GoldenKeywordSecrets

Simple Keyword Hacks for Discovering New Profitable Keywords

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Golden Keyword Secrets: Table of Contents

Introduction

The Different Faces of Google

Cloning Your Campaigns to Yahoo and Bing

The Most Popular Keyword Lists

The Ghost Search Engines

- AOL
- Dogpile
- Excite

How to Analyze the Hottest Keywords in the World

Google Trends

Bing's Popular Now

Yahoo's Most Popular Headlines

Study Smaller Specialty Search Engines

- Duck Duck Go
- Blekko
- Brain Boost

Conclusion

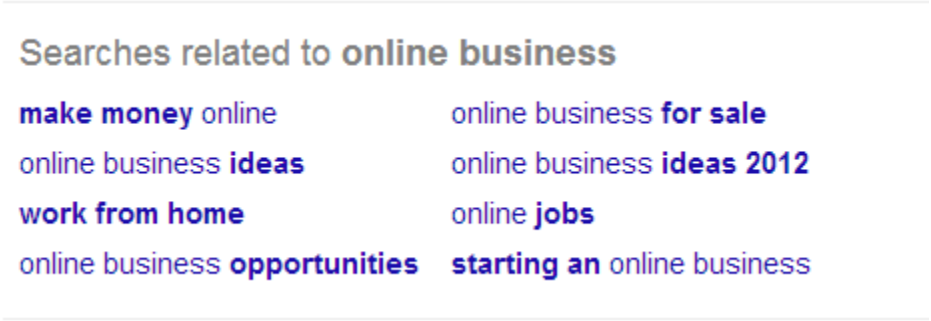
Introduction:

Keyword research is one of the most important tools an online entrepreneur can develop. Without it you won't have much of a chance of successfully attacking the search engines and will most likely end up with a product idea that's not viable. By the end of this e-guide you should have considerable knowledge on how to search and confirm online markets for your potential business idea which could save you hundreds of hours and thousands of your dollars that could be wasted by entering the wrong market.

The Different Faces of Google

This keyword research method is extremely easy. All you do is type in any keyword you're targeting into Google and see the additional keyword suggestions. I'll recommend using *general keywords* (broad search terms) for best results as it will be difficult to generate suggestions for *long tailed keywords*.

For example, I typed in the keyword "online business" into Google. When I scrolled to the bottom there is related keyword suggestions indicated in the screenshot below:



When I typed in the keyword "online business" one of the first related searches was the keyword "make money online" which is another large keyword that's highly connected to an online business. As you can clearly see, the Google keyword suggestions are very useful when you're trying to compile lucrative keyword lists as they provide both broad and long tail keywords which are perfect for content generation.

When you find new quality keywords add them to an excel file for later researching. You can plug them into keyword planner to get traffic estimates. In addition, once you find new quality keywords I'll recommend analyzing the top five sites for that keyword and then plugging them into similarweb to generate quality metrics.

For example, I plugged in the number one result for the keyword "online business" in Google which was: http://entrepreneurs.about.com/od/homebasedbusiness/a/makemoneyonli

ne.htm

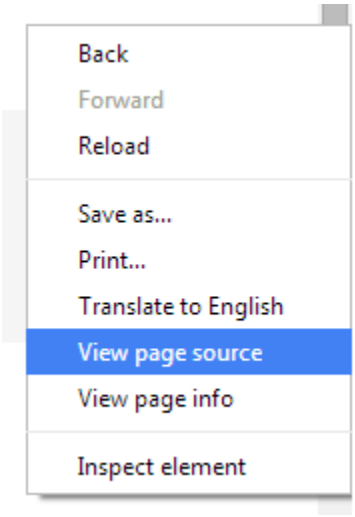
It provided me estimates for the top referral sites, top destination sites, organic keywords, visited sites, and similar sites for absolutely free. Here is how each one of these metrics can aid you in your keyword research journey.

Top referral sites: This metric indicates the websites that provides traffic to the website you're visiting. Keep in mind that this tool is only an estimator as you can't know for fact how much traffic a particular site generates. However, there are clues you can use such a seeing the links that point to a particular url.

