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SEO KEYWORD ANALYSIS GUIDELINE

THRIVE

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Resources

Find links to all of THRIVE's key resources. Explore here first! : THRIVE Wiki
Guidelines in the Wiki: https://wiki3.strive2thrive.earth/guides/
Here you'll find our published articles: Blog You can also search for previous articles to know if a topic has already been covered or to build on previous topics: Blog Post Search Tool
THRIVE Project Website: https://thrivabilitymatters.org/
WP Login: https://thrivabilitymatters.org/2025/wp-login.php
Ubersuggest: https://neilpatel.com/ubersuggest (request access to paid version in it-support)
TP_GUI_039: THRIVE Content Strategy Guideline

🌱 THRIVE SEO Guide

Most of these points are directed at Editors and whoever writes the KWA (even if it's in terms of ensuring that Researchers have hit these points, such as those mentioned in the checklist and regarding embedded media etc).

However, these points will also be useful for Digital Marketers and anyone who creates content for THRIVE. This information may also be helpful for Researchers and anyone creating written content, such as articles and whitepapers.

🧩 Part 1: What Is SEO & Why It Matters

🔍 What Is SEO?

SEO stands for **Search Engine Optimisation**. It helps websites connect to their users by making them more discoverable on Google and other search engines.

The better your SEO, the earlier your article will appear in search results—and the more clicks it will receive.

SEO is not what *you* think the keyword/topic is about—it's what *Google* thinks it's about.

🚫 Common Mistake: Misaligned Intent

One of the biggest mistakes SEO newbies make is not matching user intent with the focus keyword.

Example:
You write a brilliant article on the concept of “Eat, Pray, Love”—but Google thinks the keyword refers to the Julia Roberts movie. So your article won’t rank, no matter how good it is.

🕵️ Go Incognito

To understand what Google thinks a keyword means:

1. Open an **incognito browser**.
2. Type your proposed keyword (e.g., “Water Scarcity”) into the search bar.
3. Review the **top 10 results** on page 1.
4. Ask:
    - What are these articles about?
    - Who are the top competitors (e.g., UN, UNICEF, Britannica)?
    - Are there **Featured Snippets**?

A browser in incognito mode removes bias from your previous searches.

🧠 What Google Thinks = What You Must Know

Summarise your findings. That’s what Google thinks this keyword is about.

Then ask:

- Can I realistically rank on this page?
- Is there a better term that people are searching for?
- Can I present this information in a better way?

🎯 Your SEO Mission

SEO is about:

- Connecting with **user intent**

- Finding your **niche**
- Creating **useful, compelling content** that people want to read

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🧠 THRIVE's Editorial Strategy

At THRIVE, we use **WordPress** to write blog posts. It includes a built-in SEO tool called **Yoast**, which helps you optimise your article.

Yoast asks you to enter a **focus keyword** and then guides you on how to use it effectively.

🔍 Keyword Rules at THRIVE

Your keyword must:

- Be **distinct** from every other article in our blog library
- Be a **popular phrase** people use when searching for info
- Be **realistic**—not too broad, not too niche

To avoid "cannibalising" other posts:

- Search the THRIVE blog for similar articles
- Adapt the angle and scope of your new article
- Discuss with the author/editorial team if needed

Short tail keywords (e.g., "Water Scarcity") are often too competitive. Look for longer, more specific phrases.

🧪 Keyword Testing with Ubersuggest

Use Ubersuggest to test your keyword:

1. Select **Keyword Overview**.
2. Enter your keyword (e.g., "Water Scarcity").
3. Review:
    - 🔢 Search Volume
    - ⚔️ SEO Difficulty

Example:
"Water Scarcity" = ~2,900 searches/month, high difficulty
"Solutions for Drought" = ~70 searches/month, low difficulty → promising!

Aim for keywords with decent volume and low competition (SEO difficulty < 20).

