Golden Keywords Course

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(i) Current knowledge

(ii) Total time spent implementing

(iii) Accuracy of implementation

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Introduction

The secrets of your everyday search engine

The starting point of any online activity is keywords. This may be a hard process to imagine but just think of **how you got to this pdf**. More than likely you saw an advertisement for this product that had keywords that triggered your attention.

All the sites you visit, the products you order, and the emails you read were originally triggered by keywords. Keywords are essentially the *voice* of *the web*. When you're in a public setting you choose to tune into conversations based off the keywords you hear.

Someone talking about "football" may cause you to tune in, while someone talking about "vegetarian dishes" may cause you to tune out. The same concept applies online and this process typically starts in the search engines.

Depending on what results you get you keep refining your search until satisfied with the listings.

This is the basics of how search works, but there is still a lot to learn about it. The goal of this product is to demystify keyword research so that you can learn how to select the best keywords for optimizing your site.

Selecting the right keywords can be the difference between making a lot of money, and making none of it.

If I were you I'll recommend mastering the techniques in this product so that you can be within the small percentage of webmasters that are making a lot of cash.

Module One: Fast Track to Keyword Success

Building unbreakable foundations

I prefer teaching through examples because from my experience it expedites the learning process. Let's take a trip down memory lane and let's think of the last time you purchased something online.

Before you started typing you already had an idea of what you were aiming for which is *phase one* of the search cycle referred to as general search.

The web user may not come up with the perfect pair of keywords that'll deliver to them exactly what they're seeking in this phase, but the general keywords will allow them to get one step closer.

So, let's go back to the previous example about the last time you purchased something for someone. During last holiday season for example, I asked my dad what he wanted for Christmas and he gave me the generic response:

"It doesn't matter; just get me something I like son."

Since dad was making life more difficult for me I reflected on some phone conversations we had earlier the year.

I remembered one conversation in which he talked about how he no longer likes the coffee in the local café he frequents and how he needs to get his own coffee maker.

A light bulb moment immediately went off in my head and I pulled up Google to do a search on "coffee maker."

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Take a step back and don't listen to me but think for yourself. You hear it so many times that it's not a good idea to optimize your site

for general keywords. Do you often use general keywords to help find content online? If so, do you use them because you don't know exactly what you're looking for or do you use it because you want to check out a variety of sites? Think about this question and write down your response somewhere on a piece of paper. Brainstorming how you engage in the search process will help prepare you for picking proper keywords.

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The next step is to refine the search for clarity. If I'm looking to purchase an item that I know very little about then it's rare that I'll pick the right search phrase the first time.

I'll need to analyze the general results and then refine my search query based off the content I'm shown. This is the process that many web users utilize when they're trying to narrow down the results.

Going back to my example, after I entered "coffee maker" into Google I was naturally shown a large amount of products and had no idea what to get. Then, I remembered that my dad like electronics that not only functioned well, but also had nice design. Therefore I decided to look for a *green coffee* maker as that's his favorite color and he's also one of those go-green enthusiasts.

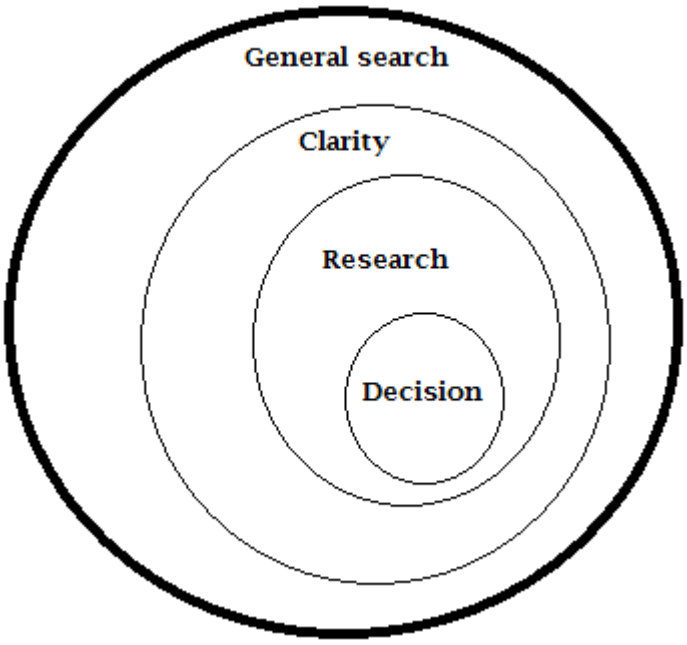
After refining my search to "green coffee maker" I was still overwhelmed with results so I decided to enter the third phase of the cycle which was research.

I decided to check out some of the features of the various coffee makers to see which one has more value for the price since I never liked the idea of paying more for something that didn't warrant it.

After I conducted my research I was left in the final phase which was decision. I could purchase one of the three coffee makers I was deciding on, or I could just stop researching and decide to get my

dad a different product. I decided to purchase *Cuisinart DCC-1200* Coffee Maker in metallic green and called it a day.

I was happy that I did because my dad ended up liking it a lot. You can see the process illustrated in the diagram below:



The perfect search query I needed was “Cuisinart DCC-1200 Coffee Maker in metallic green”, but it took me several minutes to get that “long tail keyword” as I had to complete all four phases of the search cycle.

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Time to reflect: What keywords are you using to sell your products/services? Are you optimizing your site for general keywords or are you optimizing them for keywords that will bring more targeted visitors? Do you feel what you’re doing is helping you reach your business goals? If not, then it’s time to get in the mind frame of re-optimizing your site.

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The perfect formula for maximizing success

Method (I): The Perfect Intersection

The ability to switch gears from searcher to marketer will help your keyword planning process go more smoothly. If you enter the marketing phase with the searcher in mind then this will help you to better optimize your site.

A question you need to answer is will your website meet your visitors' expectations? I'll recommend imagining a user navigating your site for the first time.

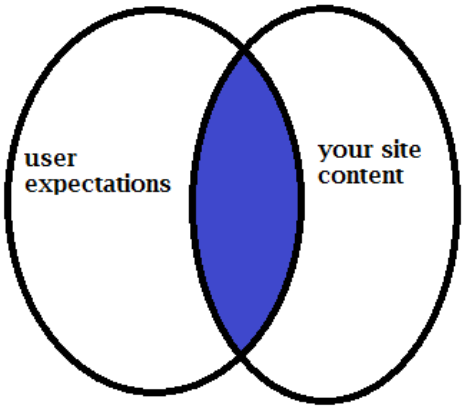
How did they get there? Most webmasters have their go-to internet marketing method which brings them their highest number of visitors. It could be banner advertising, ppc, facebook marketing, etc. If you don't know what your number one traffic source is then I'll recommend investing in my Google Keys course which will teach you about Google analytics.

Once you found out what it is I'll recommend imagining the user navigating from it to your site. Once they're there "visualize" them using your site.

