

How To Effectively Configure On-Page Optimization for Thousands of Broad Match Keywords

Dominate Any Market
With This Optimization Strategy

WEB SAVVY MARKETER 

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Overview

When you are working on a client site, it is in your interest to maximize its online presence and deliver. Most SEO clients will not be happy with the progress if you don't have much to show after months of waiting and high recurring charges.

One way to successfully achieve a more highly visible online presence is by optimizing the site for a large number of keyword phrases. Not only does this help with longer client retention by providing perceived value, but the client also often receives more targeted traffic because of the digital real estate it creates. It is a win-win strategy every SEO marketer should embrace.

After working on thousands of sites for many years, I was able to observe a pattern which enabled me to come up with a formula to optimize a site for a large number of keywords.

Since the scope of this content is limited to on-page optimization, I won't go too deeply into the off-page optimization process. I will, however, admit that off-page methodology must be used as a dominant SEO strategy after the on-page process has been maximized in order to get the best ranking result.

Why Matrix?

Quite often, local sites have multiple niche keywords and serve a DMA (dominant market area) which contains numerous suburbs or towns.

Below are typical niche keywords for a sample legal website called www.ExampleAttorney.com:

Niche keywords:

Family Lawyer
Family Law Attorney
Divorce Lawyer
Divorce Attorney
High Net Worth Divorce Lawyer

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High Net Worth Divorce Attorney
Legal Separation Lawyer
Legal Separation Attorney
Child Custody Lawyer
Child Custody Attorney
Child Support Lawyer
Child Support Attorney
Child Removal Attorney
Child Removal Lawyer
Child Relocation Lawyer
Child Relocation Attorney
Child Support Lawyer
Child Support Attorney
Paternity Lawyer
Paternity Attorney
Parentage Lawyer
Parentage Attorney
Alimony Lawyer
Alimony Attorney
Spousal Support Attorney
Spousal Support Lawyer
Collaborative Divorce Lawyer
Collaborative Divorce Attorney
Divorce Mediation Lawyer
Divorce Mediation Attorney
Property Division Attorney
Property Division Lawyer
Judgement Modification Lawyer
Judgement Modification Attorney
Prenuptial Agreement Lawyer
Prenuptial Agreement Attorney
Civil Union Attorney
Civil Union Lawyer
Super Lawyer
Estate Planning Attorneys
Estate Planning Lawyers
Guardianship Lawyers
Probate Lawyers
Estate Administration Lawyers
Trust Lawyers
Living Trust Lawyer
Elder Law Attorneys
Medicaid Planning Lawyers
Divorce Mediation Lawyers
Adoption Lawyers
Business Valuation Lawyer

(Total: 51 niche keywords)

Below is a sample of the suburbs in the Chicago area that the website is targeting:

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Cook County IL
Lake County IL
DuPage County IL
McHenry County IL
Crystal Lake IL
Deer Park IL
Fox River Grove IL
Hawthorn Woods IL
Hoffman Estates IL
Inverness IL
Kildeer IL
Lake in the Hills IL
Lake Zurich IL
Long Grove IL
McHenry IL
Mount Prospect IL
Mundelein IL
North Barrington IL
Palatine IL
Rolling Meadows IL
Roselle IL
Schaumburg IL
Streamwood IL
Wauconda IL
Wheeling IL
Woodstock IL

(Total: 26 locations)

To calculate the total number of keyword combination phrases, you multiply group 1 by group 2, which becomes a matrix. The total number of elements (combination phrases) derived from the matrix is 51×26 , which is 1,326 keywords.

The logistics of working with this many keywords can be challenging. Most boutique SEO agencies lack the tools and resources to handle this volume of keywords. Using a matrix formula, you now have the ability to calculate the number of pages needed along with your total cost.

Observation Process

I've been doing client and white label agency SEO for a long time and have come across all types of sites. Some were one-page wonders while others were mega sites with thousands of pages. Most were somewhere in between. After looking at thousands of sites and analyzing millions of rankings over many years, I was able to observe and correlate overall rankings to a site's page structure. Let's look at both extremes of on-page structure and do a quick analysis.

Technically, we can create a one-page website and accommodate all 1326 keywords. We can also go to the other extreme by creating 1326 pages dedicated to each keyword phrase.

In my experience, the latter will produce better rankings than a one-page wonder, since Google prefers keyword relevancy compartmentalization. Unfortunately, creating massive dedicated pages is not practical for most SEO agencies. With Google cracking down on thin content sites, simply generating massive numbers of pages doesn't guarantee better indexation and rankings.