💡 Eureka Moments

You might discover a term like "Solutions for Drought" that:

- Has a clear meaning
- Is niche enough to stand out
- Gets solid search traffic
- Has low competition

That's your sweet spot!

🔄 Keyword Variants & Questions

Use Ubersuggest's **Keyword Ideas** and **Content Ideas** to find:

- Related terms
- Popular questions
- Long-tail keywords

These make great H2 headers or subtopics.

Example:
A subheading like "What causes drought?" with a strong answer might become a **Featured Snippet** on Google.

📌 Keyword Placement Tips

Your keyword should appear:

- In the **title (H1)**—preferably at the start
- In the **URL slug**
- In the **meta description**
- In **2–3 subheadings (H2s)**
- **5–6 times** in the body text (target ~2% density)

Avoid keyword stuffing. Use natural language and variations. Google understands context!

- ✨ Emojis to highlight key ideas and make scanning easier
- 🧩 Clear section breaks and headings so it's digestible
- 🧠 Original phrasing preserved, with only duplicate info removed
- 📄 Approximate length targeting 20 Google Doc pages

Let's dive into **Part 2**: Keyword Analysis, Title Crafting, and Article Planning.

🔍 PART 2: Keyword Analysis & Article Planning

🧠 The Keyword Analysis Editor's Role

Your job is to find the core term people are using to search for information on your article's subject. But here's the twist:

You need to uncover a term that's just uncommon enough for THRIVE to stand out—not so common that we're drowned out by bigger sites, and not so niche that no one searches for it.

Through this, we can become more trusted and maybe even stand as an authority—like the UN or the World Wildlife Fund!

🛠️ Keyword Analysis Tools

There's a whole lot of keyword analysis tools out there. They're often expensive and complicated because they're designed for people who make a lot of money selling stuff.

At THRIVE, we use **Ubersuggest**. You're welcome to explore others:

- 🔍 Ubersuggest (limited to 3 free searches/day) (request access to paid account in it-support)
- 📈 Google Trends
- 🧠 Google Keyword Planner
- 🔬 Semrush
- 🧩 Moz
- ❓ Answer The Public
- 🔍 KW Finder
- 📊 Ahrefs

- 🤖 AI tools: such as ChatGPT or Copilot

Google's Keyword Planner is solid, and sites like Answer The Public reveal the kinds of questions people are asking about your topic.

😬 Yikes! Finding a Keyword Focus for THRIVE

There's no simple method for finding a focus keyword. SEO practices change constantly, and search engines don't reveal all their secrets—so it's partly a guessing game.

Your primary goal should always be the creation of great, new, and relevant content.

At THRIVE, we use WordPress to write blog posts. It has a built-in keyword focus tool called **Yoast**. Yoast asks you to enter a keyword into a little box and then assists you in using it to your article's advantage.

🧠 Keyword Rules at THRIVE

- Your keyword must be distinct from every other article in our blog library (or both articles will compete for views).
- Search WordPress to see if any other articles use the keyword.
- The keyword must be a popular phrase people use when searching for info on that topic.

To avoid "cannibalising" other posts:

- 🔍 Search the THRIVE blog for similar articles.
- 🧭 Adapt the angle and scope of your new article as needed.
- ✅ Settle on your unique keyword for this subject/query.

Short tail keywords (e.g., "Water Scarcity") are often too common. Look for longer, more specific phrases.

🧪 Using Ubersuggest to Refine Your Keyword

Go to: https://neilpatel.com/ubersuggest

1. Select **Keyword Overview** on the left-hand menu.
2. Enter your current keyword (e.g., "Water Scarcity").
3. Check:
    - 🔢 Search Volume

- ⚔️ SEO Difficulty

Example:
"Water Scarcity" = ~2,900 searches/month, high SEO difficulty
We want something with decent volume but low competition—ideally SEO difficulty < 20.

💡 Note: Paid difficulty is different. "Water Scarcity" has low paid difficulty, so a Google ad would be relatively cheap (~$4.84 per click).

