Birthday Party Keyword Planning Guide

Keywords to Fuel Your Birthday Party Campaigns

partycenter
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Who is This Guide For?

This toolkit is for marketers of a Family Entertainment Center who are looking to increase online birthday party bookings. It gives you the keywords that your prospective customers are actually searching for when they are trying to get ideas and book parties. By using these keyword phrases (relevant search terms in the language of people searching on Google, Bing, or Yahoo, etc.) in your web pages and blog posts, you'll increase your chances of ranking higher than your competitors in search results. This toolkit also gives you the best practices for creating a web page or blog post using the keywords, then linking to other relevant pages. That will allow the search engines to know what your website is about.

Let's Get Started!

Stages in the Customer Journey

To give you a fundamental understanding of the types of keywords that people use, here are the stages of the Customer Journey:

Awareness Stage

The beginning of the journey is when the buyer is looking to answer the following question, "What are some ideas for birthday parties?" The buyer is aware of the need to plan a birthday party and is actively seeking out ideas.

Consideration Stage

The next stage of the journey is when they have a few options they can choose from and they begin to research the criteria that's most important to them. Buyers are typically looking to answer the question, "Which options meet my criteria to have a birthday party?" You want to educate them on why some criteria are more important than others.

Decision Stage

At this point, the buyer is ready to choose from their short list of options. You want to answer their question, "Why should I choose you?" Ways you can influence this are with online reviews, testimonials. or other forms of social proof.

Advocacy Stage

Now that you have earned the business of your customer and taken the necessary steps to bring them back, they're spreading the word about your business. You need to answer the question, "How can I help get the word out about your business?"

Awareness Stage Keywords

Now that you have an understanding of the steps your customers go through, here's a list of targeted keywords you can use for web pages, blog posts, videos, and other forms of content you create with ideas for birthday parties. Your job is to let your prospective customers know you understand their problem and present relevant and useful information.

"fun birthday party ideas"	"15th birthday party ideas"
"teen birthday party ideas"	"unique birthday party ideas"
"summer birthday party ideas"	"kids party theme ideas"

Consideration Stage Keywords

These keyword phrases get a little more specific to a place within a geographical area or attractions. Your job here is to let them know why your type of facility is the best place to have the party and why they should choose you.

"birthday party reservations"	"trampoline birthday party"
"where to have a kids birthday party"	"fun birthday party places"
"indoor birthday party places"	"birthday party food"
"places to have a birthday party"	"kids birthday party entertainment"

Creating Topic Clusters

Now that you have the keywords that people are actually searching for, it's not as simple as creating one page or blog post. In order for search engines to know your website is an authority on the topic of birthday parties, you want to structure links to various pages and answer other aspects that are helpful to users searching for information about birthday parties.

For more in-depth information from the research on Topic Clusters, go here.

Where to have birthday parties

How to plan your trampoline party

Birthday Parties

Birthday party ideas

Why you should have your party at our facility

Decision Stage Content

At this stage, they would already have visited your website or interacted with you. The types of content that could help influence their decision include:

- Customer reviews or testimonials.
- Online party booking module that allows customers to check availability, purchase add-ons, and pay deposits.
- Landing page with web form to request a visit.
- A coupon or promotional offer for a party package.

Once they become customers, you'll want to guide them into becoming repeat customers and eventually advocates. The types of customers we all want!

On-Page Optimization

On-Page Optimization includes all the measures you can take within your website in order to increase the chances of ranking higher in search engines and earning relevant traffic for your keyword phrases.

When you're creating your web page or blog post, get into the habit of including these things:

TITLE TAG	**BE SURE YOUR KEYWORD IS CLOSE TO THE BEGINNING OF THE TITLE TAG.**
URLs	Use your keyword in your URL. Example) yourwebsite.com/birthday-party-packages
<H1> Tag	Make sure your title is using the H1 tag. Many website platforms like Wordpress automatically do this for you.
Subheadings in <H2> Tag	Include your keyword in at least one subheading (H2 tag).
First 100 Words	Be sure to use your keyword within the first 100 words of your page or blog post.

RICH MEDIA	**EMBEDDING VIDEOS AND/OR IMAGES CAN MAKE IT MORE ENGAGING FOR VISITORS WHILE REDUCING BOUNCE RATES.**
Image Alt Text.	Use keywords in your file names along with Alt Text.
Outbound Links	When appropriate, link to other (quality) websites that are related to your topic. It's good to aim for 3-4 of these links in every post.
Internal Links	Link to other pages on your website when appropriate and related to what you are talking about.
Content Length	Since longer content tends to rank higher, write quality posts that are informative and helpful. Any post in the 500-800 word range is better than no post at all.

