

A landing page always has to have a keyword. A keyword does not always have to have a landing page.

Every organic landing page has an associated keyword. It's impossible to create a landing page visit without a keyword. The inverse is not true for keywords. Keywords (search queries) do not always translate to a landing page visit. A search result may be answered through People Also Ask, Knowledge Graphs, Featured Snippets, related searches, news, maps, driving directions, image results, etc. All of these alternative results poach on potential traffic a website would have received from that keyword. Search queries may also lead to search refinements as the initial keyword did not return favorable results to the user. So the original keyword is abandoned and the new search query is now associated to a landing page if a click occurs. Top of mind awareness for a brand may also spark the user to search directly for a brand and abandon the search query completely. Paid ads may also capture the search query and present analysts with ambiguous associations to landing pages that are loosely based on phrase and broad matched search queries.