🔄 Let's Try Another Approach

Try entering "Drought" into Ubersuggest. Still high volume, high competition.

Now explore related keywords:

- "Drought Policy"
- "Drought Response"
- "Drought Strategies"

Eventually, you'll find a term that works. It might take time, and there will be compromises. But this is the niche term your article will try to rank for—so aim for the best volume and lowest competition you can find.

💡 Eureka Moments

You might discover a term like "Solutions for Drought":

- ~70 searches/month
- Virtually no organic competition

It's a strong, generic term that clearly tells the reader what the article is about. Most importantly, it's niche—used by enough people to be relevant, but not so many that it's saturated.

🔄 Variants and Questions

Once you've found your keyword, look for variants and related questions in Ubersuggest:

- Click "Keyword Ideas" and "Content Ideas"
- Use these for H2 headers or questions your article can answer

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Example:
If your subheading asks “What causes drought?” and your body text answers it well, your content might become a **Featured Snippet**—and that’s SEO gold!

🧠 How Do We Add Keywords to Articles?

Having a good keyword is a start. But it must appear in the text several times for search engines to know it’s relevant.

If the keyword isn’t used enough, search engines may ignore it—or worse, bury your article.

Yoast will alert you to this and other problems. You’ll see this in a tab under the article when editing.

📌 Where to Place Keywords

- **Title (H1)**: Preferably as the first words
- **URL Slug**: Hyphenated version of your title, without stop words
- **Meta Description**: Short, compelling summary with keyword
- **Subheadings (H2)**: At least two should include the keyword
- **Body Text**: Use keyword naturally 5–6 times (target ~2% density)

Avoid keyword stuffing—it harms readability and SEO. Google understands context and variations, so synonyms are fine.

🧩 Part 3: Article Structure, Yoast SEO & Formatting Tips

🏗️ Structuring Your Article

Once you’ve established the significance of your topic in the introduction, it’s time to dig into the meat of the article.

🔍 SCALE: Define the Problem

Ask:

- What data is relevant?
- How do we measure it?
- What research and information help the audience understand the problem?

Focus on:

- 🌍 Finite Resources: How much water exists vs. how much is used?
- 🔬 Science-Based: Use peer-reviewed research and theoretical data.
- 📍 Context-Based: Include local, regional, and cultural data where possible.

If data isn't available, acknowledge the gap.

🌐 SCOPE: Where Does It Fit?

Ask:

- Where should change be directed?
- What are the boundaries between the **social floor** (minimum needed for survival) and the **environmental ceiling** (maximum before damage)?

⚖️ Limits & Exclusions

Give your audience a clear understanding of:

- How much water must remain in ecosystems
- How much is needed for food production
- Whether current use crosses sustainability thresholds
- How industry use impacts availability

🌱 Strong Sustainability

Emphasise solutions that:

- Protect, maintain, or enhance natural resources
- Avoid compromising future generations

🧩 Complex Wicked Problems

Recognise that:

- Many factors are at play
- Stakeholder needs may conflict
- No solution is perfect

Example:
Reducing cotton farming in drought-prone areas may help ecosystems—but it could harm farmers, industries, and global supply chains.

🧠 Sample Article Plan

🏷️ H1: Solutions for Drought: 7 Ways to Deal with Water Scarcity

✍️ Introduction

- Materiality: Who's affected and why
- Multi-capital: Financial, human, environmental, etc.
- Integrated reporting: Link strategy, governance, and performance

Example prompts:

- How is water scarcity monitored?
- Is it getting worse?
- What is the UN's commitment to reducing it?

🧩 Suggested H2s and H3s

H2: What Is Drought?

"[The USGS] defines drought as a period of drier-than-normal conditions that results in water-related problems…"

H2: How Does Drought Occur?

- Poor water quality
- Seasonal variation
- Excess demand
- Climate change

- Poor management
- Lack of technology

H2: What Are the Most Drought-Prone Countries?