Do you think your site meets user expectations? You could have some nicely written content but if it's not what they're expecting then it doesn't serve them much use.

Going back to my example about the coffee maker when I clicked on a search result that had "green coffee maker" in the title, but failed to show one I ended up clicking away quickly as it was of little relevance to me.

That's something that you do not want because it will kill your conversions. Below is a graphical depiction of what you should be aiming for.



This is a Venn diagram that has two parameters which are “user expectations” and your “site content.”

For optimal conversions where do you think your site content should fall between? The answer is within the intersection or the blue shaded area.

This is where the user’s expectations collide with your site content which equals success. Just think about it, when you surf the web do you stay on a page that doesn’t meet your expectations? The answer is NO!

Now, think to when you found a page that did meet your expectations. Were you more likely to stay there? Were you more likely to complete an action such as signup to a newsletter or order a product? The answer is YES.

Method (II): Interstate of keywords

Are you familiar with the Interstate Highway System? If not, then I’ll save you some researching and tell you that it’s a network of interconnected freeways that was advocated by President Dwight Eisenhower.

It has many uses but the one I’ll concentrate on is to help travelers get from one location to the next quickly on land.

While a commuter is driving they'll see various roads that they must get on until they arrive at their destination.

The roads are analogous to the cluster of keywords you're using to help guide visitors on your site, while the destination equals the end result that your visitor takes such as signing up to your newsletter or purchasing something.

Most websites are not one page sites, but are like multi page terminals that guide a client from one point to another. If the keyword that the user used to find a site appears not only within the text but in the images, video, or audio throughout the site then this will help the user "bond" with it and which is exactly what you want.

However, if a website doesn't contain the correct keywords that the user is looking for then they'll feel like they are traveling in the wrong direction and will change their route or navigate away from the site.

Therefore, instead of using one keyword throughout your site you should be using an array of keywords that are all related to the main keyword you're targeting.

Method (III) Keyword elucidation

Optimizing your site for visitors' expectations is a beautiful marketing strategy to follow but the million dollar question is how exactly can you do this?

The secret formula I use is called "keyword elucidation." In this method you build up a *virtual profile* of visitors that come across your site which you can do in one of two ways.

You can use quantitative analysis by conducting surveys which I prefer. Even though I like surveys I can't deny that participants tend to provide inaccurate information.

How do I know this? I ran several successful surveys in the past and I used the method of *gifting* to promote it.

In other words, if you fill out this awesome survey then I'll provide you a free downloadable gift via email.

Unfortunately, a relatively large percentage of users (20-35%) end up submitting junk information to the form like: "kdhbshdhndjnjsnjjnj."

Another 20-30 percent end up submitting inaccurate information to mislead you, and the remaining percentage of users submit accurate information. As you can see not many web users end up submitting accurate data, but I'm ok with that because those that do allow me to have insights into my niche that NONE of my competitors have which is a large competitive advantage.

If you want to use quality software to administer surveys then I'll recommend using limesurvey. I have used it in the past and I personally think it's an excellent piece of software.

Alternatively, you can get highly accurate data by using a quality analytics program like Google Analytics. There is a ton of amazing data that you can extract about your visitors using GA such as:

- Age
- Gender
- Interests
- Language
- Location
- Behavior
- Browser

In addition to building a virtual profile you can analyze how your web visitors are finding your site. You may think that they are typing in the exact keyword phrase you're optimizing your site for, but if you look into your GA keyword reports then you may be surprised. The beauty of analytics is that you can soon stop guessing what you "think" is happening on your site as your data will reveal what's really going on.

Module II: Demystifying the Magic behind Keyword Tools

A fatal mistake that many beginner webmasters make is investing in keyword tools without knowing how they truly work. I'm a firm believer in understanding how marketing tools work as doing so will allow you to exploit them to your fullest.

There are many factors that you probably don't understand about the premier keyword research tools on the market, and not understanding them could be the difference between selecting a keyword that will generate profits for years to come and selecting keywords that will produce duds.

My objective is to answer common questions about keyword tools and to also demystify them as it's that important.

The Secret to how keyword tools work

Ever wonder where third party keyword tools get their data from? This was something that troubled me because I couldn't phantom how tools built by third party vendors could accurately estimate the traffic for Google, Yahoo, and Bing. Well, to answer your question they don't **accurately** determine the traffic levels for keywords, they just provide a **relative measure**. Let's think about this in a practical situation which is described below:

Let's say that a coder wants to build a keyword tool. Would you have any idea where they would start? Well, before they can get anything done they must find a database that they can perform data mining on. If they want the EXACT numbers from Google, Yahoo, and Bing then they will need access to their servers.

However, this is NOT going to happen for several reasons such as a breach in privacy for their users. Therefore, if vendors can't get data from the original source then where are they pulling the data from?

Well, it depends on the keyword tool. Wordtracker for example utilize smaller search engines such as dogpile and metacrawler.

They're able to do this because they have a business relationship with them. What type of deal do they have? I'm not entirely sure but I imagine that these search engines make a portion of their analytics available to Wordtracker so they can use the data to extrapolate keyword counts. The problem with this is several:

1. Wordtracker state that the database they use represents around 1% of US traffic. This is not surprising as dogpile and metacrawler are tiny compared to the top-tier search engines. You may be thinking:

   "I can use Wordtracker to estimate keyword traffic, and then multiply that number by 100 in order to accurately measure how much traffic it'll generate across the entire web."

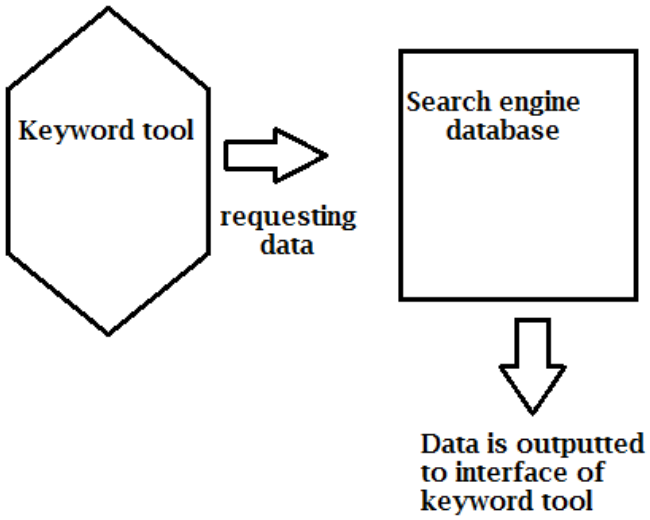
   This is definitely an inaccurate measurement. The reason for that is Wordtracker uses two small search engines and it's highly unlikely that the search volumes in their database will be perfectly proportional across all niches.

2. The data that Wordtracker and other third party keyword tools provide are relative measurements compared to absolute ones.

3. The keyword count is much smaller than other keyword tools as they under rather than over estimate.

4. The data that you get is slightly dated.

Below is a simplified illustration that shows how keyword tools should work in order to provide accurate information.



