

SEO Guide – The Importance of Keywords and Phrases

How Search Terms Determine Online Discoverability

A practical guide explaining how keywords and search phrases influence online discoverability and how companies can align website content with the terms used by potential customers.

Introduction

Export growth increasingly depends on structured digital discoverability. This guide explains the role of keywords and phrases in search engine optimisation (SEO) and how businesses can improve their online discoverability.

It describes how search engines interpret search queries, why relevant keywords must be supported by meaningful website content, and how companies can evaluate whether their chosen terms are effectively attracting website visitors.

The guide also highlights the importance of multilingual content for reaching international audiences and improving global search visibility.

What is SEO?

In simple terms, SEO (Search Engine Optimisation) means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for:

- Products you sell
- Services you provide
- Information on topics in which you have deep expertise and/or experience

The better visibility your pages have in search results, the more likely you are to be found. Ultimately, the SEO goal is to help attract website visitors who will become clients.

Here we deal with the situation where your company is not being searched for by “name” but by the products and services you offer.

The Importance of Keywords & Phrases

SEO is determined by a number of factors that we do not cover here. You can find the various elements and their relative weightings that the main search engines use in their algorithms. Although these algorithms will differ from search engine to search engine, they are all reasonably similar. Therefore, for the purposes of this Guide we will focus on Google. Details for Google can be [found here](#).

From Google’s explanation, you will see that the very first consideration is:

“To return relevant results, we first need to establish what you’re looking for — the intent behind your query. To do this, we build language models to try to decipher how the relatively few words you enter into the search box match up to the most useful content available.”

Therefore, you can see that the starting point for consideration is the search term used. The closer your keywords and phrases cover the search terms, the more likely it is that Google will return your website in its search results.

The next element taken into account is the relevance of these keywords and phrases in the context of the content of your web pages.

From this the two key takeaways are:

1. What are the keywords and phrases that are likely to be used to find my products or services? i.e. what keywords and phrases define my products and services – and, hopefully, differentiate them from the products and services offered by other companies?
2. Are the chosen keywords and phrases reinforced and supported by relevant content in my website?

Simply put: get these wrong and you'll not be found.

Where Can You Find Keywords and Phrases in your Website?

Essentially in two places:

1. In the text of your published pages.
2. In the meta data (Keywords & Phrases and Meta Description) in your web pages – these are indexed by the search engines, but are not visible on the published web page.

Online Support Tools

There are a number of online tools that you can use to help generate relevant keywords and phrases (just search for “Keyword Generators”).

Depending upon your browser, you can view these keywords by right clicking on the web page and choosing "View Page Source" (or similar). Keywords and phrases appear primarily in the **visible content of your web pages, titles, headings and meta descriptions**, which search engines use to understand the topic and relevance of a page.

Some Key Considerations

As we wrote above, you can try the online support tools. However, we would also suggest that it is worth putting in the effort to create the lists of keywords and phrases which define and differentiate your products and services – you should know these better than general online services.

With regard to geographic considerations, these can be used as qualifiers for your terms, in which case you will be found when someone is looking for your products and services in your area e.g. “London, UK based web designer specialising in corporate videos”.

Phrases are often better than single keywords, they provide full context and are more likely to be used in searches e.g. someone looking for “designer, Italian, ladies leather handbags” are more likely to use this in their search than simply trying “handbag”.

Are Your Keywords and Phrases Effective?

Once you have your list of keywords and phrases:

1. Check that they are fully supported by content within your website – and in any social media profiles you may have.
2. Check with Google Analytics how successful they are in attracting visitors. Depending upon the results, decide whether you need to review your list. ([Guide to Online Indexing, Rankings & Traffic Analysis](#))
3. Consider whether you would like to use these in Google Ads to attract more traffic.

Other Considerations

If you are active in international trade or are just considering whether there are international trade opportunities open to you, you should consider that **Only about 8% of the global population are native English speakers**, meaning that companies relying only on English-language websites significantly limit their international discoverability.

To reach the non-English speaking population, you will need to appear in their online search results. However, this is very difficult to achieve without having published relevant foreign language content on your site. – This can be time consuming and expensive – and you have to decide which languages you should target.

A low-cost, fast and easy solution is to publish your Multilingual Microsite. For more information, see [ExpoWorld.cloud](#)

Using ChatGPT

You can use ChatGPT, or other similar platforms, to help you generate your Keywords & Phrases and relevant Meta Description.

See [Using AI to Generate Structured Export Content](#).

Conclusions

- Determining the relevant keywords and phrases that apply to your company, its products and services is key to attracting interested traffic to your site.
- These keywords and phrases must then be supported by relevant content published on your site – and in your social media profiles.
- Check how effective these keywords and phrases are by reviewing the analytics in GA4 – review and refine as required.
- To appear in foreign-language searches, companies need relevant multilingual content and structured digital visibility infrastructure.

Knowledge Centre Resources

Additional guidance on export visibility, multilingual digital presence and digital trade infrastructure is available in the [ExpoWorld Resource Library](#).

The Resource Library provides an overview of all [Knowledge Centre](#) publications, together with short descriptions of each document.

Additional resources are added periodically. Updated publications will appear in the Resource Library as they become available.