- H3: Ethiopia
- H3: Sudan
- H3: Eritrea
- H3: Afghanistan
- H3: China
- H3: Pakistan
- H3: Iran
- H3: Somalia

H2: What Are the Solutions for Drought?

- Global response (SDG6)
- Better access to technology
- Improved farming methods
- Water management training
- Emissions action
- Sanitation programmes
- Efficiency in manufacturing and homes

H2: Are There Long-Term Solutions for Drought?

- Climate change adaptation
- Smarter water use
- UN commitments

🚀 SHIFT to a Thrivable Future

🌱 Values-Based

Shift from purely economic thinking to ethical, ecological, and social responsibility.

🔄 Linear to Circular

Reduce, reuse, recycle water and water-intensive products.

🧠 Transdisciplinary

Collaborate across disciplines to find holistic solutions.

📣 Conclusion & Call to Action

End with:

- A summary of how we can SHIFT into a thrivable future
- A call to action: how THRIVE contributes, and how readers can engage
- An invitation to follow THRIVE for more on sustainability

🧩 Part 4: Yoast SEO, Keyword Density & Formatting Essentials

🧰 How to Use the Yoast SEO Plugin

To access Yoast SEO in WordPress:

1. Scroll down to the bottom of your text editor.
2. You'll see the **Yoast SEO Plugin** interface.

This tool helps guide SEO improvements and lets you preview how your post will appear in search results.

🔑 Key Yoast Fields

🧠 Focus Keyphrase

- This is what your article is about.
- Must be researched beforehand.
- Instructions for choosing one are in the Keyword Analysis section.

🏷️ SEO Title

- Appears in search results.
- Default format: `{Your post title} – {Site title}`
- Aim for ~60 characters.
- A bar will appear—green is ideal (orange = too short, red = too long).

You can edit your post title, write a custom SEO title, or remove the `{Site title}` tag if needed.

🔗 URL Slug

- Forms the article's URL: `https://thrivabilitymatters.org/your-url-slug/`
- Use hyphens between words.
- Include your keyphrase.
- Remove stop words (e.g., "the", "on", "it").

📝 Meta Description

- A catchy summary of your post.
- Appears in search results next to your title.
- Aim for ~155 characters.
- Include your keyword and a compelling reason to read.

📊 SEO & Readability Tabs

Yoast will analyse your article and flag:

- Problems
- Improvements
- Keyword usage
- Readability issues

Aim for a green dot overall—but don't stress if it's not perfect. Focus on addressing keyphrase-related issues.

🟢 Yoast Tips & Quirks

- **Previously Used Keyphrase**: Must be green. This ensures you're not competing with another THRIVE article.
- **Keyword Variants**: Yoast may not recognise synonyms (e.g., "sustainable" vs "sustainability"). Use your judgment.
- **Readability**: Click the highlight tool under the readability tab to see flagged areas. A green dot is desirable but not essential.

📌 THRIVE SEO Guidelines Checklist

✅ Focus Keyphrase

1. Has a keyphrase been assigned?
    - If not, set one or contact the author.
2. Is it used in:
    - Title
    - Headers
    - URL slug
3. Is it used enough times in the body?
    - Include synonyms and variations.
    - Yoast will show a green circle when it's sufficient.

🧠 Keyword Density

- Use your keyword naturally ~5–6 times.
- Target density: ~2% of the article.
- Avoid keyword stuffing—it harms readability and SEO.

Google understands context and semantics. You can use variations of your keyphrase.

🖼️ Non-Text Elements

📝 Meta Description

- Appears in search results.
- Must contain your keyword.
- Should be compelling and informative.

🖼️ Alt-Text for Images

- Especially important for the **feature image**.
- Include your keyword in a short description of the image.

Example:
"There is increasing concern with finding Solutions for Drought as Climate Change creates unpredictable weather patterns."

