

# Things not Strings

Come rankare in prima pagina con la ricerca  
semantica delle keyword.



## Chi Sono



Marketing Content  
Manager in WordLift



@Valelzzo86

## Di cosa parleremo

1. Customer Journey e Messy Middle
2. Come far rankare un contenuto con l'analisi semantica delle keyword
3. SEO Add-on per Google Sheets by WordLift



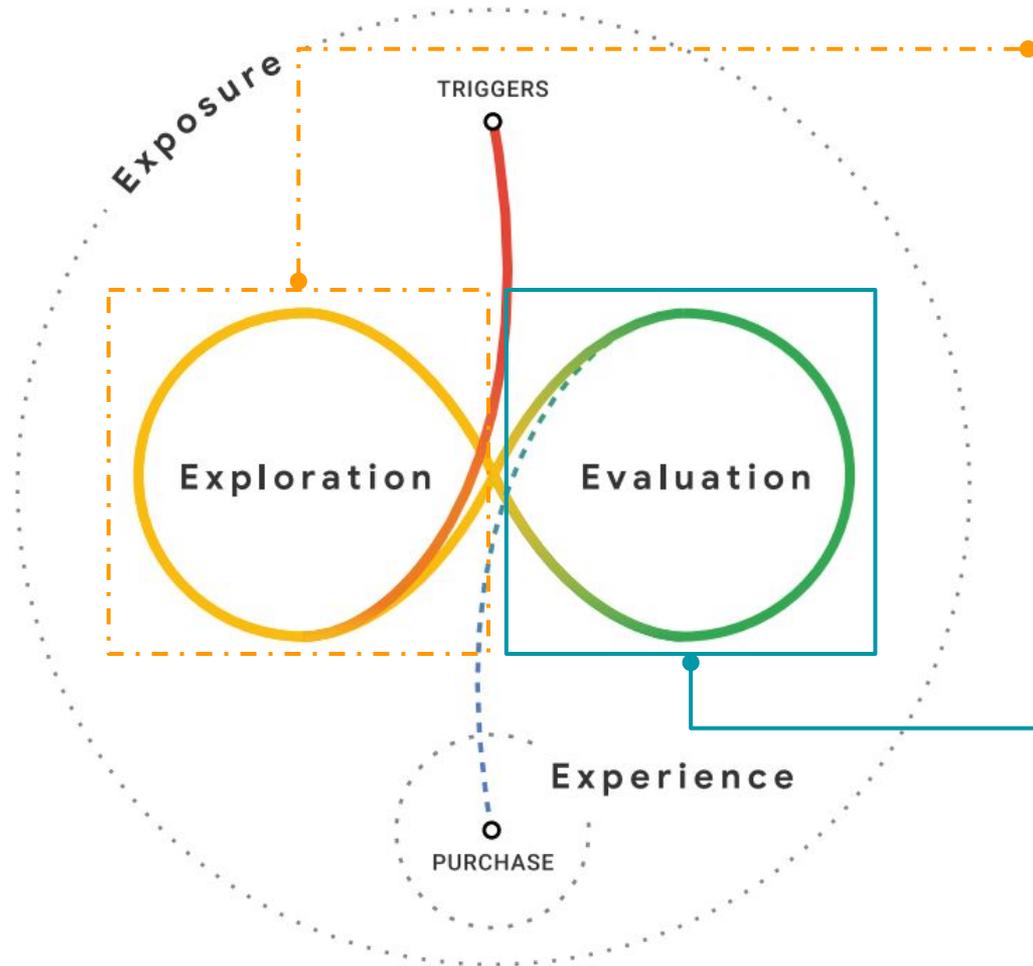
**“People don’t make decisions in a neat, linear fashion. A lot happens** between the moment they realize they have a need or a desire for something and the moment they make a purchase”

Rennie and Protheroe - Google’s consumer insights team.





