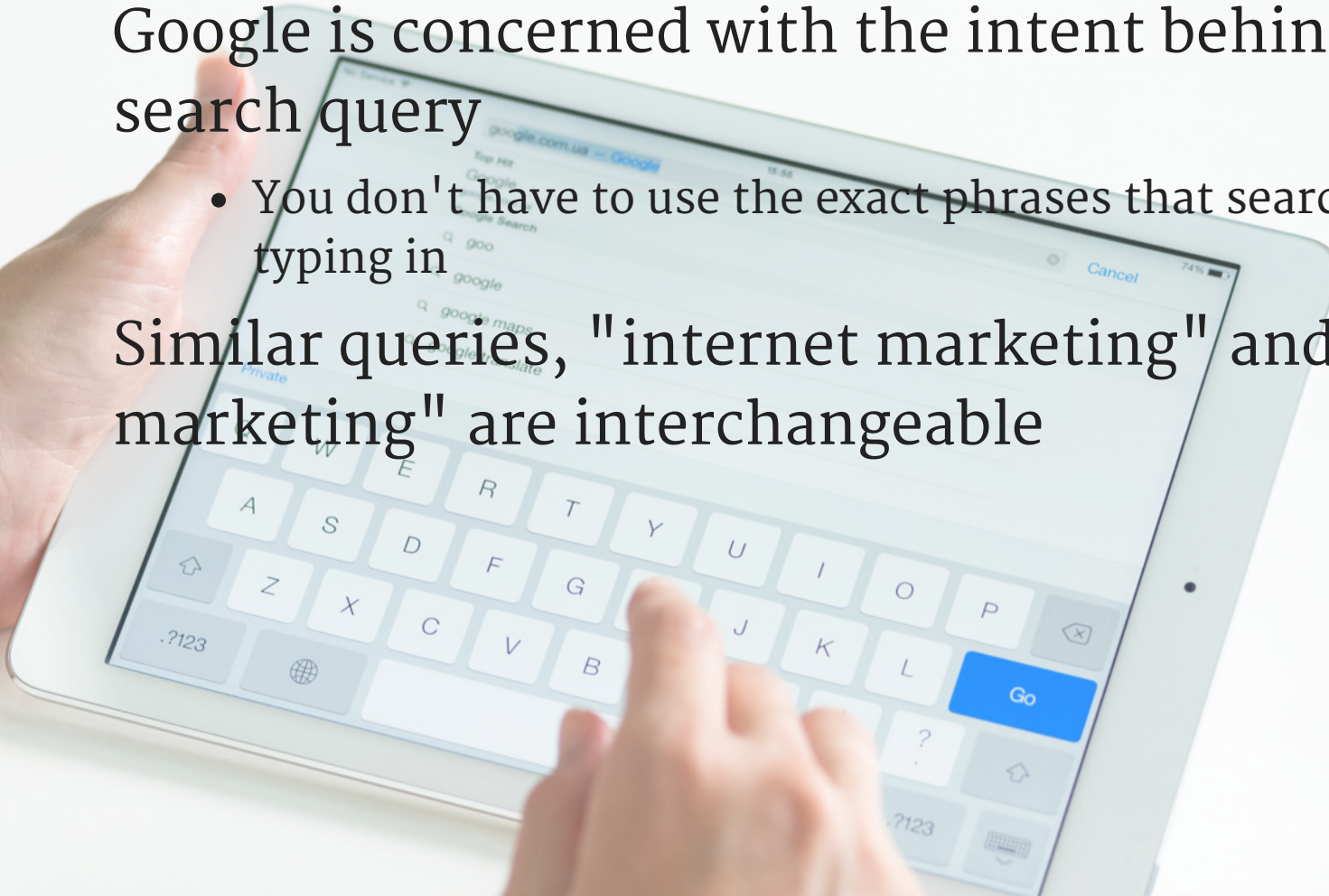
Keywords are still important, however they are no longer the most important element of your content.

Intent Analysis and Search Results

Google is concerned with the intent behind a search query

- You don't have to use the exact phrases that searchers are typing in

Similar queries, "internet marketing" and "web marketing" are interchangeable



How Many Keywords is Too Many?

Keywords should still be used at least once in your page's metadata.

A few places where keywords can provide a helpful boost to your rankings:

- Alt image tag to describe the pictures on your site
- In the URL of a certain page or the top level domain of your site
- As hashtags on social media posts