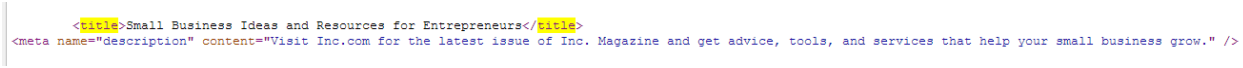
If site A is receiving 2000 links from site B, then it's not unreasonable to assume that site A is generating a decent number of traffic from site B. I would recommend observing the top referral sites for the url you're researching.

Not only can they provide you with new keyword opportunities, but they can also provide you with potential traffic opportunities as well as if the site you're researching is generating traffic from a particular site, then why can't you? My advice is to analyze the top referral sites and then use *view source* to see the keywords that they're targeting by analyzing their title and description tags.

To view the source of a url in Chrome right click on an open space and then select *view source* as indicated in the screenshot below:



Once you're viewing the source code look out for the title and meta description tags which should be in the upper portion of the source code as indicated in the screenshot below.



If you see any keyword that attracts your attention then add them to an excel file. I don't recommend a minimum or maximum amount of keywords to collect. There's no point in collecting thousands of keywords if you're not going to research them so if you find just five keywords that look promising then that's absolutely fine.

Organic keywords: These are helpful for obvious reasons. More than likely you'll find new keywords here that you can't find by mining Google or by using keyword tools. For example, the keyword "How to Write an Executi..." was listed under organic keywords for the inc.com according to similarwebs.

What I did was type in that keyword into Google and I saw that it ranks number for it. Here's some food for thought. It would probably be unrealistic for a new webmaster to target such a competitive term like *online business*. However, it will not be unreasonable for them to target a more specific keyword like "how to write an executive summary."

This is a lucrative keyword that is a subset for the big niches *online business* and *entrepreneurship*. Many new startups need an executive summary so

that they could pitch their business to possible investors and venture capitalists. If they don't master this then more than likely they won't get funded which is a scary thought for some startups. You could develop a niche blog around this concept, and even contact startups that have successfully got funded and provide podcasts to build up an email list.

You could then refer affiliate products about entrepreneurship, marketing, etc to your newsletter once you have a moderately sized email list. You could also develop your own information products and services to promote to them.

Also Visited Sites: This metric will provide urls that users have also visited. It's unlikely that when web users are looking for information that they will just visit one site and exit the search cycle.

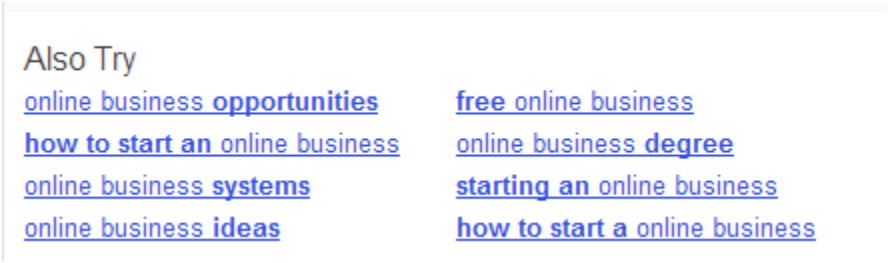
They will more likely visit several sites as one url won't contain all the answers their seeking. It may contain most of the answers, but very rarely will it contain all of them. Therefore, this is a good metric to have for market research purposes. Analyze the also visited sites to find new keyword opportunities. If you see that they're targeting similar keywords to the other sites then this is a good indicator that the keyword is lucrative.

Cloning Your Campaigns to Yahoo and Bing

As you may know, Bing and Yahoo form a conglomeration in the search field and are powered by the same search algorithms. However, even though they use the same technology they don't produce identical search results. You can use this to your advantage to find new keywords. Search for general keywords in Bing and Yahoo to see keywords they recommend. For example, here are the related keywords for the keyword "online business" in Bing:



Here are the related searches for “online business” in Yahoo.



I only found two keywords that are similar to Google’s in the suggested searches. That’s two out of 2/24 or 8.33% similarity so it’s definitely worth it duplicating this process across these additional search engines. FYI, Google and Bing both provide 8 suggested searches by default while Yahoo only provides 6. My only guess to why Yahoo is skimpy with the suggestions is because search is not their main product. They concentrate most of their efforts on aggregating news from across the globe and concentrate on search as a second option.

