



Three ways that the customer journey might influence SEO

1. Linking the journey's keywords and subjects

Do you find it difficult to manage a lengthy keyword list? Do you wish to optimize for every keyword that you are aware is important but find it difficult?

You may optimize your content for SEO by using your customer journey maps to create material that is accurate overall.

For instance, when a prospect is still conducting research and exploratory activities, it is the optimum moment to teach them.

You should strive to establish yourself as a go-to source for people who are just becoming aware of your business. Educate them on their issue and suggest potential fixes. Try to resist the impulse to sell.

This tactic frequently succeeds in B2B, but it can also succeed in [e-commerce](#) and B2C.

Let's imagine you sell gifts for the groomsmen. You can prepare to write a thorough manual covering everything a couple who is engaged needs to know when preparing for their wedding.

By doing this, you'll establish yourself as a valuable resource, even before they discover they require particular groomsmen presents.

Early brand awareness and brand affinity will encourage clients to interact with you until they are ready to make a purchase.

Take the terms that you are conscious won't likely convert but are nonetheless crucial at this early awareness stage. Plan your content and SEO intelligently so that you can be found at this point in the client journey.

The same holds true for phrases where conversion is a known goal. The customer journey gets further along when terms that indicate purchase intent are used, such as searching for a specific product's part number or action-oriented lead generating terms, such "dentist near me."

It's also crucial to map the appropriate keywords to this stage. We want to move them toward a purchase, a contact form, or some other method of interacting with us at this point.

Keep the call to action prominent. Keep your thought leadership and general knowledge stuff away from them.

You will also discover a lot of intermediate queries and subjects to connect your content to based on your client journey mapping. To categorize keywords and subjects and link them to the appropriate material on your website, use your understanding of the trip.

You can hopefully gain some new clarity and focus for your content planning and investment by organizing your keywords in this way and viewing content requirements through this lens.

2. The goals and objectives of conversion rate optimization

Therefore, you spent a lot of effort matching keywords and themes to the appropriate customer journey stages and creating content to fill in any gaps. Unfortunately, nothing can be guaranteed to function exactly as intended.

There will always be something to test, improve, and build upon, no matter how objective and specific you are.

In some circumstances, you might learn something novel about how the consumer journey unfolds.

In other cases, you'll receive the impressions and traffic you need but not see the user proceed to the stage of the trip you anticipate.

Conversion rate optimization (CRO) can help with this.

Review your projected and historical data once more.

- What proportion of users usually do next?
- What do you anticipate they will do?
- Three days later, do they revisit the website and land on a more specialized page?
- Do they typically visit particular pages or carry out particular actions?

Look farther. Find out what other keywords you might want to optimize for.

Recognize when people return to Google and how they could hone their searches. Utilize information from various outlets.

Gaining more detail with Google Analytics, your customer relationship management (CRM) platform, and heat mapping and CRO tools will help.

Utilize them to discover areas where the journey is accurate and those where the UX or content need work. Look for opportunities to improve the envisioned or assumed path.

Technical variables (site performance, Core Web Vitals, indexing), on-page, content strategy, and calls to action are among the SEO components that must be included in this.

3. Attribution and measurement

As it is interwoven throughout my examination of how the customer journey and SEO converge, I could have included this first.

I'm assuming you have a clear route in mind. However, as I mentioned above, you will need to measure what is happening in order to properly make educated judgments when employing CRO and other strategies to optimize the user experience and website as a whole.

Are the keywords you're concentrating on at each stage bringing visitors to the pages you want?

Do the users follow your instructions and progress forward on the journey?

When you put your analytics setup to the test, you'll discover flaws in how you view SEO and general web analytics. That's advantageous.

Discover novel perspectives and metrics for the customer journey. Additionally, match the trip to how you measure SEO elements and performance.

This will assist you in concentrating your efforts rather than putting rankings, impressions, traffic, and conversions in one big global stats bucket.

When you dig this deep, it becomes clear what you are leaving unfinished. Maybe you're putting too much emphasis on awareness terms (and not getting conversions). Another option is to focus just on action or "convert now" terms without encouraging "unaware" people throughout the process.

S:searchengineland.com