Keyword Strategy

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MKT/446

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7/20/2018

Keyword research is one of the foundations of any given search engine optimization (SEO) campaign. It typically defines steers and strategy analysis such as vertical analysis. A contemporary strategy no longer considers only the words internet users type into the search bar. Voice search is becoming an integral consideration of keyword strategies. While this has a part to play in how users discover information, voice search is still in its early days and various devices such as Apple are bound to disrupt user behavior and buying patterns. Such a transformation will take users away from traditional search and redefine search engine optimization. This research will analyze Spotify Technology company. It offers digital music streaming services. The company was launched on October 7th, 2008, its headquarters are in Stockholm, Sweden, and the founders are Martin Lorentzon and Daniel EK. It has two subsidiaries, Spotify USA Inc., which provides services to users in the US and Spotify AB which provides services to users in all other markets (Spotify AB, 2018).

For a music streaming service provider, the following keywords can benefit their website; what is the best music streaming service, where can I stream music for free, what is streaming music, competition in the music streaming business, how to download music for free, where to download free music, how to download music on android, how to promote your music, how to sell music on a streaming service, and how much data do music streaming apps use. When the keywords above are typed into a search bar, the following companies websites appear; Amazon Music, Apple Music, Pandora, SoundCloud, and Tidal.

According to Barysevich (2017), search engines such as Google rank these competitive sites very highly because of factors such as content, backlinks, and mobile-first user experience. Content is a very crucial Google ranking factor. In recent years many users have shifted from keyword-focused content to more pertinent content written in ordinary language. Google assesses content based on its relevance and not by the presence of specific keywords. For a music streaming service like Spotify should upload content that aligns with the existing music trends to help enhance their ranking.

A backlink is an incoming link to a website, and in the past, they were considered to be a major metric when ranking a website. To build a strong backlink, an organization should develop content users crave, and then relentlessly market that content. When users read and relate to the content, Google reads the backlink matching anchor text and terms it as pertinent. Mobile-First User experience is where the index of a search engine primarily crawls the mobile version of a website versus the desktop version. Mobile optimization can improve a website's ranking as long as the company ensures that their content is receptive on all mobile devices and it matches with the content on the desktop site. Page speed is also another significant ranking factor that associates with excellent user experience. A desktop website should take approximately three seconds or less to load while a mobile version should take roughly two seconds or less.

The goal of SEO is to enable users to not only locate a website and pages but also precisely rank the page relevance to make it appear at the top of the search engine results. The optimization technique is not a one-time procedure, but it necessitates modification, regular testing, maintenance, and monitoring. Spotify can achieve search engine optimization through target market business analysis techniques like competitive analysis (Rognerud, 2014).

Competitive analysis involves examining content keywords and current engine ranking of competitive sites such as Amazon Music and SoundCloud. For instance, when searching for keywords like where to download free music and how to promote your music the SoundCloud website is ranked highly. Additionally, when searching for keywords like the best streaming service Spotify's is ranked 8th among the top ten streaming apps and streaming services (Hindy, 2018). Analyzing keywords and current rankings will assist in determining an appropriate engine positioning strategy. To initiate this procedure, the company should pick the top five results in the Google listing results. They can also use tools such as Keywordspy.com and Semrush.com to conduct the assessment.

Capturing the attention and interest of users in the current digital world is quite challenging. Having a well written and optimized website copy can raise a site's ranking while simultaneously holding the attention of users. Examples include incorporating media and layering website content. Incorporating media such as infographic or photos on a website can help capture the attention of users when they visit a site. Research indicates that ninety percent of information transmitted to the brain is visual, people process this information 60,000 times faster than ordinary text (Jimdo, 2015). Images and videos also help to break up texts making web pages easier to interpret and read. It is recommendable to have at least one picture on every page of a website. Layering website content involves hyperlinking certain phrases or words to other relevant sources, especially those contained in a company's website. It will help keeps users engaged with the content and encourage them to move through the site.

Search engine optimization is evolving, search engine companies like Google are advocating for quality links, rich content, and enhancing the mobile experience. Ranking factors are essential and play a major role, however, prioritizing the improvement of elements on a company's website that relate to these factors can help in enhancing its competitive advantage.

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