The Most Popular Keyword Lists

Did you know that there are web companies that provide lists of popular keywords? My advice is to observe as many of them as possible for potential lucrative niches. However, don’t instantly jump on a keyword just because the site says so, I would recommend

understanding how they estimate the keyword popularity, and to cross reference with keyword planner. Below is a list of lucrative keyword lists that I was able to find:

Decent tools: http://www.decenttools.com/aol/stats/

This contains an estimate of the most popular 500 keywords and domains. In addition, it also provides an estimate of the most popular keywords by query length. While I'll be the first one to question the accuracy of the data, I'll admit that this list has definitely helped me to uncover keywords and niches I never thought of. One such site is Do it Yourself which is a content based site that release various tutorials about home improvement methods you can do yourself to reduce your housing expenses.

More top 100 keyword lists are:

- Mike's marketing tools: http://www.mikes-marketing-tools.com/keywords/
- 7 search: http://7search.com/scripts/searchterms/top_paying.asp?n=100
- Name station: http://www.namestation.com/top
- Wordstream: http://www.wordstream.com/popular-keywords/
- Web learning tips: http://webearningtips.com/high-paying-keywords-for-google-adsense/

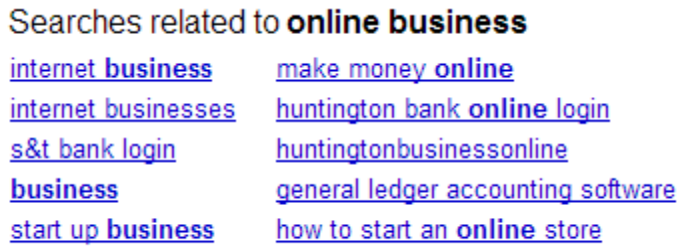
Note, its bad marketing to observe the most popular keywords for a particular day as popularity can be greatly influenced by news. My advice is to observe the keywords over a set duration of time and then analyze the keywords to see if you can find keywords that are NOT

trends as trends are more than likely short termed.