**Messy  
Middle**



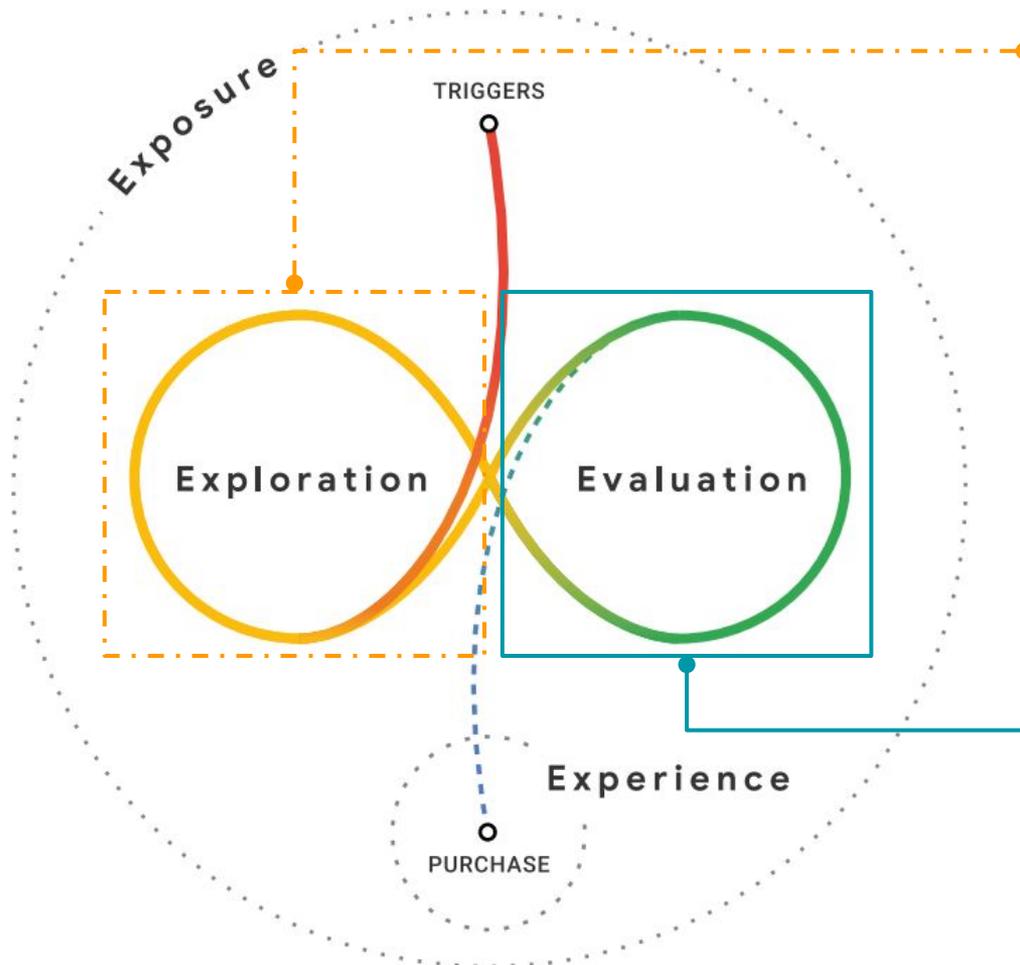
- Search intent 🖱️ **Informational**
  - I want to know (*what*)
- Search intent 🖱️ **Navigational**
  - I want to find (*how*)

- Search intent 🖱️ **Commercial**
  - I want to buy but... (*best plugins*)
- Search intent 🖱️ **Transactional**
  - I want to buy (*deals*)