I've generated massive numbers of pages on many occasions with the tools I developed many years ago and have found that Google prefers broad match content over overly optimized massive numbers of pages for rankings.

If Google prefers broad match over exact match content, then we need a formula to determine the number of pages needed.

As a rule of thumb, I like to limit the number of target keywords per page to 7. Depending on the client's budget and its niche competition, I may increase or decrease this number but I generally stick to 7. Let's call this MKP or maximum keywords per page.

Here is the formula.

Total Number of Pages Needed = (Total Number of Niche Keywords / MKP) + 1 service areas page.

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In our case, it would be $(51/7) + 1 = 7.28 + 1 = 8.28$.

I always round off the number to a higher number. In our case, it becomes roughly 9 pages. Please note that the page count is for SEO content purposes only and doesn't include typical page such as about, contact, or privacy, which don't contribute too much to better rankings.

If each 500-word article costs \$10, the total computed cost is \$90 for on-page SEO content.

The number of pages needed is an estimate only. The purpose of the calculation process is to determine the projects rough estimate on content cost and the amount of effort needed to create pages.

Understanding Keyword Clout

Before we go on further, we need to be aware of how Google determines semantic relevancy. Google is a smart semantic pattern machine. It can recognize a group of keywords and determine the overall topical relevancy based on keyword clout. Keyword clout is a group of words that are related by semantic relevancy.

Here are some examples:

Attorney and **lawyer** are related by semantic interchangeability. (latent semantic indexing).

Lawyer and **lawyers** are related by semantic variation.

Alimony and **divorce** are related by semantic categorization.

Legal and **law firm** are related by semantic categorization.

Whenever Google crawls a body of text, its algorithm attempts to determine a topical theme based on keyword clout. In order to increase its relevancy, it is better to increase the content's keyword clout density, not keyword density.

Grouping by Maximum Number of Keywords per Page (MKP)

Since title and meta description tag can accommodate a limited number of characters, you cannot optimize a page for an unlimited number of keywords.

I generally like to keep the number of target keywords per page to 7, but this number is not set in stone. You can use your judgment and use a lower or a higher number.

The best rule of thumb is to group keywords by relevancy. As an example, you don't want to place 'plumber' and 'evening dress' in the same group, as there is no semantic relevancy to them. I often see marketers trying to rank either homepage or about page for keywords that are not optimized for the pages. This is a common mistake you can easily avoid with some planning.

Since all niche keywords are related by legal theme in our example, we'll divide up the niche keywords roughly by 7. You'll notice that some are grouped with a number other than 7. I recommend you use your common sense and not forcefully use 7 as MKP.

Family Lawyer
Family Law Attorney
Divorce Lawyer
Divorce Attorney
High Net Worth Divorce Lawyer
High Net Worth Divorce Attorney
Legal Separation Lawyer
Legal Separation Attorney

Child Custody Lawyer
Child Custody Attorney
Child Support Lawyer
Child Support Attorney
Child Removal Attorney
Child Removal Lawyer
Child Relocation Lawyer
Child Relocation Attorney
Child Support Lawyer
Child Support Attorney

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Paternity Lawyer
Paternity Attorney
Parentage Lawyer
Parentage Attorney
Alimony Lawyer
Alimony Attorney
Spousal Support Attorney
Spousal Support Lawyer

Collaborative Divorce Lawyer
Collaborative Divorce Attorney
Divorce Mediation Lawyer
Divorce Mediation Attorney
Property Division Attorney
Property Division Lawyer
Judgement Modification Lawyer
Judgement Modification Attorney

Prenuptial Agreement Lawyer
Prenuptial Agreement Attorney
Civil Union Attorney
Civil Union Lawyer
Super Lawyer
Estate Planning Attorneys
Estate Planning Lawyers

Guardianship Lawyers
Probate Lawyers
Estate Administration Lawyers
Trust Lawyers
Living Trust Lawyer

Elder Law Attorneys
Medicaid Planning Lawyers
Divorce Mediation Lawyers
Adoption Lawyers
Business Valuation Lawyer

Applying Broad Match to Meta Information

Let's use the first group of keywords and use them to configure page URL, title, description, and H1 as Google uses them for meta data relevancy. By maximizing the meta information for broad match pattern, you can have a

Optimal On-Page Matrix Broad Match Configuration

better optimized site than your competition does. You are essentially laying the groundwork for better rankings. When coupled with proper off-page optimization, you can expect to gain a significant momentum on SERP. Let's use the first group of keywords.