The Ghost Search Engines

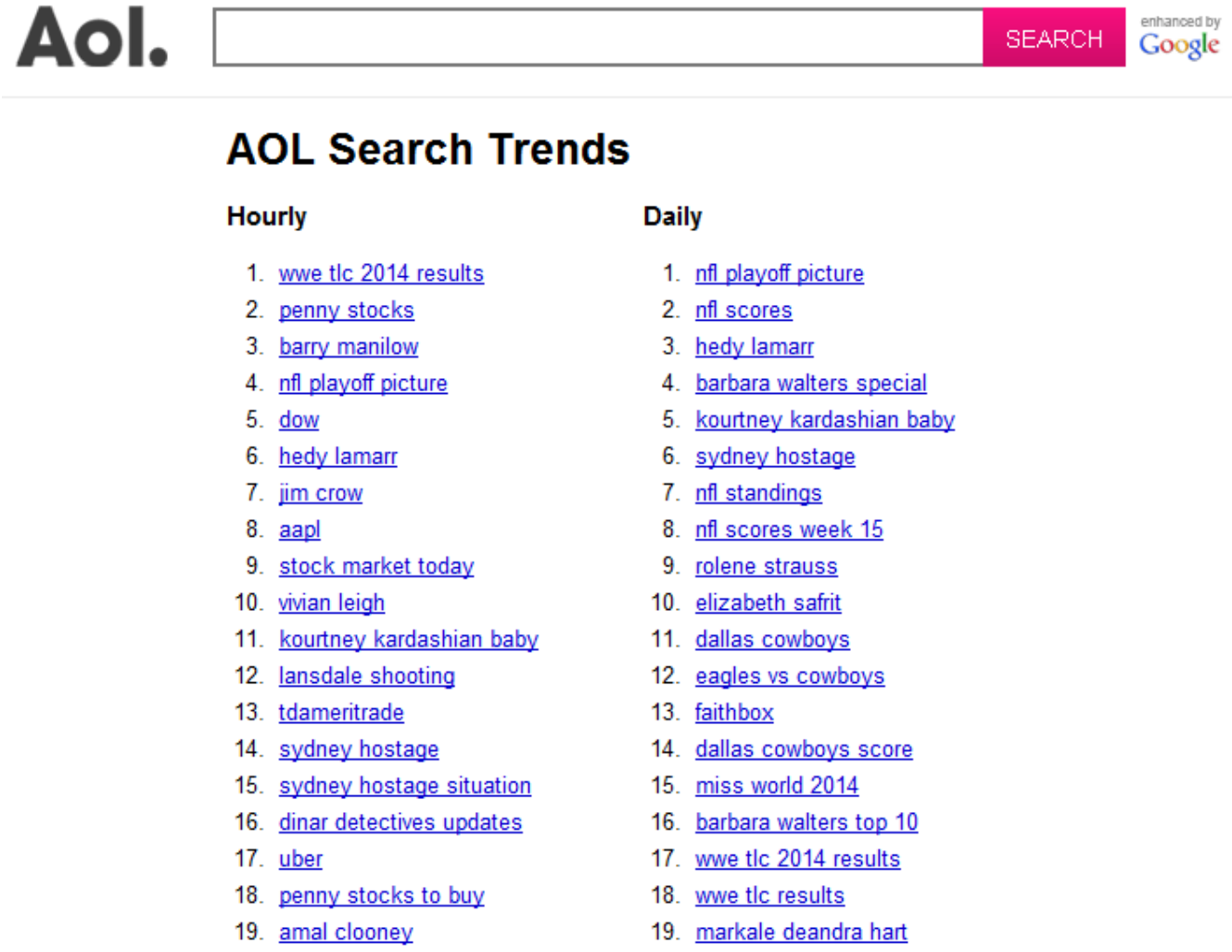
AOL

Use AOL for keyword research. AOL was popular in the mid nineties but as the seo wars continued it became less relevant in the seo realm. When you search for a keyword in AOL it provides 10 related searches by default, and many of them are unique keywords. I like using several search engines to cross reference each other to get as comprehensive data as possible. Below are the results I get when I type in the keyword "online business" into AOL:



AOL and Google contains 1/18 similar keywords or roughly 5.56% similarity so you definitely can find some solid keywords by plugging in general keywords into Google. For example, a new solid keyword that was suggested to me by AOL was "internet business." So know I have compiled a couple of big keywords in my list. I can then plug in this new keyword into Google, Bing, and Yahoo to see if I can find any new potentially lucrative keywords.

AOL Search Trends



I feel that AOL definitely has the simplest interface for viewing daily popular keywords. You can click here to visit AOL's most popular trends.

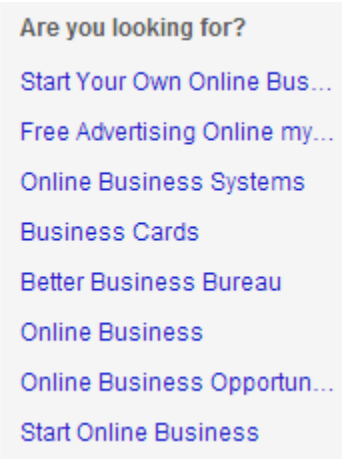
It doesn't have all the bells and whistles like Google trends does but if popular searches in AOL is all you want then this is what you'll get.

According to my research I couldn't find any archives of popular searches which is shame so this will have to do for now.

They list the daily and hourly 50 most searched keywords.

Dogpile

This is actually a meta search engine which suppose to aggregate results from several search engines like Google and Yahoo. That's why if you were to compare the search results of Google to Dogpile you will notice that Dogpile is considerably slower as Dogpile has to pull results from Google and Yahoo. In addition, where Google provides 8 results by default Dogpile provides 10 results by default. The primary reason I use Dogpile is because it saves a lot of time when mining the search engines. You know that when you're using Dogpile you will get an overlap of search results from the top search engines which save a lot of time. In addition, Dogpile will provide different related searches when you enter a query. For example, here are the related searches for the keyword "online business."



Compared to Google it contains 4/16 similar words, or 25% similarity. This is an indicator that it's definitely worth your time to use Dogpile for finding more keywords that you wouldn't have discovered in the major search engines. In addition to finding major keywords you'll most likely find new urls on pages 1-5 on Dogpile that you wouldn't have found in the major search engines which is excellent for finding new linking opportunities.

Excite

This was one of the most popular internet brands in the 90s but as of 2014 its knot known by casual web users and is also powered by Dogpile. To use this search engine simply visit the url here: www.**excite**.com/

You will notice that the homepage still looks like something from the 90s and that when you query for searches it will take longer than if you were to use Google. After you query your keywords look for the recommended keywords as illustrated in the screenshot below:



As you can see they provide 16 related keywords which is double the amount Google provides. I have no doubt that you will be able to use excite to find additional keywords to target.

