

RA/TEG Keyword Recommendations

Things To Consider

- The website’s current content is written in industry-specific terminology as opposed to user-oriented.
- When thinking of ways to describe services to prospects, it’s important to consider that they are searching for your services because they are not familiar with the grant process.
- We recommend focusing on direct messaging with keywords geared towards specific services rather than the overall evaluation. A good place to start is by considering your customers’ most common questions about your services.
- Broad, “Evaluation”-focused keywords have high search numbers but are not used by your audience, making them irrelevant in your content.
 - Examples: Evaluation Services gets 720 searches/month, whereas grant evaluation services gets 0. (See Below)

Keyword	Volume (Searches per Month)
evaluation services	720
grant evaluation services	0
evaluation	175,000
grant evaluation	90

- **Note:** There is currently only one mention of the word “grant” on your homepage, in the About Us section, where it states:
 - TEG is an independent evaluation firm with over 30 years of experience evaluating federal, state, and foundation grant programs.

Keyword Focus

The below keywords are a good starting point for informing what the content should look like, however we will be able to better optimize this strategy once we receive more clarity on specific services in generalized terms.

Select 3-5 keywords below that best suit your long-term content strategy.

These words can be the same OR different for RA and TEG but should be user focused. The ultimate goal is to build these into all areas each website including URLs, headers, subheaders, body content, and page Meta data.

Suggested Keyword	Long Tail Keyword Ideas	Volume (the # of searches this particular keyword has during a month)	SEO Difficulty (the higher the number, the more competitive)	Company (notate RA, TEG, or Both below)
grant		110,000	72	
	how to get a grant from the government	720	25	TEG
	how to get a government grant	720	58	TEG
	how to get a grant	1900	69	TEG
	how to write a grant proposal	1900	70	RA
	grant research proposal	140	15	
grants		110,000	72	
	grants for non-profits			
grant writing		14,800	58	RA
	experts in grant writing	0		
	grant writing for nonprofits	1,300	50	RA

grant proposal	grant proposal writing, grant proposal preparation	2,400	71	RA
grant management		1,900	56	TEG
grant research		1,600	55	RA
grant programs		1,300	77	RA/TEG
	evaluation for grant programs	0		
	grant program evaluation	20	50	
grant specialists		210	66	
grant researchers		1600	59	RA
grant evaluation		90	54	
grant evaluators		90	21	
grant development		90	20	
grant assistance		320	72	Both
education grants		2900	65	Both
education funding		1900	69	Both
nonprofit funding		1000	55	Both
	how to get funds for	320	68	TEG

	nonprofit			
nonprofit grant		6600	55	Both
	how to write a nonprofit grant	320	24	TEG
survey company near me		12,100	48	TEG

Final List

Research Associates

how to write a grant proposal	1900	70	RA
grant writing	14,800	58	RA
grant proposal	2,400	71	RA
grant research	1600	55	RA
grant writing for nonprofits	1,300	50	RA

The Evaluation Group

nonprofit funding	1000	55	Both
grant assistance	320	72	Both
grant programs	1,300	77	Both
how to get a grant	1900	69	TEG
survey company near me	12,100	48	TEG