



# CompanyX SEO Keyword Recommendations

April 2013

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# Contents

Reminder of the process we follow in search optimization

Presentation of base keywords for each of four product sections (these are the keywords we need you to approve)

Discussion of “extended” key phrases for each product section (no specific approval needed)

SEO techniques to implement phrases on the site after approval

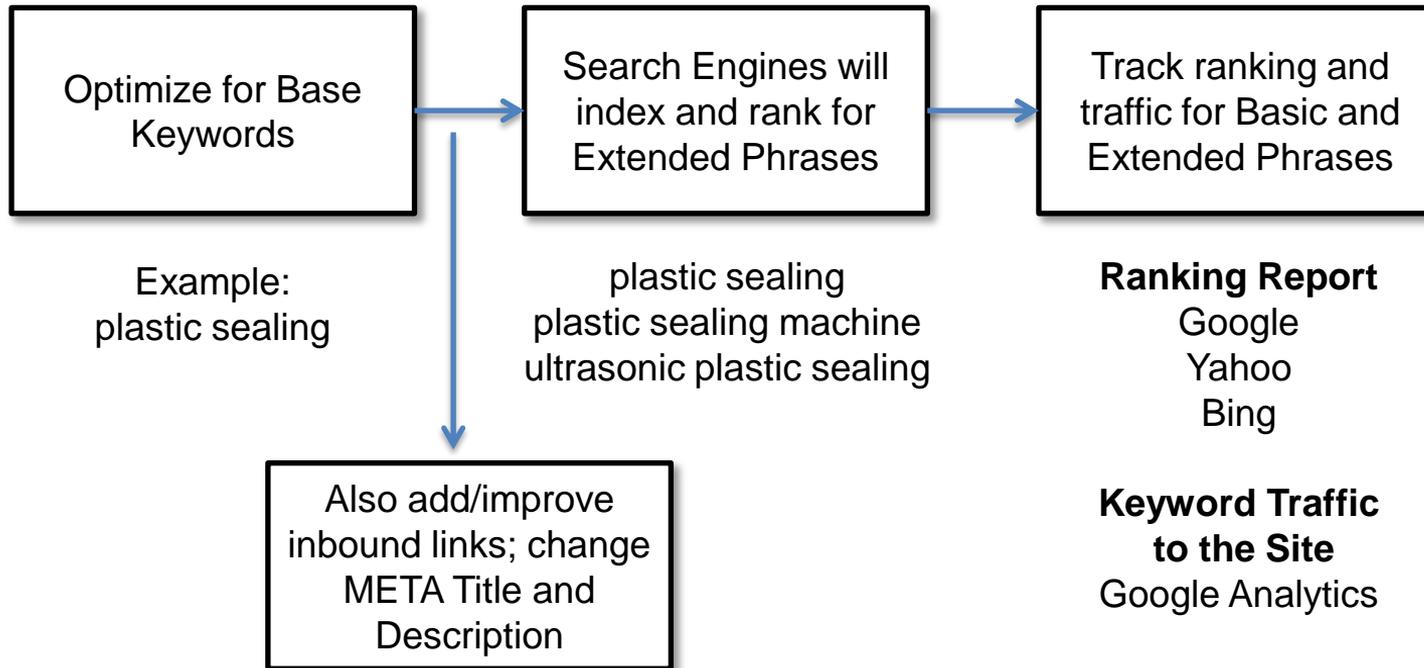


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# Process



# Base Key Phrases: Plastic Joining



hot plate welding

swaging

laser welding technology

plastic joining techniques

plastic sealing

plastic welding

polyethylene welding

polypropylene welding equipment

ultrasonic bonding

ultrasonic welding

vibration welding

## META TITLE and DESCRIPTION

CompanyX Plastic Joining Products for Plastic Welders

Ultrasonic welding machines for plastic sealing, thermal process systems designed for swaging, laser welding technology for polyethylene bonding & more.

Please  
approve  
these  
keywords  
and META  
tags

# Extended Phrases for Tracking: Plastics Joining

hot plate welding  
non-contact hot plate welding  
hot plate welding machine  
plastic hot plate welding  
swaging  
heat insertion  
heat staking  
degating  
heat insertion  
laser welding  
laser welder  
laser welding machine  
plastic laser welding  
laser welding technology  
plastic laser welder  
plastic joining  
joining of plastics  
joining plastic to metal  
joining methods for plastics  
methods of joining plastics  
plastic joining techniques  
ultrasonic joining  
joining plastic sheets  
methods of joining materials

plastic sealing  
sealing plastic pressure vessel  
plastic sealing machine  
ultrasonic sealing  
ultrasonic sealing machine  
plastic welding  
welding plastic to plastic  
plastic welder  
plastic welding machine  
plastic welding technology  
welding plastic sheet  
welding plastic together  
polyethylene welding  
how to weld polyethylene  
weld polyethylene  
polyethylene welder  
polycarbonate welding  
polypropylene welding  
welding polypropylene  
how to weld polypropylene  
weld polypropylene  
polypropylene welder  
polypropylene welding equipment  
ultrasonic bonding

plastic bonding  
ultrasonic bonding machine  
ultrasonic welding  
ultrasonic welder  
sonotrode  
ultrasonic plastic welding  
ultrasonic welding machine  
ultrasonic plastic welder  
CompanyX ultrasonic welding  
ultrasonic horns  
ultrasonic welding of plastics  
ultrasonic plastic welding machine  
ultrasonic welding horn  
ultrasonic sonotrode  
ultrasonic welding horns  
ultrasonic welding technology  
ultrasonic welding polypropylene  
vibration welding  
plastic vibration welding  
vibration welding machine  
spin welding  
spin welder  
plastic spin welding



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**No specific  
approval  
needed—we  
will track these  
extended terms  
and see how we  
rank**

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# Base Key Phrases: Metal Welding

brazing  
metal sealing  
metal welding  
soldering  
ultrasonic sealing  
ultrasonic seam welding  
ultrasonic spot welding  
ultrasonic welding  
ultrasonic welding machine  
welding machine manufacturer  
wire splicing

## META TITLE AND DESCRIPTION

CompanyX Metal Welding Technologies for the Ultrasonic Welder

Metal welding machine manufacturer for a metal sealer's ultrasonic spot & seam welding, wire splicing, soldering, brazing & resistance welding needs.