How to Analyze the Hottest Keywords in the World

Keyword research is the fundamental basis for web marketing campaigns. Without selecting proper keywords virtually every subsequent step yields poor results.

One of my favorite tools for keyword research is Google's Keyword Selector which is free and user friendly.

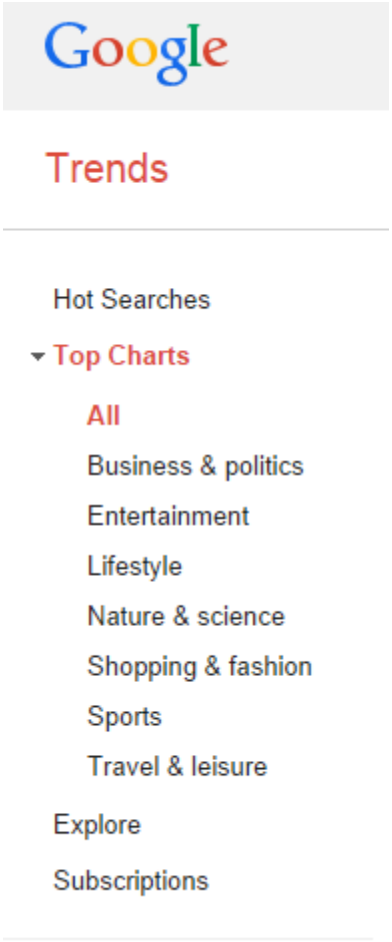
However, sometimes I prefer to experiment with different keyword research methods to see if I can improve my methodology.

One of my hobbies is to analyze popular keyword lists and see if I can discover new markets to enter.

There are several tools from popular search engines you can use which are Google Trends, Bing's Popular Now, Yahoo's Most Popular Headlines, and AOL Trends. I like using a combination of unique search engines to get a wider array of results.

Google Trends

To see the popular daily trends check out the top charts as illustrated in the screenshot below:



Screenshot taken 09/24/14, results may vary depending on location and time you viewed this blog post.

Google provides you with their default most popular topics but you can also plug in any keyword you want to research.

Google trends come with a myriad of features that'll allow you to filter your search for more specific data.

You can change your location, juxtapose multiple keywords, and also see fluctuations over a specific time interval.

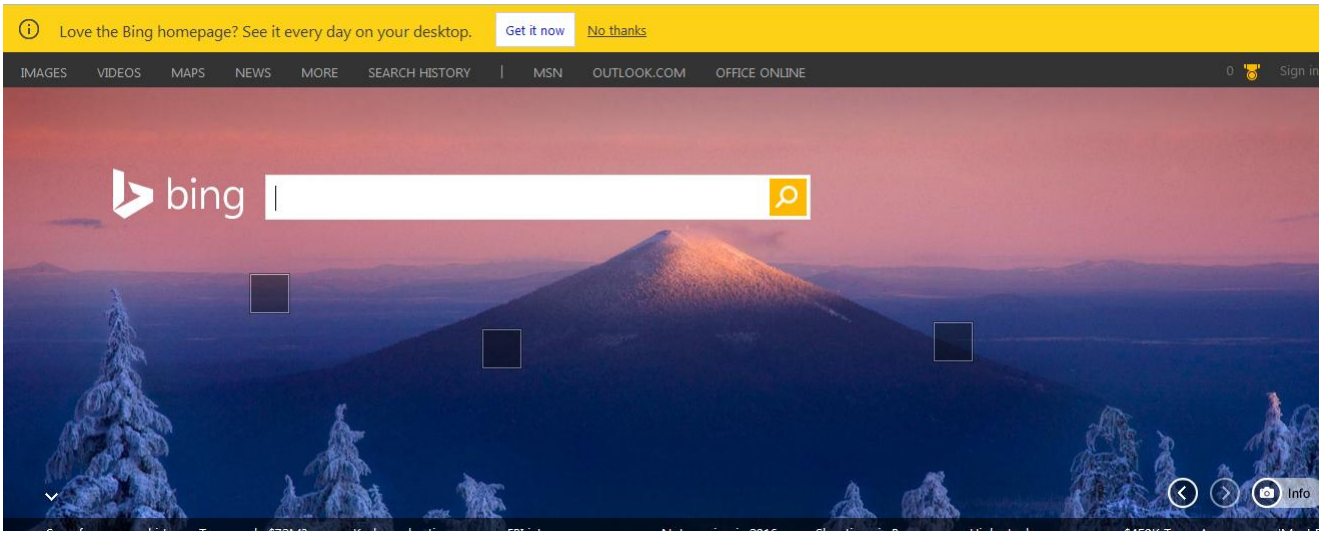
Note it's important that you analyze a trend before adding it to your keyword list as some trends are short lived and will diminish in popularity.