Family Lawyer
Family Law Attorney
Divorce Lawyer
Divorce Attorney
High Net Worth Divorce Lawyer
High Net Worth Divorce Attorney
Legal Separation Lawyer
Legal Separation Attorney

Process for Creating Broad Match URL

The first step is to lay the keyword phrases and eliminates any duplicate words. If we lay the keywords in a row, it'll look like this:

**Family Lawyer Family Law Attorney Divorce Lawyer Divorce Attorney
High Net Worth Divorce Lawyer High Net Worth Divorce Attorney
Legal Separation Lawyer Legal Separation Attorney**

Since 'Lawyer' and 'Attorney' are LSI keywords, we'll leave 'Lawyer' alone and remove all others. The list now looks like this:

**Family Lawyer Family Law Divorce Divorce High Net Worth Divorce
High Net Worth Divorce Legal Separation Legal Separation**

We'll further remove any duplicate words.

Family Lawyer Law Divorce High Net Worth Legal Separation

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We are left with 9 words. Using this shortened version, we'll arrange the words for a better read. There is no perfect way of doing this so you should use your best judgment.

Family Law High Net Worth Legal Separation Divorce Lawyer

Using our example domain, the URL becomes

<http://www.ExampleAttorney.com/Family-Law-High-Net-Worth-Legal-Separation-Divorce-Lawyer>

Selecting Keywords for Title and Description Tag

Using an ordered list, I use odd numbers for title tag and even numbers for description tag.

1. Family Lawyer
2. Family Law Attorney
3. Divorce Lawyer
4. Divorce Attorney
5. High Net Worth Divorce Lawyer
6. High Net Worth Divorce Attorney
7. Legal Separation Lawyer
8. Legal Separation Attorney

A filtered version for a potential **title tag** looks like this:

Family Lawyer

Divorce Lawyer

High Net Worth Divorce Lawyer

Legal Separation Lawyer

A filtered version for a potential **description tag** looks like this:

Family Law Attorney

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Divorce Attorney

High Net Worth Divorce Attorney

Legal Separation Attorney

Just by chance, we now have two similar subgroups with different LSI keywords.

Title Tag Creation Process

Our goal for the title tag is to limit the total length to 70 characters, contain all the required keywords, and read natural to surfers on SERP. The initial process is similar to URL creation process. Keywords laid in a row look like this.

Family Lawyer Divorce Lawyer High Net Worth Divorce Legal Separation Lawyer

By eliminating duplicate words, the modified version looks like this:

Family Lawyer Divorce High Net Worth Legal Separation

For a better read, we'll rearrange the keywords.

High Net Worth Legal Separation Family Divorce Lawyer

Since the dominant market area is Chicago, we'll add Chicago into the mix.

High Net Worth Legal Separation Family Divorce Lawyer in Chicago, IL

Description Tag Creation Process

Our goal for the description tag is to limit the total length to 160 characters, contain all the required keywords, and use naturally sounding phrases for surfers on SERP. Since we have more room to work with than a title tag, it is wise to add branded keyword as well as brand benefits into the mix.

The initial process is similar to URL creation process. Keywords laid in a row look like this.

**Family Law Attorney Divorce Attorney High Net Worth Attorney
Legal Separation Attorney**

By using duplicate word elimination process, the modified version looks like this:

Family Law Attorney Divorce High Net Worth Legal Separation

We'll arrange the words to read more naturally.

High Net Worth Legal Separation Family Law Divorce Attorney

Let's add a branded keyword at the beginning.

**Johnson and Smith High Net Worth Legal Separation Family Law
Divorce Attorney**

Using the required keywords, we'll transition into benefit-oriented phrases.

**Johnson and Smith Specializes in High Net Worth Legal Separation.
100% Free Family Law Divorce Consultation. Chicago Attorney**

Creating H1

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The goal of H1 tag is to ensure Google recognizes the overall relevancy of the article and its header. Unless the article needs to be super long, a sub tier H tag is not needed. I recommend focusing more on keyword clout density of the overall page content.

Since the focal theme of the content should be about a divorce lawyer in the Chicago area, I have listed some example H1 tags you can use as examples.

Things to Consider When Searching For the Right Divorce Attorney in Chicago

What to Look For When Working With a Divorce Lawyer in Chicago

How to Ensure You Have Chosen the Right Chicago Divorce Lawyer

Article Length

I generally start with a minimum of 500 word article content per SEO page. This allows me to gauge the overall rankings progress and make adjustments needed later without having to invest too much for content.

