

The analysis of site optimization for keywords with low search volume, by means of [Seodigger.com](http://www.seodigger.com) service.

Using service [Seodigger.com](http://www.seodigger.com), when you have typed in the search field the domain name (or page address) of analyzed sites, it is possible to instantly receive the list of those inquiries, on which a web-sites are within the first 20 Google searching position. How can these data be useful for increasing of an overall seo performance?

When seo experts optimize site pages for the certain keywords and word-combinations, they use some actions which allows to improve positions in SERP for the all keyword list. In different cases optimization is made differently. Someone prefers to place the majority of keywords on the main page and to promote basically due to external factors, someone choose separate internal page under each keyword and carefully optimizes internal parameters: keywords frequency and density, their placing, meta-tags, etc.

However to everyone who ever tried to optimize the site by himself, it is must be known that to make it far is not so simply as it is described in many articles. Sometimes seems all is made correctly, however the expected result does not come, and site traffic by the chosen keywords does not increase. In such cases it is necessary to make audit and to analyze your actions to define, where the mistake can hide.

At site audit can help the internal statistics. In this case for us will be interest the keywords, inviting site visitors. By means of it, it is possible to define: on what keywords in fact the site has good positions in search systems.

For example, analyzing a site of automobile theme, the basic keywords for which will be " buy tyres ", " buy tyres online ", etc., at internal statistics analyse it is possible to notice, that the basic stream of visitors comes not by these (carefully, however ineffectual promoted) keywords, but by some other. For example, " buy snow tyre cheaply ". In this case it is possible to analyse, why this word-combination on your site takes leading positions in search systems: whether only because of its low search volume, but because yours internal optimization is more successful for just this key inquiry.

But you shouldn't forget that the internal statistics shows far from all. What can means if your site takes good positions by any keywords, however they for any reasons do not invite on a site enough of visitors, that it was possible to pay attention to them at the internal statistics analysis? (for example, one of such reasons can be unattractive snippet). Knowing inquiries on which the site is the leader, it is possible to analyse the reasons led this result. To understand why your site is the leader by just these, instead of the chosen and promoted by you keywords.

For realization of the similar analysis there is a [Seodigger.com](http://www.seodigger.com) service by means of which it is possible to define easily by which keywords a required site is within the first 20 Google searching position. That is interesting, the registered users can look results both for domain name, and each separate page. Thus, it's possible to analyse the separate page for correctness of optimization under a certain keyword. For example, if it will be found out, that the page is optimized under one keyword, and by results of [Seodigger.com](http://www.seodigger.com) takes of a good position absolutely on other keyword - it is necessary to analyse once again all parameters which could lead to this result.

About the Author

www.seodigger.com

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