Bing's Popular Now

Bing offers resources for finding current and past popular searches.

Unlike Google Bing doesn't offer a specific page to navigate popular searches.
However, if you visit Bing's homepage they offer a feature called Popular Now which integrates trending topics within their search interface.

You'll be able to see the results as illustrated in the screenshot below:



Screenshot taken on 09/24/14, may vary depending on your location and date you viewed this post

For the curious that interesting looking creature on Bing's homepage is called the *banana slug*.

Anyhow, Bing offers yearly reviews of their most popular keyword searches which are excellent for research. Here's a list from 2009-2013:

Most Popular Searches in Bing For 2009
Most Popular Searches in Bing For 2010
Most Popular Searches in Bing For 2011
Most Popular Searches in Bing For 2012
Most Popular Searches in Bing For 2013

Yahoo's Most Popular Headlines

Yahoo's trending service is not as sophisticated as Google but I find it more organized than Bing as they have a distinct page for their popular article headlines.

Here's the url in which you can view Yahoo's most popular content. You could alternatively just visit the Yahoo homepage and look on the right column.

I would definitely recommend reading Yahoo's blog for keyword tips. Here's a list of the top 10 health related searches in 2011 from mobile devices

Here they explain what the top trending consumer keywords were. *Consumer keywords are very valuable as these are keywords that their users search for when their interested in buying something.*

Here Yahoo! provides the top most popular searches for 2013 how trends vary across age group. Data is gathered from Yahoo! Japan.

Study Smaller Specialty Search Engines

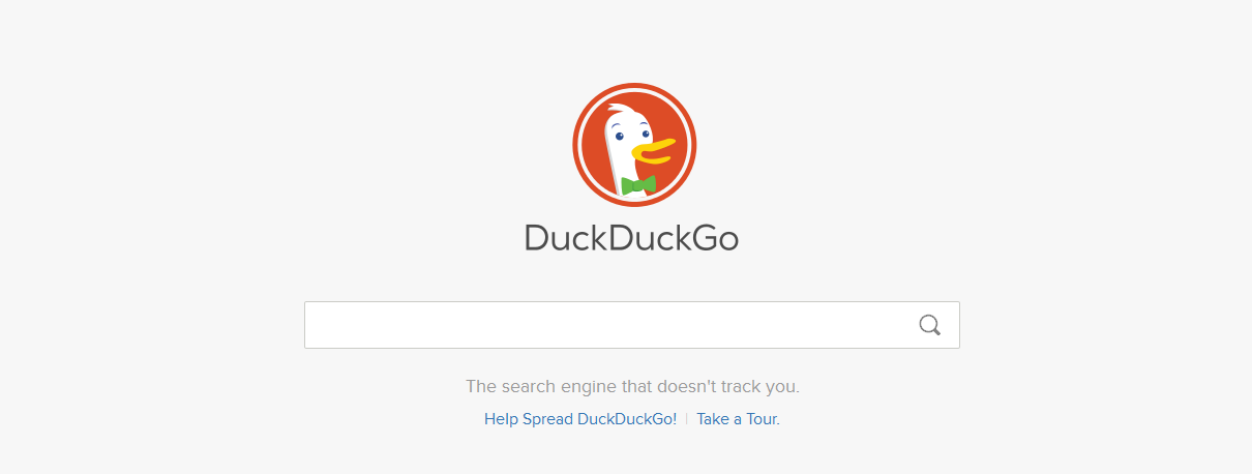
This method ties into the previous points covered which is to consider using other search engines outside of Google.

Most search engines operate similarly but they all have deviating algorithms.