📊 Embedded Media

- Graphs, audio, and video break up text and boost SEO.
- Captions and descriptions should:
    - Accurately describe the content
    - Include the source

Example Caption:
"Data from the UN's Water Scarcity research shows increasing dependence on alternative water sources for agriculture (2021–2022 Rainfall patterns, Afghanistan). Source: UN"

🔗 Linking Strategy

🌐 External Links

- Link to authoritative sources.
- Use descriptive anchor text—not generic words like "here" or "this".
- **Never use your focus keyword as anchor text for external links.**

That signals to Google that another site is more authoritative on your keyword than THRIVE.

🏠 Internal Links

- Link to other THRIVE articles.
- Helps Google see our blog as a knowledge hub.
- Use relevant anchor text.

External links and internal links should open in a **new tab**.

To make a link open in a new tab:

- Right-click the link
- Select "Open in new tab"

📌 Dot.com = Dot Points

Another SEO-friendly trick:
Add a short list of key discussion points at the top of your article.

Benefits:

- Helps Google understand your content
- Lets readers skim before committing
- Improves clarity and structure

Online reading is different from print. Forewarned is forearmed—help readers know where your article is going.

📣 Final Touch: Invite Engagement

End your article with:

- A clear call to action
- A prompt to follow THRIVE
- An invitation to sign up for our newsletter

Satisfied readers are more likely to return—so make it easy for them to stay connected.

🧩 Part 5: Final Checklist & Summary

✅ THRIVE SEO Final Checklist

Before publishing, run through this list to make sure your article is SEO-ready:

🔑 Keyword Essentials

- [ ] A unique, well-researched **focus keyphrase** is assigned
- [ ] Keyword appears in:
    - [ ] Title (H1)
    - [ ] URL slug
    - [ ] Meta description
    - [ ] At least 2 subheadings (H2s)
    - [ ] Body text (5–6 times, ~2% density)
- [ ] Keyword is **not** used as anchor text for external links
- **[ ] You've mentioned both the words 'thrivability' and sustainability'**

🧠 Content Quality

- [ ] Title is engaging, under 70 characters, and includes the keyword
- [ ] Subheadings are clear and include keyword variants
- [ ] Introduction sets expectations and outlines key points
- [ ] Body explores scale, scope, and stakeholder impact
- [ ] Conclusion includes a call to action and aligns with THRIVE's mission

🧰 Yoast SEO Plugin

- [ ] Green dot for "Previously used keyphrase"
- [ ] SEO title and meta description are the right length (green bars)
- [ ] Readability tab reviewed and improved where possible
- [ ] Alt-text added to images (especially feature image)
- [ ] Meta description includes keyword and compelling summary

🔗 Linking Strategy

- [ ] Internal links to other THRIVE articles included
- [ ] External links are authoritative and open in new tabs
- [ ] Anchor text is descriptive and relevant

🖼️ Non-Text Elements

- [ ] Feature image uploaded with keyword in alt-text
- [ ] Captions added to graphs, videos, and embedded media
- [ ] Sources cited clearly and accurately

📌 Formatting & Structure

- [ ] Dot-point summary or content menu added near the top
- [ ] H1, H2, and H3 headings used consistently
- [ ] Paragraphs are short and scannable
- [ ] Lists used where helpful

🧭 Summary: What Makes a THRIVE Article Stand Out?

THRIVE articles are:

- 🎯 **Focused**: They target a specific keyword and user intent.
- 🧠 **Insightful**: They offer evidence-based, context-rich analysis.
- 🌍 **Values-led**: They reflect THRIVE's commitment to sustainability and social impact.
- 📈 **Optimised**: They follow SEO best practices to reach the right audience.
- 💬 **Engaging**: They invite readers to explore, reflect, and take action.

📣 Final Tip: Invite Your Reader In

End every article with a warm, clear invitation:

- “Want to learn more about sustainability?”
- “Follow THRIVE for updates on how we’re building a thrivable future.”
- “Sign up to our newsletter for more insights and solutions.”

A strong finish builds connection—and keeps your audience coming back.