# La mia query

*Best seo plugin for  
woocommerce*





- Search intent 👉 **Informational**
  - I want to know (*what*) 👉

**seo for woocommerce**

- Search intent 👉 **Navigational**
  - I want to find (*how*) 👉

**seo for woocommerce plugin**

- Search intent 👉 **Commercial**
  - I want to buy but... (*best plugins*) 👉

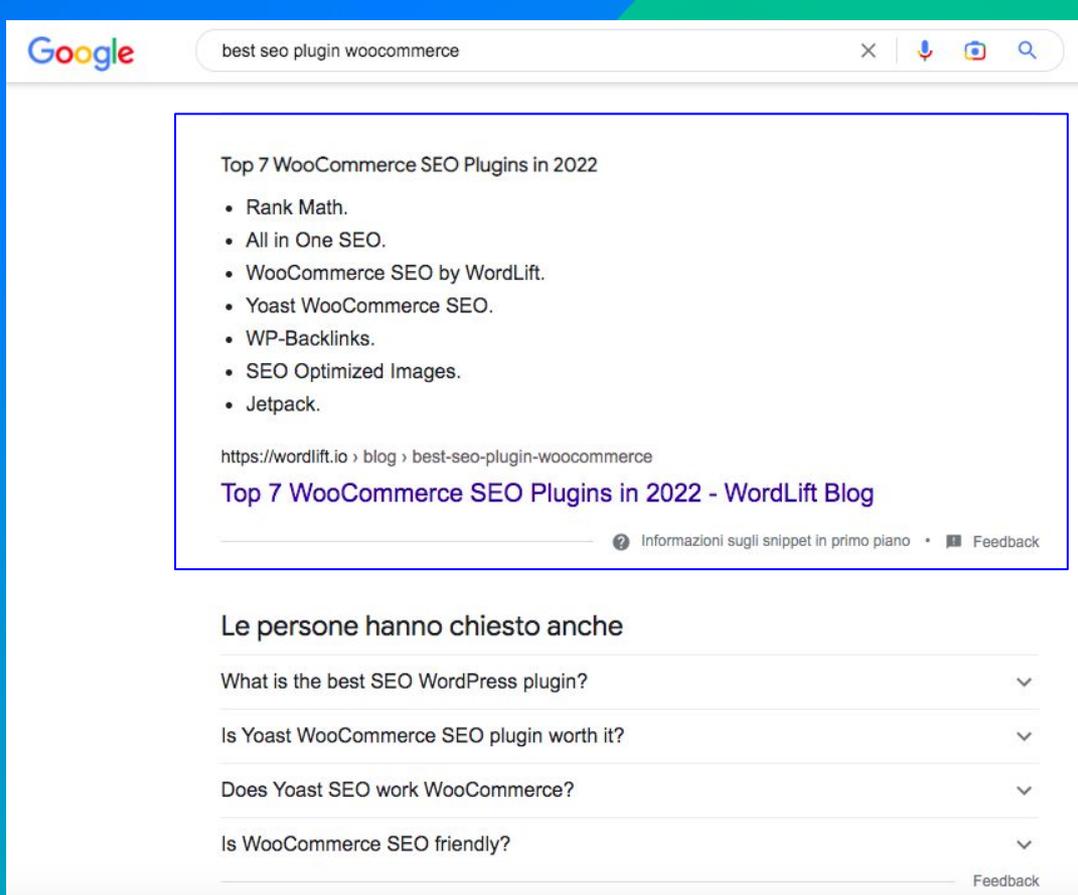
**best seo plugin for woocommerce**

- Search intent 👉 **Transactional**
  - I want to buy (*deals*) 👉

**seo woocommerce plugin coupon**

# Il risultato

L'effetto, in termini di conversioni,  
è stato l'aumento delle vendite  
del plugin!



The image shows a Google search result for the query "best seo plugin woocommerce". The search bar at the top contains the text "best seo plugin woocommerce" and the Google logo. The search results are displayed in a white box with a blue border. The main result is titled "Top 7 WooCommerce SEO Plugins in 2022" and lists the following plugins:

- Rank Math.
- All in One SEO.
- WooCommerce SEO by WordLift.
- Yoast WooCommerce SEO.
- WP-Backlinks.
- SEO Optimized Images.
- Jetpack.

Below the list, the URL "https://wordlift.io > blog > best-seo-plugin-woocommerce" is shown, followed by the title "Top 7 WooCommerce SEO Plugins in 2022 - WordLift Blog". At the bottom of the search result box, there is a link for "Informazioni sugli snippet in primo piano" and a "Feedback" button.

Below the search result box, there is a section titled "Le persone hanno chiesto anche" (People also ask) with four questions and dropdown arrows:

- What is the best SEO WordPress plugin?
- Is Yoast WooCommerce SEO plugin worth it?
- Does Yoast SEO work WooCommerce?
- Is WooCommerce SEO friendly?

At the bottom right of this section, there is a "Feedback" button.