A Blog Post Template

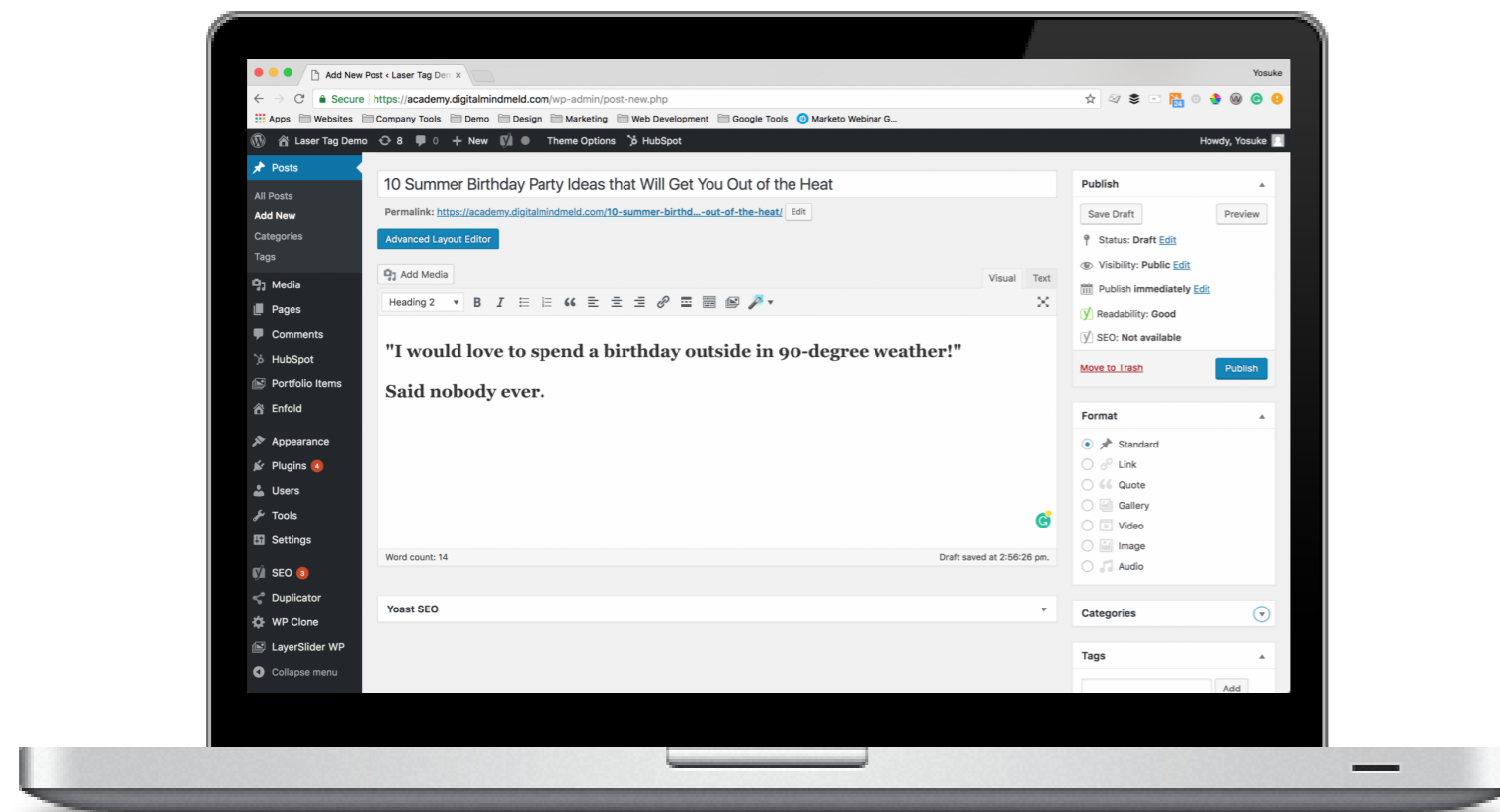To give you an example you can use for one of these keyword phrases, try using this template:

10 Summer Birthday Party Ideas That Will Get You Out of the Heat

Strong opening or story

Transition into your List of 10 Ideas

Conclusion with key take away

Call-to-action (this is usually a "Contact Us" button that you put after inviting your audience to contact you.)

Share Your Blog Post!

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We look forward to seeing you use one of these keyword phrases and would love it if you share it in our Facebook Group. There's an Easter egg of a surprise waiting for you once you do...

If you'd like some help in building out a robust online party booking campaign, connect with a member of our team today!