Even though keyword tools have their drawbacks that don't mean they're useless for your internet business. As long as you're conscious that keyword tools will NOT give you absolute measures then you'll have the right mentality when using them.

Why 95% of webmasters are wrong about keyword tools

When I was researching various webmaster forums to get an idea on what's the most popular keyword tool I discovered something peculiar.

Many webmasters tend to favor one tool over the other without clearly explaining why. My only conclusion is that they simply do not have a strong grasp on how to conduct effective keyword research. They simply input keywords and watch the tool spit back lots of data which they think is useful. That's rubbish! Keyword tools will always over or underestimate the traffic quantities for a particular keyword.

However, a good keyword tool will tell you exactly how they estimate these numbers, and will also provide you with insights on long tail keywords. In addition, a good keyword tool in my opinion

does not hook into Google's adwords api. This may sound like an odd statement but let me tell you that I've seen many popular seo tools that many webmasters claim are "so amazing" to suddenly stop working because Google makes a change in their api, or even worse, ban the software developer from accessing it altogether!

Google is very protective over their search engine as it's their best selling product so they continually make changes to their policies.

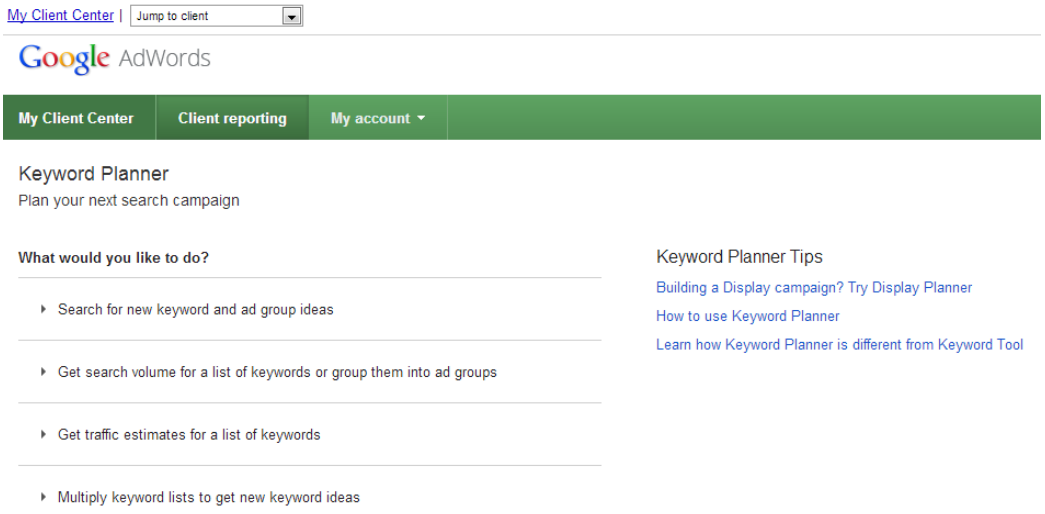
Therefore, tools that scrape data from Google will most likely become ineffective in the future as it's against Google's tos to use automated queries.

So, before you invest in a keyword tool make sure that you do your due diligence and find out how they're collecting information. Here is an interesting article that you can read from search engine land that talks about search engine tools that lost their effectiveness due to violating Google's api tos.

The ultimate Guide to mastering the New Google Keyword Planner

Since Google Keyword Planner has replaced the Google Adwords Keyword Tool (GAKT), I figured that it'll be best to start off explaining the differences between the two.

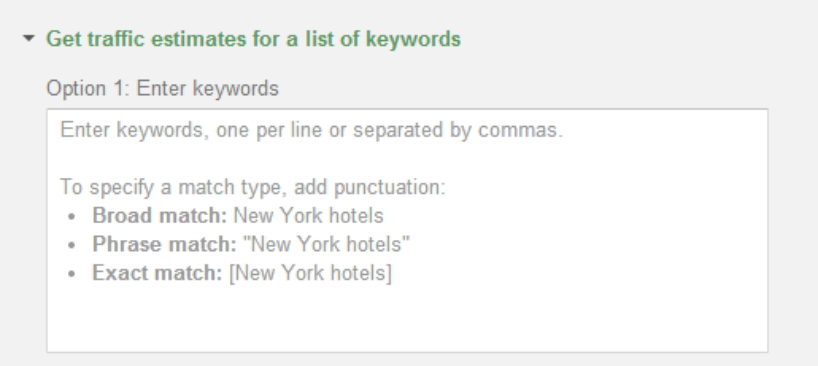
Change number one: In order to use Keyword Planner you must login to your adwords account here. You don't need to spend money on advertising in order to use this tool, but it's geared towards advertisers. Below is a screenshot of how the new interface looks:



Change number two: Exact type is the default search

With the old keyword tool anytime you typed in a keyword the *default search type* was "broad" search which is NOT the case with keyword planner as the default type is exact.

The purpose of this change is to provide webmasters with more accurate estimates of traffic. If you want to figure out what search type to use then use the traffic estimate tool as indicated in the screenshot below:



With the old keyword tool there was a considerable amount of overlap between the "broad" and "phrase" search types.

However, the traffic estimates tool has been updated to take this into account so it's a good idea to try different match types to see the different traffic estimates.

I understand that this may be confusing at first so I'll explain this using an example in the upcoming "let's play" section.

Change number three: No device earmarking

With the old tool you could research keywords by device type like mobile or tablet. However, with keyword planner this is no longer the case as all devices are targeted by default.

That means when you bid on a keyword you'll be targeting Desktop, Tablet, and Mobile devices. With that being said Google is acknowledging that they're working on an upgrade that'll allow advertisers to get traffic estimates by device type.

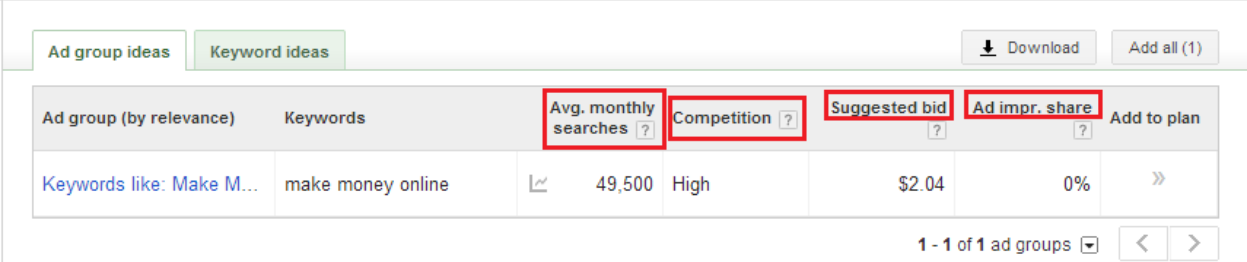
To read more about this read this article here. I believe the reason this was done was so advertisers will be displayed more results by the Keyword Planner.

