Rio SEO Keyword Discovery Automation™

Advanced search engine optimization (SEO) software platform for keyword discovery

Discover the keywords that best represent the *'voice of the customer'* and identify targeted landing pages on websites that will lead to better search engine discovery.

Benefits

- Research and discover the highest opportunity keywords.

- Discover current pages optimized and indexed for your most highly searched keywords.

- Categorize keywords and pages for ease of management and reporting.

- Associate keyword and page combinations for ongoing analysis and trending.

Rio SEO Keyword Discovery Automation™ (KDA) is an advanced search engine optimization (SEO) software platform that helps discover key phrases and terms associated with a company's products and services. Customers use KDA to search for solutions suited to their own personal or business needs. This platform is a resource to help digital marketing teams optimize their company website by finding the right keywords for the best web pages that match the top searched terms. Rio SEO Keyword Discovery and Insight also helps determine if new pages and /or content are needed.

Features

Comprehensive keyword research – Examine the competitive landscape, social media and traditional search data sources for voice of the customer keyword discovery, and gather the metrics to help make decisions around the highest opportunity keywords.

Powerful landing page discovery – Search a website for existing pages optimized for the best keywords, and view relevant metrics to help make decisions on landing pages.

Categorize keywords and pages – Assign multiple categories to keywords and web pages for reporting and project management.

Multiple languages – Keyword Discovery Automation supports languages used throughout North America, South America, Europe and Asia. The system also supports multi-byte characters (e.g., Cyrillic, Chinese, Kanji, Hindi, Scandinavian and Germanic languages).

Simple workflow – The system guides the user through the process of discovering keywords and pages, providing helpful metrics to make critical SEO decisions.

Rio SEO Search Analytics™ integration – Associate keywords and pages, and upload to Rio SEO Search Analytics for ongoing analysis and actionable recommendations.

About Rio SEO

Rio SEO, a new brand launched by Covario, Inc., is a dedicated business unit focused on providing best-of-breed technology solutions for earned and owned digital media programs, specifically for SEO and social media marketing. Based in San Diego, it is among the largest independent providers of SaaS-based SEO automation solutions with patented technology. Rio SEO offers application modules for organic search and social media with tools for content marketing, auditing, reporting, competitive analysis, mobile site optimization, SEO execution and local SEO automation. Rio SEO software clients include brand marketers, retailers and digital agencies. More information about Rio SEO is available by calling 858.397.1500 or at www.RioSEO.com.