You do, however, need to make a judgment call, as each niche combined with each market can yield different competition levels and may require higher word count content.

Adding Geo-relevancy to Content

As a general rule, it is better to reference all the service areas in the footer of the website for overall site geo-relevancy. If the website owner is not too gung ho on this for whatever reason, you can add it as the last paragraph of an article instead of making it global. The paragraph can look like this.

Serving Chicago, Cook County, Lake County, DuPage County, McHenry County, Crystal Lake, Deer Park, Fox River Grove, Hawthorn

Woods, Hoffman Estates, Inverness, Kildeer, Lake in the Hills, Lake Zurich, Long Grove, McHenry, Mount Prospect, Mundelein, North Barrington, Palatine, Rolling Meadows, Roselle, Schaumburg, Streamwood, Wauconda, Wheeling, Woodstock Illinois.

Adding Service Areas Page

For local websites, it is highly recommended that you add a dedicated service areas page for better website relevancy. Since our emphasis is on location keywords, title, and description should reflect this.

Here is the proposed URL, title and description tag.

<http://www.ExampleAttorney.com/service-areas>

Title: Service Areas for Johnson and Smith Family Law Firm

Since a meta description's character limit is 160, we should only add the most important locations.

Description: Specializing in Family Law in Cook County, Lake County, DuPage County, McHenry County, Crystal Lake, Deer Park, Fox River Grove, Hawthorn Woods, Hoffman Estates, Inverness, Kildeer, Illinois.

Service Areas Page H1 and Article Content

It is recommended that you add a generic article about the benefits of working with a divorce lawyer in service areas page to help with the overall thematic relevancy. H1 can look like this:

The Benefits of Hiring a Top Divorce Attorney in Chicago, Illinois

Pinging the URLs

Once we have the URLs, meta information, and page content added to the site, we need to wait for the indexation to occur. To speed up the process, we can ping Google servers for faster indexation.

How to Ping

Go to <http://www.bulklink.org/> and add bulk URLs. Since our goal is to invite Google crawlers and not others, select Google.com from the field.

Checking the Ranking Progress

By starting your SEO process with proper on-page and pinging alone, you'll start to see some rankings in progress. At a minimum, you should check the rankings at least once every 2 weeks. This allows you to filter out which keywords need attention using backlinks and other off-page SEO techniques.

Off-page SEO

Since the scope of this guide is limited to on-page SEO, I won't go into all the details of how I manage sites for off-page SEO. I can, however, confidently state that the items that have been working for me for the last several years are listed below:

- 1) Contextual links using semantic variations from content blog network
- 2) Variable link velocity based on rank velocity
- 3) Holistic approach to SEO
- 4) Web 2.0 sites for diversity
- 5) IP/host diversity

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6) Proper implementation of authority links

7) Distancing away from link sources/tools used by internet marketers (i.e. Fiverr, GSA, etc.)

Off-page SEO Logistics

Working with thousands of keywords requires a different kind of tool for off-page SEO. By the time you mix in naked URLs, branded keyword, and a wide variety of anchor text, you realize you have a logistics challenge.

To overcome the issue of dealing with a large number of keywords, I have custom built a content network platform to handle a large number of keyword variations for off-page SEO. If you are looking for a solution, please visit: **www.ContentBlogNetwork.com**

Note: This is an invite only platform and not all applicants will be approved. I only work with qualified SEO agencies.

Conclusion

If the goal of SEO is to have a better presence on search engines, you must take advantage of how search engine algorithms work. Since competition always exists in rankings, you must do everything you can to outperform the competition. Smarter optimization will always yield better online presence.

How to Reach Me

Please feel free to contact me at websavvymarketer@gmail.com

or join my Facebook group for an honest discussion about SEO and marketing:

<https://www.facebook.com/groups/SEOSignalsLab/>

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About Me:

I immigrated to the United States from South Korea when I was young. After being involved with a supply chain software company as its third founding member, which was bought out by a technology firm later, I started my own marketing technology consulting firm.

Ever since, I've worked with thousands of small businesses, major ad agencies, and Fortune 500 companies helping achieve their online presence. With my programming background, SEO knowledge, and marketing angles, I was able to put on many hats as a lead developer, lead consultant, and lead project manager for various marketing projects.

With my rich experience, I help businesses grow by coming up with custom-tailored strategies designed to deal with the competitive digital marketing landscape.