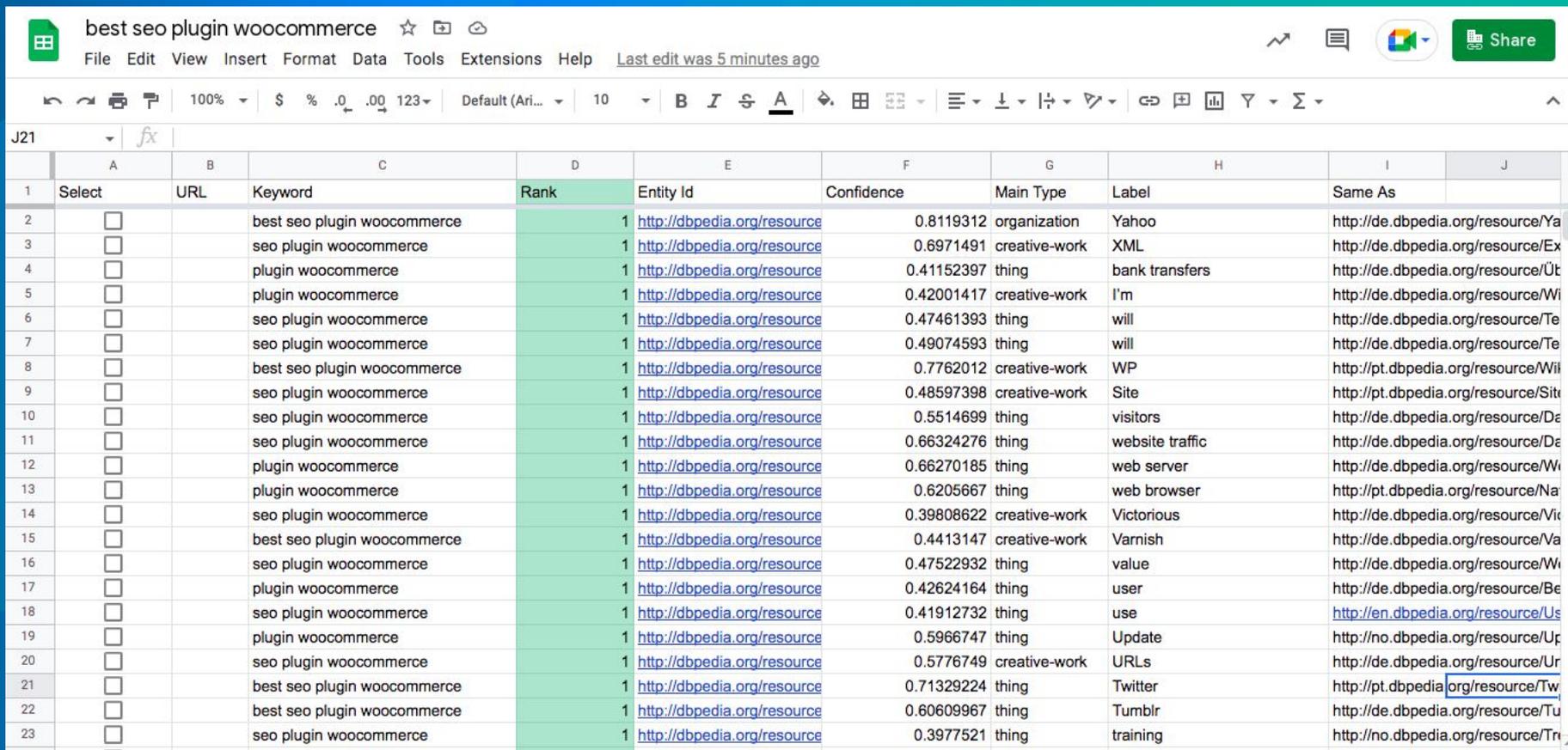
Come ho ottenuto questo risultato?

## Analisi semantica delle keyword

[Mostra live SEO Add-on per Google Sheets](#)



# SEO Add-on per Google Sheets



The screenshot shows a Google Sheet titled "best seo plugin woocommerce" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Extensions, Help) and a toolbar with various icons. The spreadsheet contains a table with 23 rows and 10 columns. The columns are labeled: Select, URL, Keyword, Rank, Entity Id, Confidence, Main Type, Label, and Same As. The data rows list various SEO plugins and their associated keywords, ranks, confidence scores, main types, and labels. The "Rank" column is highlighted in green for all rows.