Remember, the exact keywords are shown which shortens the amount of results that advertisers receive. If Google were to only make Desktops the default device type then that would lessen the results as a considerable amount of web users now use tablet and mobile devices.

Data that's too refined could be just as annoying as data that's too general which is why I believe Google integrated all device types by default.

Change number four: Updated data columns

When you use the keyword tool you'll notice that there has been several upgrades made to the data columns as highlighted in the screenshot below:



Here is an explanation of each highlighted item:

Avg. monthly searches: This estimates the number of people that have searched that exact phrase over a twelve month average. Keep in mind that this is simply an *average*, which means the monthly traffic for the keyword could be lower or higher each month than the average.

Keyword traffic is constantly fluctuating as it's influenced by many variables such as seasonality, current events, and market shifts.

It's always a good idea to stay on top of the keywords you're targeting… I almost treat mines like stocks!

Competition: This tells how competitive the keyword is relative to all other keywords across Google. In other words, if there are many advertisers bidding on the keyword then Google will tell you that the competition is high, and conversely if there are few advertisers bidding for that keyword then Google will tell you that the competition is low.

If the level of competition falls within both spectrums then Google will tell you that the competition is medium. Keep in mind that the results are dependent on the region and search network you select.

Suggested bid: This is what Google recommends how much you should pay per click for the keyword. This is only an estimate and your actually costs will most likely vary.

Google computes this number by analyzing the costs-per-click (CPCs) that advertisers are paying for the keyword, and also

factoring the geographic location and search network settings you've selected.

Ad impression share: Google computes this number by taking the total number of impressions you've received and dividing it by the total number of searches in the last calendar month.

Let's Play with Keyword Planner!

When I was roaming several webmaster forums I couldn't help but notice the discontent that many webmasters have with the upgraded tool. I've seen many comments like "it sucks" and that they wish Google would've kept the original tool.

I couldn't help but disagree as this new tool is miles ahead of the old one. With Keyword Planner you can search for new keywords, get search volume for keywords, get traffic estimates for keywords, and multiply keyword lists to get new keyword ideas.

The new tool is quite an upgrade so it'll take some time to get use to, but once you do you'll soon forget about the old one.

The main benefits of using Keyword Planner

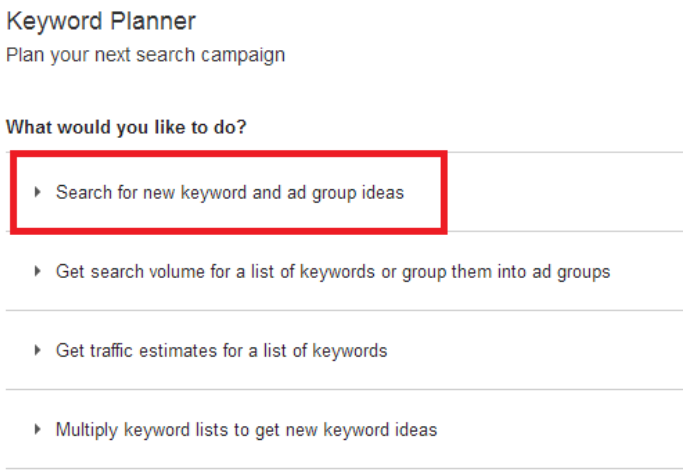
High depth keyword research: Do you have a couple of general keywords to start with but need help finding more targeted ones? Or, do you have no idea on what keywords you should use to optimize your site? The Keyword Planner has the tools you'll need to accomplish this.

Analyze historical statistics and traffic estimates: You can make use of the statistics like search volume to decide which keywords you should use for new or current campaigns.

You can get many metrics such as estimated clicks so that you can guess how a keyword may perform with your bid and budget. This can help you to decide your seo marketing plan.

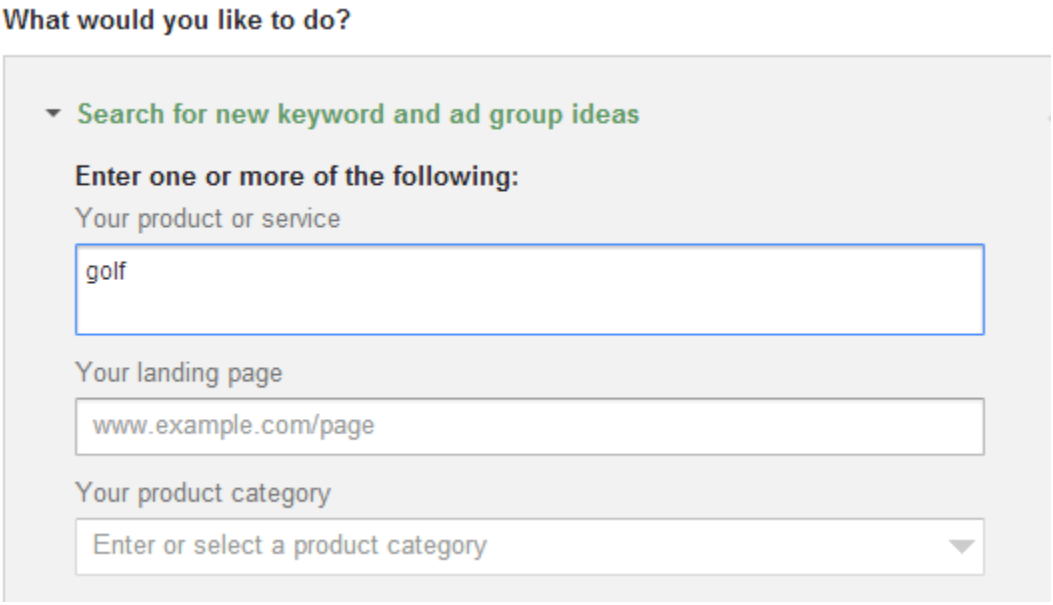
How to use the Keyword Planner

The very first option you'll see is highlighted in the screenshot below.



Let's say that I'm interested in starting a website in the "golf" niche, and I want to build a little portal site that sells a series of information products about it.

Simple enough, where should I start? If you have no idea then simply enter "golf" in the form below as indicated in the following screenshot:

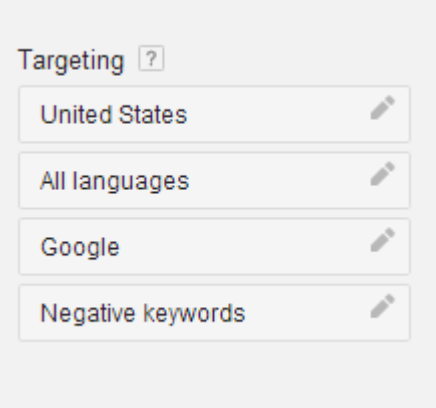


If you have a website done then you can enter your landing page and the product category in the appropriate fields so that Google will provide more relevant results to you.