If you're experiencing difficulty achieving high rankings in Google, then you may want to consider alternative search engines as there are plenty of them.

Google does a good job returning general results but smaller specialty search engines can sometimes do things that even Google can't. Below are 3 smaller search engines to consider.

Duck Duck Go



This search engine promises to protect your privacy.

Some folks call it the antithesis of Google while I refer to it as the eccentric version of Google.

I find it powerful as it combines data from several sources such as Yandex, Bing, Yahoo!, Wolfram Alpha, and Yummly to return an eclectic blend of results.

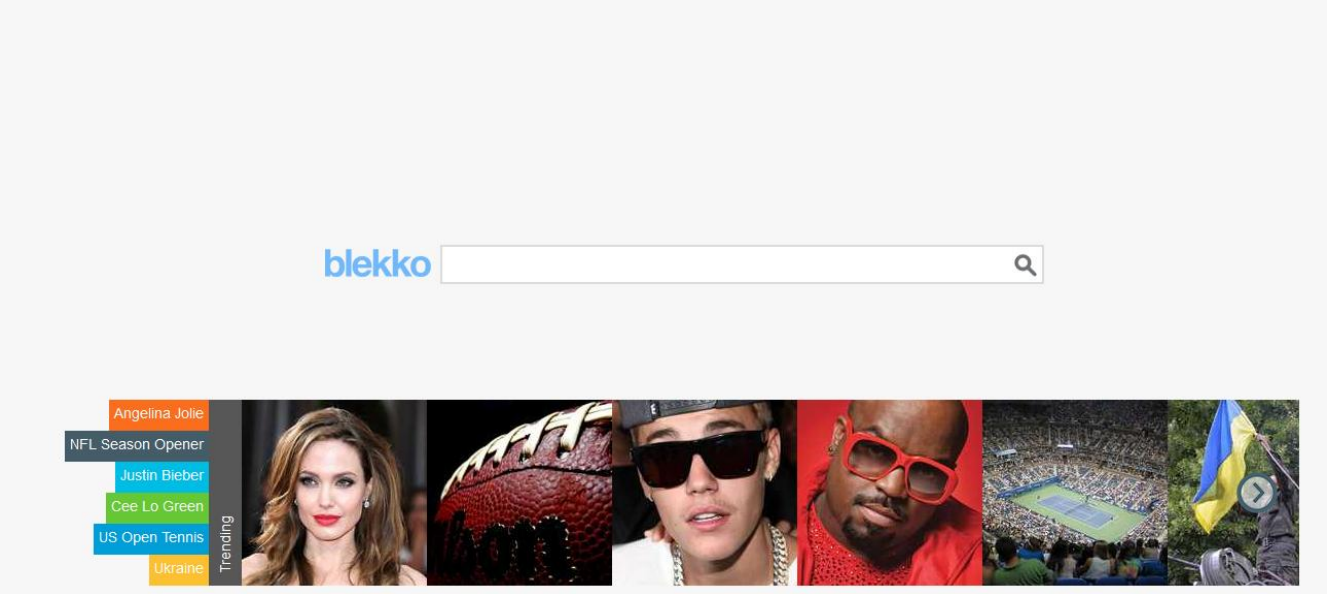
It has several useful features such as the capability to generate strong passwords, compute difficult mathematical problems, and generate random passwords.

If you want to find out more about the goodies they offer I'll recommend taking a tour to see the full enchilada.

DuckDuckGo also offers advertising through Bing ads so this is something you may want to take a look in if you find adwords too expensive.

The one thing you'll probably need to get used to is that there's only one page of results in DuckDuckGo.

Blekko



This is another alternative search engine I like using when I'm not satisfied with Google's results.

The goal of this search engine is simple, to provide better results than Google.

To the naked eye Blekko looks like any other search engine but once you start tinkering with it you'll notice it has a ton of possibilities.

One of the main features of Blekko is their slashtag feature which allows users to create their own custom search engine.

This is useful as it will filter your results so that you'll receive only high quality sites relevant to your slashtag without extraneous urls like content farms or spam sites.

In addition, Blekko has a slash tag directory list which is assembled by experts across the internet.