	A	B	C	D	E	F	G	H	I	J
1	Select	URL	Keyword	Rank	Entity Id	Confidence	Main Type	Label	Same As	
2	<input type="checkbox"/>		best seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.8119312	organization	Yahoo	<a href="http://de.dbpedia.org/resource/Ya">http://de.dbpedia.org/resource/Ya</a>	
3	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.6971491	creative-work	XML	<a href="http://de.dbpedia.org/resource/Ex">http://de.dbpedia.org/resource/Ex</a>	
4	<input type="checkbox"/>		plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.41152397	thing	bank transfers	<a href="http://de.dbpedia.org/resource/Üt">http://de.dbpedia.org/resource/Üt</a>	
5	<input type="checkbox"/>		plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.42001417	creative-work	I'm	<a href="http://de.dbpedia.org/resource/Wi">http://de.dbpedia.org/resource/Wi</a>	
6	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.47461393	thing	will	<a href="http://de.dbpedia.org/resource/Te">http://de.dbpedia.org/resource/Te</a>	
7	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.49074593	thing	will	<a href="http://de.dbpedia.org/resource/Te">http://de.dbpedia.org/resource/Te</a>	
8	<input type="checkbox"/>		best seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.7762012	creative-work	WP	<a href="http://pt.dbpedia.org/resource/Wi">http://pt.dbpedia.org/resource/Wi</a>	
9	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.48597398	creative-work	Site	<a href="http://pt.dbpedia.org/resource/Sit">http://pt.dbpedia.org/resource/Sit</a>	
10	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.5514699	thing	visitors	<a href="http://de.dbpedia.org/resource/D">http://de.dbpedia.org/resource/D</a>	
11	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.66324276	thing	website traffic	<a href="http://de.dbpedia.org/resource/D">http://de.dbpedia.org/resource/D</a>	
12	<input type="checkbox"/>		plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.66270185	thing	web server	<a href="http://de.dbpedia.org/resource/Wi">http://de.dbpedia.org/resource/Wi</a>	
13	<input type="checkbox"/>		plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.6205667	thing	web browser	<a href="http://pt.dbpedia.org/resource/Na">http://pt.dbpedia.org/resource/Na</a>	
14	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.39808622	creative-work	Victorious	<a href="http://de.dbpedia.org/resource/Vi">http://de.dbpedia.org/resource/Vi</a>	
15	<input type="checkbox"/>		best seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.4413147	creative-work	Varnish	<a href="http://de.dbpedia.org/resource/Va">http://de.dbpedia.org/resource/Va</a>	
16	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.47522932	thing	value	<a href="http://de.dbpedia.org/resource/Wi">http://de.dbpedia.org/resource/Wi</a>	
17	<input type="checkbox"/>		plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.42624164	thing	user	<a href="http://de.dbpedia.org/resource/Be">http://de.dbpedia.org/resource/Be</a>	
18	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.41912732	thing	use	<a href="http://en.dbpedia.org/resource/Us">http://en.dbpedia.org/resource/Us</a>	
19	<input type="checkbox"/>		plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.5966747	thing	Update	<a href="http://no.dbpedia.org/resource/U">http://no.dbpedia.org/resource/U</a>	
20	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.5776749	creative-work	URLs	<a href="http://de.dbpedia.org/resource/Ur">http://de.dbpedia.org/resource/Ur</a>	
21	<input type="checkbox"/>		best seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.71329224	thing	Twitter	<a href="http://pt.dbpedia.org/resource/Tw">http://pt.dbpedia.org/resource/Tw</a>	
22	<input type="checkbox"/>		best seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.60609967	thing	Tumblr	<a href="http://de.dbpedia.org/resource/Tu">http://de.dbpedia.org/resource/Tu</a>	
23	<input type="checkbox"/>		seo plugin woocommerce	1	<a href="http://dbpedia.org/resource/">http://dbpedia.org/resource/</a>	0.3977521	thing	training	<a href="http://no.dbpedia.org/resource/Tr">http://no.dbpedia.org/resource/Tr</a>	

1. Scegliere le query per le quali voglio posizionarmi
2. Analizzare la SERP di Google per vedere quale ha un rank migliore su Google
3. Selezionare le entità che sono significative per il mio business e importarle nel vocabolario
4. Inserire nel mio contenuto la marcatura delle entità

I 4 step che mi hanno permesso di ottimizzare il mio contenuto



# Cosa posso fare con SEO Add-on

1. **Entità che sono rilevanti e che sono già presenti nel mio vocabolario** → inserire il link da queste entità al mio contenuto, andando a **rafforzare i link interni**.
2. **Entità che sono rilevanti ma ancora non ho nel mio vocabolario** → aggiungere le entità nel vocabolario, riscrivere il contenuto inserendo nel una menzione ad esse e inserire l'annotazione.



# Cosa mi posso aspettare di ottenere?

1. Ottimizzare i contenuti, sia quelli nuovi che quelli già pubblicati
2. Migliorare l'esperienza dell'utente e il suo coinvolgimento
3. Ottenere un miglior ranking su Google
4. Far crescere il traffico organico al sito web
5. Aumentare le conversioni



**Puoi farlo anche tu!**



**GRAZIE!**