In addition, there are other parameters that you can modify for your Google ppc advertising. Under the "targeting" column the four parameters you can modify are:

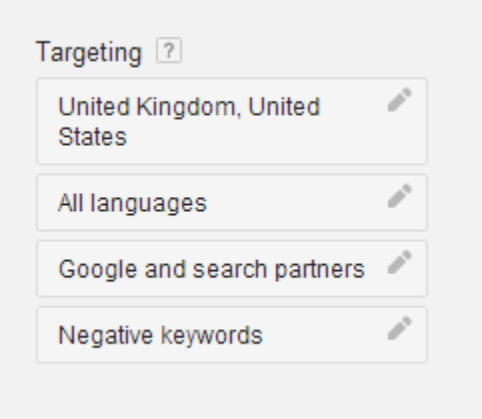
- Location
- Language
- Search network
- Keyword filters

The metrics are shown in the screenshot below:



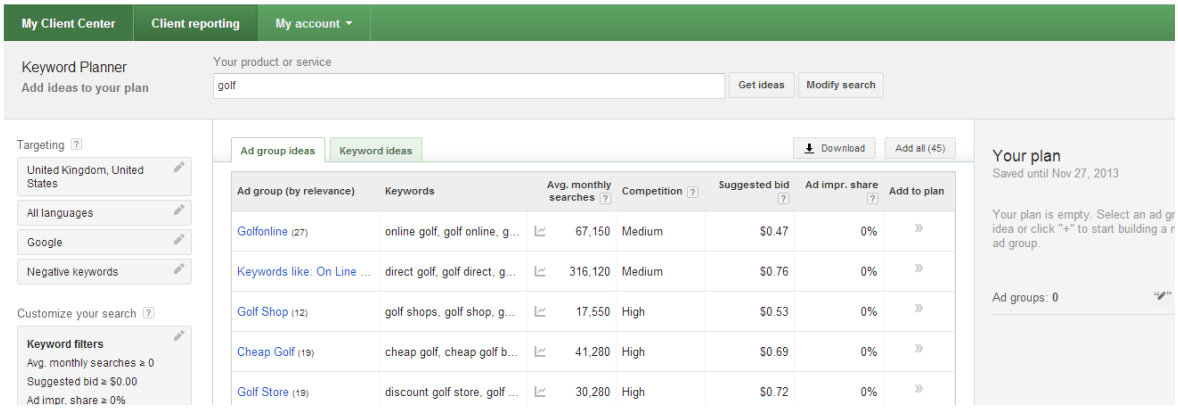
In this example I'm going to target United States and United Kingdom. I can add an additional country by clicking on the pencil icon.

As for the search network I'll modify this to be "Google and search partners" as I want to reach the widest amount of web users possible. Here is how my updated targets look:



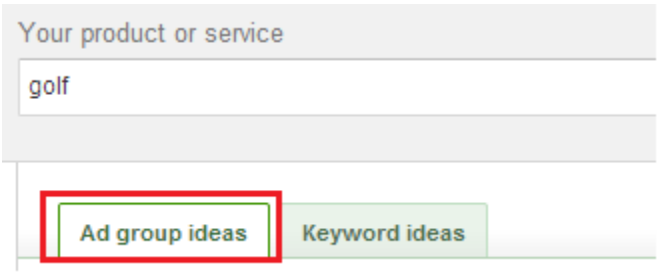
Keep in mind you can always modify these parameters later. The last parameter you can modify under the targeting option is "negative keywords" or keywords which your ad will NOT show up for.

Negative keywords are not a priority for me at the moment so I'm going to click on the "Get ideas" button. Below is a screenshot of what I got:



Get familiar with this interface as you'll be doing a lot of keyword research with it and it'll provide you with deeper insights into your market.

By default, the ad groups are shown which is highlighted in the screenshot below:



This is a cluster of related keywords that Google provides you with upon entering the search term. I'm going to navigate through this list and look for keywords that would better fit my site.

If I can't do that then I'll have to find another keyword to plug into keyword planner that'll hopefully provide better results. Luckily, I won't have to do that as I have several keywords that fit perfectly with the scope of my site. There are no tools that magically tell you:

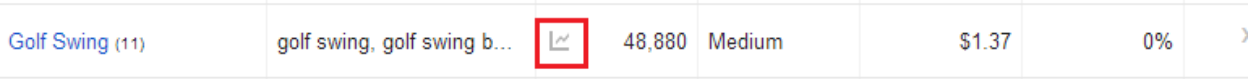
"Hey friend, this keyword will work perfectly with your website so use this when optimizing your site."

This is something that you as the webmaster have to determine.

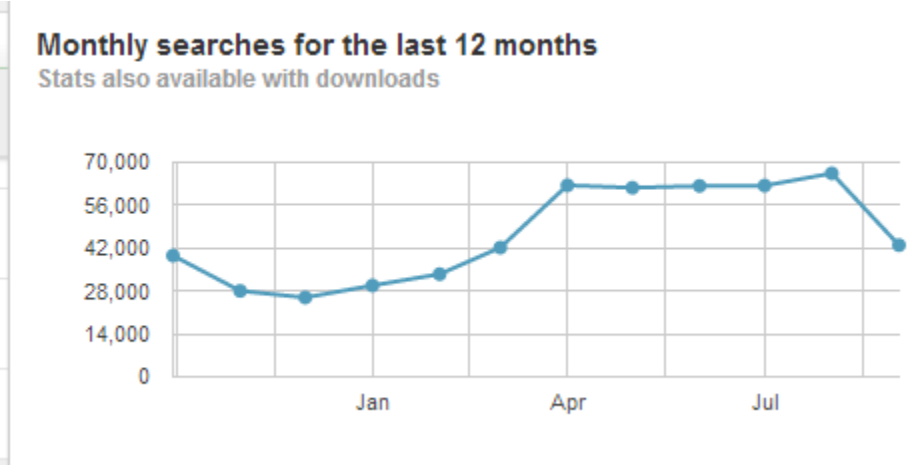
Keyword shopping cart

The keyword group that I plan on analyzing further is “Golf swing.” Just to give you a heads up the Keyword Planner comes with a neat feature that allows you to graphically view traffic trends of keyword groups, or individual keywords.

