

Using Keywords to Boost Your Online Search Ranking



When creating online content, keywords are essential as they help search engines such as Google or Bing to identify what your business sells. A keyword is what your customer will type into the search engine to find a website, they are what connects your target audience to your website and so better use of keywords can increase your rankings on search engines.

There are many other factors which contribute to how high you rank on search engines but creating relevant content including the correct words and phrases is a great place to start.

The Do's

Each business service offering may differ in the equity release market and so the use of keywords will slightly differ. Although, there are some common equity release keywords you can start incorporating within your content which will help enhance your relevance online. Ensuring that your keywords also feature as questions and answers on your website will improve your search engine ranking.

The Don'ts

Keywords should not be forced into content just to improve rankings but instead placed as and when possible and necessary e.g. the title of a web page. Another key tip which has been found to increase engagement is when using keywords is to incorporate them at the start of a title from. 'A guide to Lifetime Mortgages' to 'Lifetime Mortgages: Your User Guide'.

Useful Websites

Google Trends, Google Adwords and Google, Moz.com, Semrush.com

Keywords/phrases commonly used in Equity Release

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|---------------------------|-------------------------|--|
| • Retirement Mortgages | • Equity Release | • Types of Equity Release |
| • Lifetime Mortgages | • Equity Release Rates | • Mortgages in Retirement |
| • Later Life Lenders | • Equity Release Advice | • Reverse Mortgage |
| • Is Equity Release Safe? | • Home Reversion Plans | • How to release equity from your house? |

Advise Wise Tip

Don't just focus on short keywords, as these typically are difficult to rank for. Instead, think about phrases with longer word counts (known as 'long-tail keywords') to rank for example 'best equity release plans uk' or 'cost of a lifetime mortgage'.

 ADVISE WISE

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