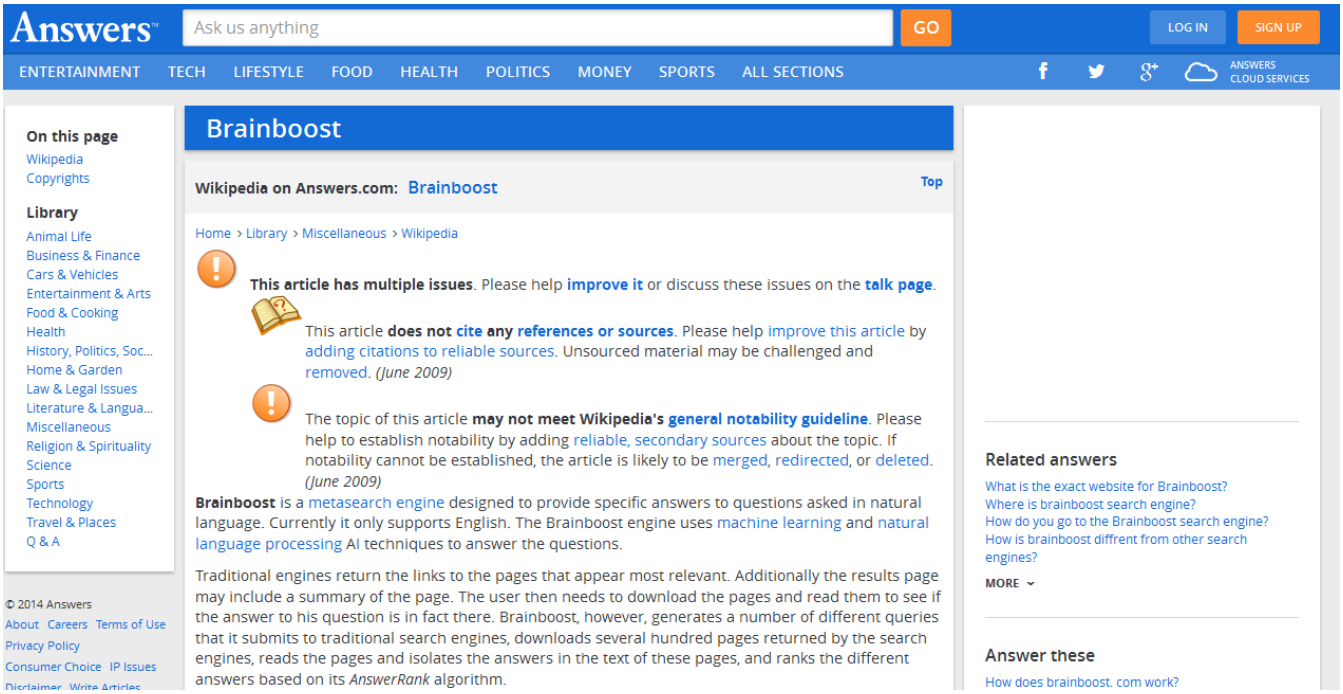
Their slashtag list is also a great way to find new keywords for potential markets to tap into.

You can see an overview of the top slashtags in Blekko by using the overview option.

The syntax is: /slash-tag / view.

For example, if you want to see a list of the top sites in Blekko under the slashtag personal finance then use the syntax personal finance / view in Blekko.

Brain Boost



Brain Boost is an automated question and answer search engine.

Instead of just typing in a query and getting results, Brain Boost does iteration on their database to provide you with an answer to your question.

There are other Q & A sites like Ask that attempts to handle natural language processing but I feel that Brain Boost does a good tackling this difficult task.

I think Brain Boost is an excellent addition to your seo repertoire as it can be another avenue to find new keywords, discover hidden markets, or inspire new content pieces. You can check out the homepage for Brain Boost here.

Conclusion

Thanks again for purchasing Unreal Keyword Secrets Volume I. I'll highly recommend using keyword tools that are provided by the search engines. For example, if you want to do keyword research in Google then use Keyword Planner, and if you want to conduct keyword research in Bing then use Bing's keyword tool. I do not endorse third party keyword tools. There's no proof that they provide accurate data.

If you were to cross reference three different commercial keyword tools and test them against each other for the same keyword, you'll see a high variance in the numbers. If all three tools claim to show accurate data, then how come they vary so much from keyword to keyword? My advice is to ignore the hype and to use the methods outlined in this course for excellent keyword practices.