To view the trends simply click on the graph icon that’s located to the right of the keyword list as highlighted in the screenshot below:



If you point your cursor over the icon you should see a graph pop up as indicated in the screenshot below:

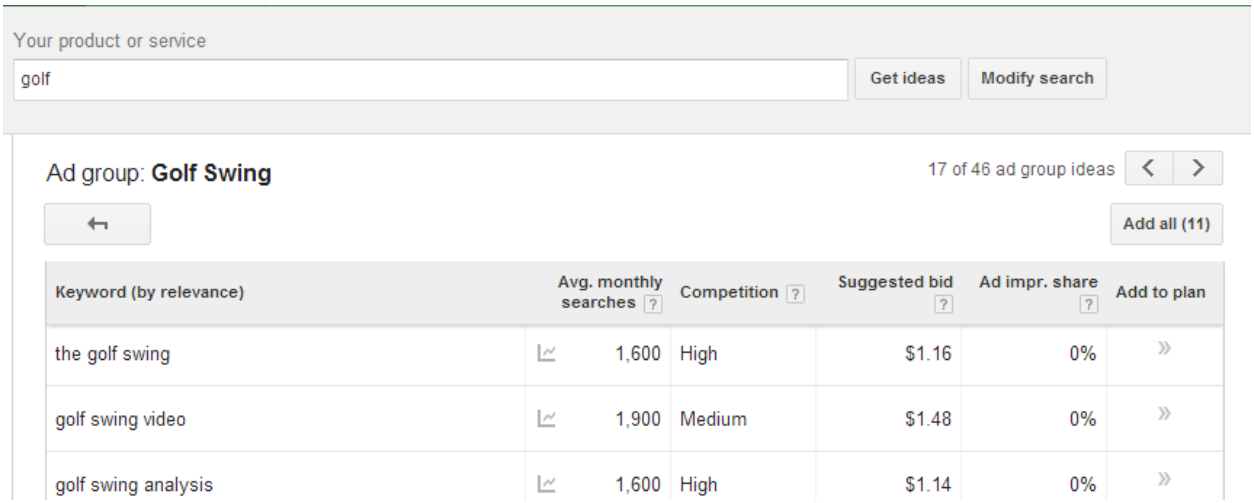


I would recommend looking at the search statistics for each keyword individually as it may be difficult for you to draw conclusions when there are too many keywords clustered together.

However, if you plan on implementing a ppc campaign in which you target many keywords simultaneously then it would aid you to look at the keywords trends as a whole.

This graph shows the trends for all the keywords in the group combined but after clicking on the ad group you will see the keywords displayed individually.

Once there you'll see a list of keywords sorted by relevance as indicated in the screenshot below:



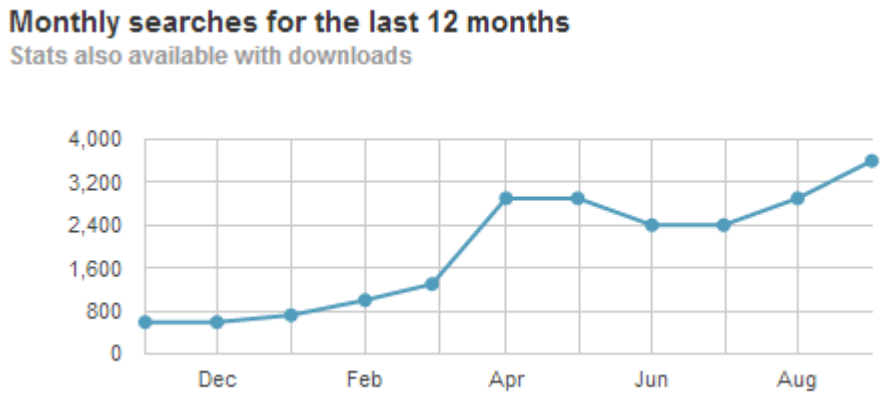
The keyword that I'm going to analyze is "golf swing video." The reason for this is the estimated number of monthly searches is not too low, and it's very relevant to the site that I wish to create.

Remember, I wish to sell golf videos and the keyword is very specific because the searcher is looking for videos on this subject. Does this keyword tell me that the searcher is looking for a product to purchase?

Not necessarily, but I'll feel that my job is easier in converting this searcher into a purchaser because they already have an interest in this subject.

All I need to do is develop a site that provides them quality information about a golf swing and then slowly but gradually convince them into purchasing my *15 step golf swing mastery*

videos. While I'm at it I'm going to take a look at the statistical history of the keyword which is indicated in the screenshot below:



As you can see the traffic levels are lowest from November through March, and it starts picking up from April through September. This coincides with my market research as individuals tend NOT to play golf during the colder months compared to the warmer ones.

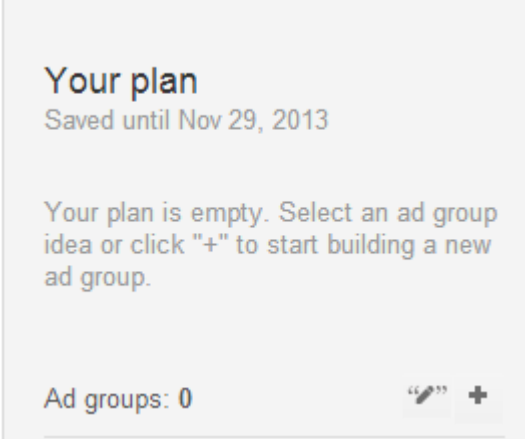
I would highly recommend analyzing the monthly searches and making sense of it. I would never recommend blindly believing data, but to draw inferences based off your knowledge of the market.

After analyzing the keyword I decided that I'll use it to optimize my site.

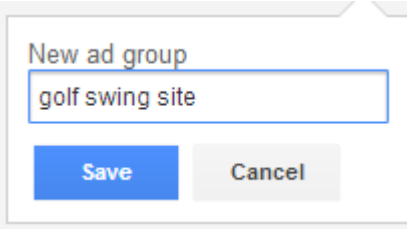
How to create groups

The Keyword Planner has a neat feature that allows you to save and store keywords in your account. This effectively replaces the need to download and open keywords into a spreadsheet program.

So, the first thing I'll recommend is creating a keyword group which is indicated in the screenshot below:



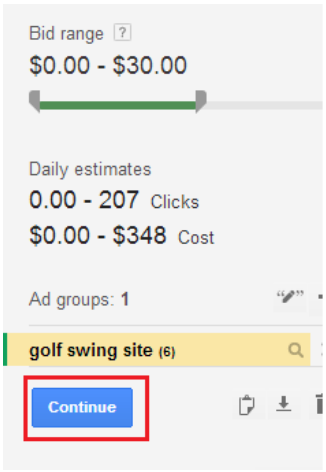
To create groups click on the “plus” icon, and to edit the group click on the “pencil” icon. I’m going to create a new ad group named “golf swing site” as indicated in the screenshot below.