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keywords and  
META tags

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# Extended Phrases for Tracking: Metal Welding

metal welding  
metal welder  
ultrasonic metal welder  
ultrasonic welding  
ultrasonic welder  
ultrasonic welding horn  
ultrasonic welding technology  
wire splicing  
ultrasonic splicing  
soldering  
resistance welding  
crimping  
metal sealing  
metal sealer

copper sealing  
ultrasonic sealing  
ultrasonic sealer  
ultrasonic sealing machine  
welding machine manufacturer  
ultrasonic welding machine  
metal welding machine  
ultrasonic metal welding  
ultrasonic spot welding  
ultrasonic spot welder  
ultrasonic seam welding  
brazing  
heat sealing



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No specific approval needed—we will track these extended terms and see how we rank

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# Base Key Phrases: Industrial Cleaning

industrial degreaser  
industrial parts cleaner  
industrial parts cleaning machine  
industrial parts washer  
industrial parts washing machine  
ultrasonic benchtop cleaner  
ultrasonic cleaner  
ultrasonic cleaning machine  
ultrasonic solvent cleaner  
ultrasonic washing  
ultrasonic washing machine

## META TITLE AND DESCRIPTION

CompanyX Metal Welding Technologies  
for the Ultrasonic Welder

Metal welding machine manufacturer for  
a metal sealer's ultrasonic spot & seam  
welding, wire splicing, soldering, brazing  
& resistance welding needs.



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META tags

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# Extended Phrases for Tracking: Industrial Cleaning

ultrasonic cleaner  
ultrasonic cleaning

ultrasonic cleaning machine  
ultrasonic cleaning system

industrial parts cleaner  
industrial parts cleaning

ultrasonic solvent cleaner

ultrasonic benchtop cleaner

industrial parts cleaning machine

ultrasonic washing  
ultrasonic washer

ultrasonic washing machine

industrial parts washer  
industrial parts washing

industrial parts washing machine

industrial degreaser  
industrial degreasing



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No specific approval needed—we will track these extended terms and see how we rank

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# Base Key Phrases: Liquid Processing

cell disruption

cell homogenization

cell lysis

chromatin immunoprecipitation

degassing

leaching and extraction

processing dna

separation of miscible liquids

sonication

sparging

ultrasonic use

## META TITLE AND DESCRIPTION

CompanyX Metal Welding Technologies for the Ultrasonic Welder

Metal welding machine manufacturer for a metal sealer's ultrasonic spot & seam welding, wire splicing, soldering, brazing & resistance welding needs.



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META tags

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# Extended Phrases for Tracking: Liquid Processing

cell disruption  
cell disruptor  
cell disrupter  
cell disruptors  
methods of cell disruption  
cell disruption methods  
cell disruption techniques  
cell disruption method  
ultrasonic cell disruption  
ultrasonic cell disruptor  
cell disruption sonication  
sonication cell disruption  
cell disruption by sonication  
cell disruption by homogenizer  
dispersing nanoparticles  
tissue homogenization  
homogenization of tissue  
tissue homogenizer  
cell homogenization  
cell homogenizer  
homogenization of cells  
ultrasonic homogenizer  
ultrasonic homogenization  
homogenization machine  
cell lysis  
lysis cell  
cell lysing  
lysis of cells  
lyse cell

cell lyse  
sonication cell lysis  
processing dna  
dna processing  
sonication of dna  
dna sonication  
sonication dna  
dna shearing sonication  
processing proteins  
sonication of proteins  
processing of recombinant proteins  
leaching and extraction  
leaching extraction  
ultrasound extraction  
ultrasonic extraction  
leaching equipment  
autoclave leaching  
ultrasonic leaching  
ultrasonic assisted extraction  
ultrasonic extraction method  
ultrasonication extraction  
ultrasonic extraction equipment  
degassing  
de-gassing  
degasser  
degasing  
degassers  
degassing system

ultrasonic degassing  
liquid degassing  
degassing liquid  
degassing machine  
degassing equipment  
degassing solutions  
degasser unit  
ultrasonic degassing of liquids  
ultrasonic degasser  
sonication  
sonicator  
sonicators  
sonicating  
sonicator probe  
probe sonicator  
sonic horns  
sonoporation  
probe sonication  
sonication probe  
lab sonicator  
sonication machine  
separation of miscible liquids  
separating immiscible liquids  
liquid processing equipment  
separation of two miscible liquids  
ultrasonic use  
ultrasonication  
ultrasonicator

ultrasonic sonicator  
ultrasonic liquid processor  
chromatin immunoprecipitation  
chromatin precipitation  
chromatin immuno precipitation  
chromatin sonication  
chip immunoprecipitation  
chip assay  
chromatin assay  
chromatin immunoprecipitation  
chip assay  
sparging  
batch sparge  
batch sparging  
sparging system  
ultrasound emulsification  
ultrasonic emulsification  
separating emulsions

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# Optimization Techniques We Will Deploy



Within page HTML code: rewrite META Title and Description to feature keywords

Rewrite copy to feature base keywords

Rewrite copy to feature specific keywords, possibly use alt txt tag with keywords

We will also identify and pursue high value linking opportunities to build our ratings with the search engines.