



Client Success Story:

How Express Writers

HELPED NFUSION SOLUTIONS
RANK FOR KEYWORDS THAT
SEO SOFTWARE MISSED

www.expresswriters.com

“Express Writers and their lead Content Strategist, John, was absolutely excellent to work with. John really did a great job in a very tough niche to wrap your head around and write about. We used your services for strategy and copy for our Product specific pages. We are already ranking the new pages on page 1 in Google for our key terms after just a few weeks.”



Client: **JOE BELL**,
CO-FOUNDER & CEO at



www.nfusionsolutions.com

nFusion Solutions faced a very common challenge when they came to us: their site wasn't showing up in search results for their relevant keywords. However, their challenge was actually a lot more unique than that, which meant we needed to think outside the box to deliver.

What Happens When SEO Software Can't Help with Keywords?

Several of the company's main competitors were showing up for practically every keyword they threw at Google. Usually, the solution is fairly straightforward. At Express Writers, we use premium software like [SEMRush](#) to discover which keywords stand the best chance of bringing our clients lots of traffic. They can't be too competitive, but they also can't be too low on monthly searches. However, nFusion Solutions' predicament was a first for us. Even though we knew which phrases would bring up their competitors in Google – and, thus, were relevant keywords – the industry is so niche that these keywords didn't see enough monthly searches to show up in our premium platforms. So, there was no simple way of knowing which phrases would be the most valuable to our client.

How We Used Their Competitor to Perform High-ROI Keyword Research

Instead, what we needed was a solution that would tell us which keywords these competitors used most across their entire sites – every single page. It stood to reason that these were the ones having the biggest impact on their rankings. Once we had that information, we could

sift through the results to find the keywords that would put nFusion Solutions on the same page as these competitors. This involved “pulling apart” the other companies’ website page-by-page.

1. DISCOVERED EVERY INDEXED PAGE FOR THE CLIENT’S SITE

Tools:

- We used [Rob Hammond’s SEO Crawler](#), which will scan an entire site and return URLs for each and every page.
- If our competitor’s site had more than 300 pages (it didn’t), you’ll probably need a premium tool like [Screaming Frog](#) to accomplish this.

2. WE PULLED THE KEYWORD DENSITY FOR EACH PAGE

To figure out which keywords showed up the most across *all* of the competitors’ site, we needed to conduct a keyword-density report for every one of their 100+ pages.

Here are two screenshots of the results from one of the competitor’s main pages:

Keywords (two words)	Freq	Perc	Title	Desc
premium mobile	20	2.16%	✓	✓
mobile app	10	1.08%	✓	✓
real time	8	0.87%	✓	✓
gold price	8	0.87%	✗	✗
bit coin	7	0.76%	✗	✗
high low	7	0.76%	✗	✗
price low	5	0.54%	✗	✗
mobile feed	5	0.54%	✗	✗

And for three-word keywords:

Keywords (three words)	Freq	Perc	Title	Desc
premium mobile app	9	0.97%	✓	✓
gold price low	5	0.54%	✗	✗
premium mobile feed	5	0.54%	✗	✗
bit coin change	4	0.43%	✗	✗
price low application	4	0.43%	✗	✗

As you can see, we were only concerned with keywords that included two or more words. We left out single-word keywords like “gold”

and “silver” because they aren’t nearly specific enough for nFusion Solutions’ purposes.

3. WE IDENTIFIED THE BEST KEYWORDS

After conducting a keyword-density analysis for each page, we moved the most popular keywords for each page onto an Excel sheet, keeping an ongoing tally of the frequency with which each one was used. When finished, we had an excel sheet that showed which keywords were used the most across the entire site. It looked like this:

Keyword	Frequency
premium metals	501
gold and silver	459
premium metals coin	442
premium metals bars	427
gold bars	363
gold price	342
gold price live	241
metals bars	232
real time	212
live premium metals	187
metals bars coin	184
premium metals price	142
real time price	133
live application	121
price bars	97
price live	82
price live application	66

4. CHOOSING THE RIGHT KEYWORDS FOR OUR CLIENT'S PAGES

The final step was simply choosing which keywords from the list were most important to each of nFusion Solutions' new pages. We did this by looking at which keywords the competitor used most often throughout their site. We also took the time to learn about nFusion Solution's market, so we knew which keywords made the most sense for each of their service pages.

Going the Extra Mile to Find the Best Possible Keywords

While premium SEO software is necessary for online marketing, it might not always be enough. In the case of nFusion Solutions, we had to get a little creative in order to find which keywords would be most valuable to them.

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