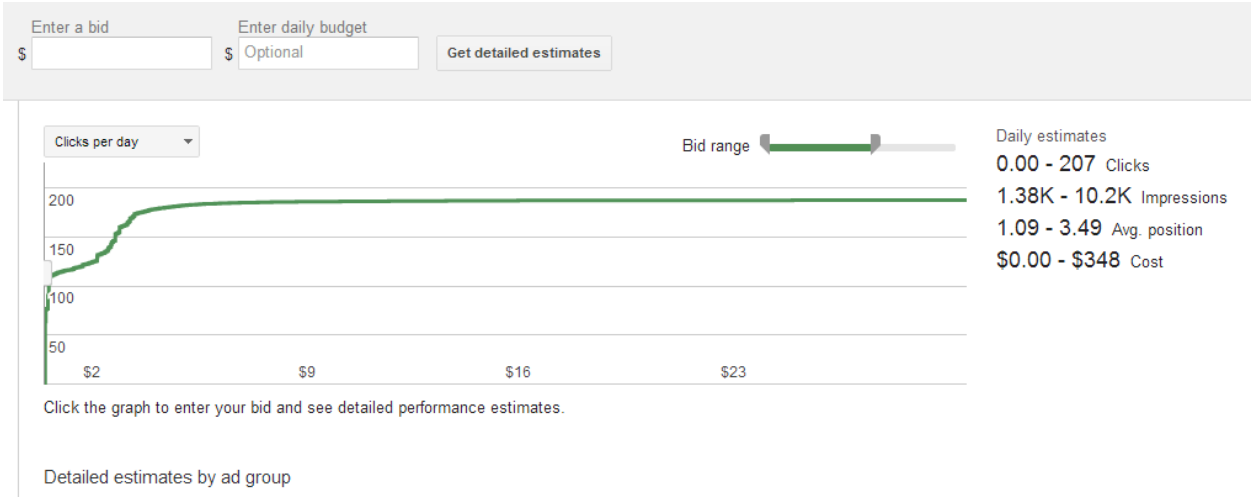
Ok, I’ve created my group so the next thing for me to do is to add the keywords to my shopping cart. All you need to do is click on the arrow underneath “Ad impression share” as highlighted in the screenshot below:



Once you click on the arrow the keyword in that respective row will be added to your plan and your cost estimate will be updated. To get more granular with your results you can click on the blue continue button highlighted in the screenshot below:

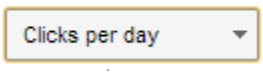


The Keyword Planner will then take me to this portion of the interface indicated in the screenshot below:



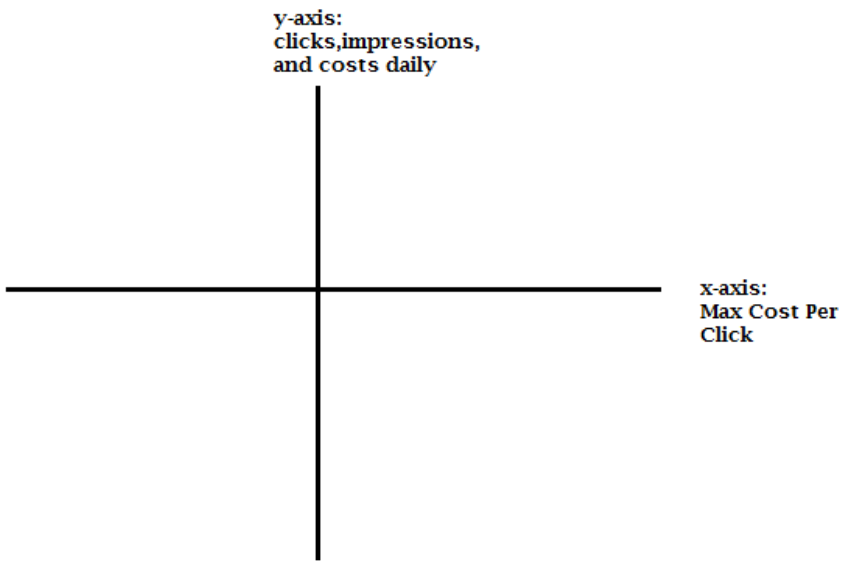
This is extremely useful as it allows you to estimate clicks, impressions, and costs daily.

The default measurement will be “clicks per day” but you can easily modify this by clicking on the dialog box as indicated in the screenshot below:

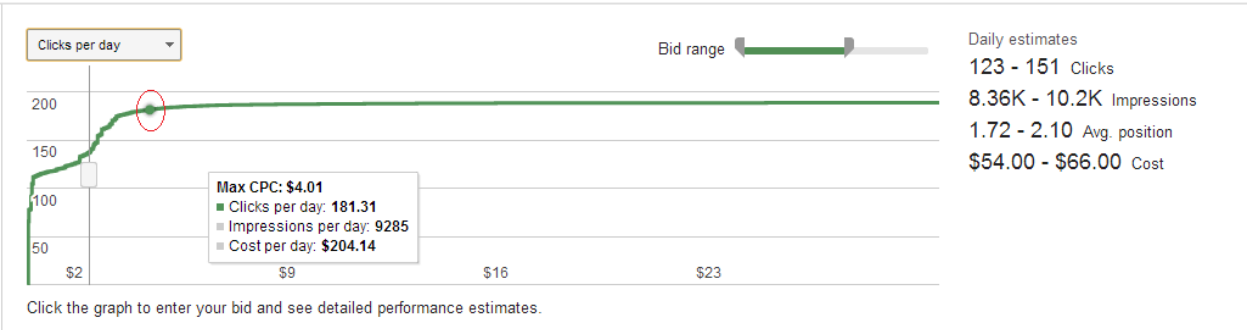


This feature only becomes useful if you know exactly how to use it so let’s play with it a little. The first thing you should do is understand what each variable of the graph indicates.

Remember in grade school we learned about the [two dimensional Cartesian coordinate system]? You learned that graphs have an x and y axis and that the y variable is dependent on the x variable right? In the illustration below I simplified the Keyword Planner:

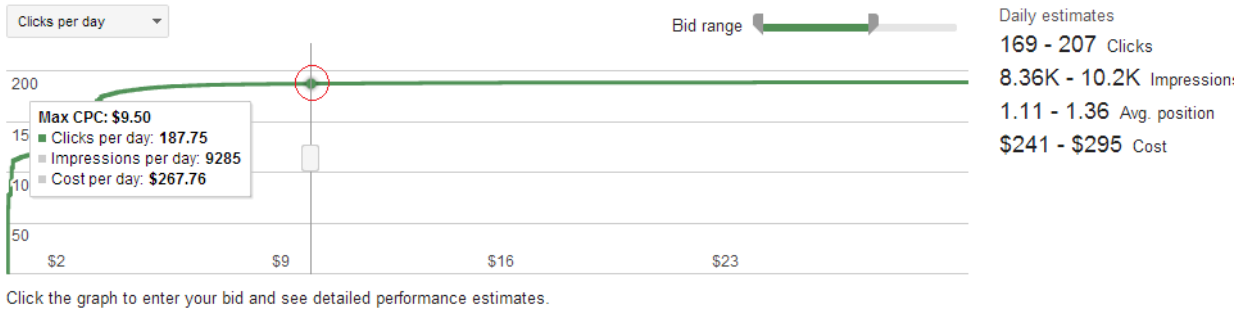


To play with this graph you should move your cursor along the x-axis and see how it affects the changes in the clicks, impressions, and costs per day as **circled in red** in the screenshots below:

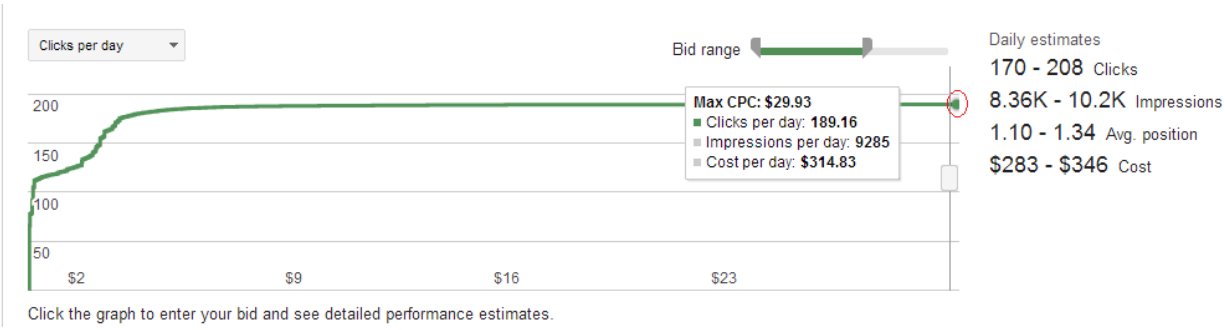


More importantly, you should compare one Max CPC to another Max CPC and analyze the differences between them. You don't want to pay more if you don't get better results correct? So, I'm going to

compare the current Max CPC ($4.01) to the Max CPC of $9.50 as indicated in the screenshot below:



As you can see, your budget will increase from $197 to $229, and your clicks will go up from 46 to 56. Out of curiosity, I'm going to increase the max cost per click to $29.93 and see how the stats change which is illustrated in the screenshot below:



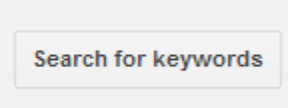
As you can see the only noticeable difference is the change of price as the clicks and impressions won't change much. Why this the case?

Well, if you compare the average position stats you'll see that the ad position didn't change much so after a certain price point your traffic increase will be minimal.

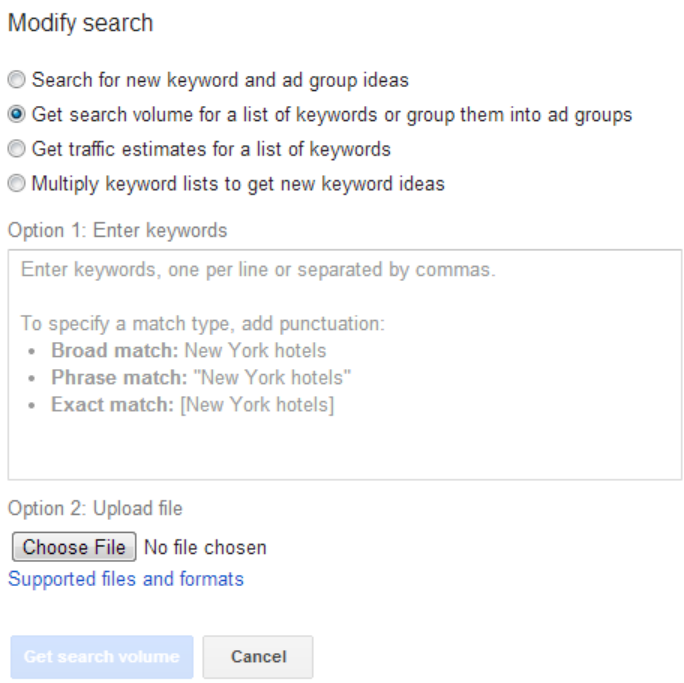
This is obviously important when you're thinking about advertising on adwords as the key to getting optimal results is to minimize your expenses and maximize your results.

Enter Keyword Lists

The the next feature I want to experiment with is getting multi search volume estimates for keywords. To do this I'm going to click on the "search for keywords" icon as indicated in the screenshot below:

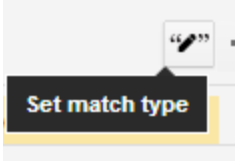


A dialog box with several options should pop up as indicated in the screenshot below:

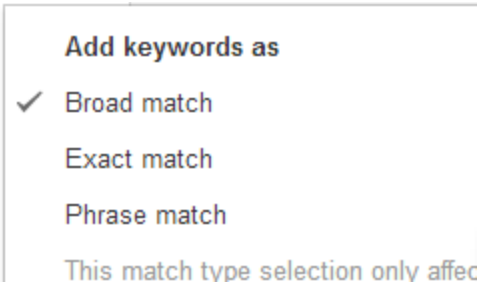


Click on the "Get search volume for a list of keywords" option. You can either upload keyword sets or enter them delimited by a comma. Here are the file types that Keyword Planner allows you to upload.

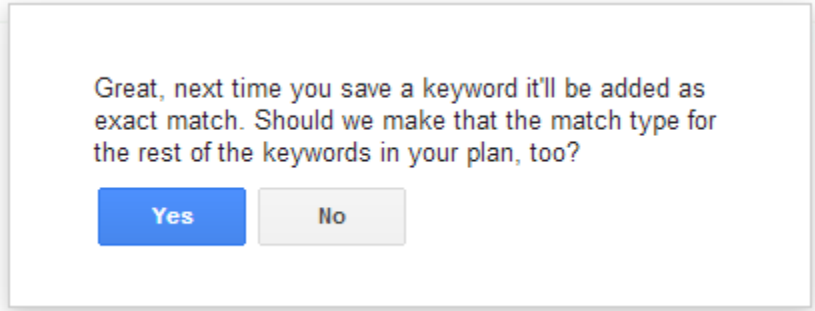
This feature provides traffic estimates for the keywords you enter. You can consider modifying the search type to get different estimates. Simply click on the *set match type* icon as indicated in the screenshot below:



The default search type is “Broad match” as indicated in the screenshot below:



You’ll be able to modify the type by clicking on the one you want. Upon doing so you should get a notification asking you if you would like this change to affect all the keywords in your plan as illustrated in the screenshot below:



Click yes to have the changes propagate throughout your entire keyword list. Upon doing so you should see your traffic and daily cost estimates reduced significantly.

The reason for this is because web users are less likely to type in an exact search into Google.

Exact matches mean that the user has to type in those keywords only, while a broad match means that the search just needs to have the keyword in it (additional keywords are allowed).

Multiply keyword lists

Do you have a list of keywords and want to merge them? Great, Keyword Planner takes care of that for you! For example, let's say that you have the following.

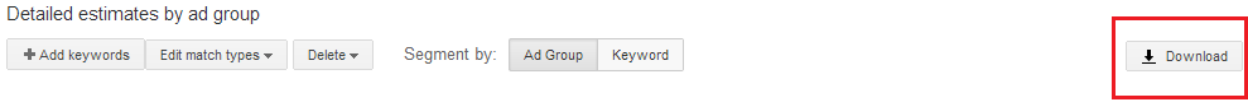
List 1	List 2	Multiplied List
cheap	golf	cheap golf
discount	golf course	cheap golf course
		discount golf
		discount golf course

This is how this feature works and it's useful if you have keyword lists collecting dust on your computer, and you want to use them to generate new keyword ideas.

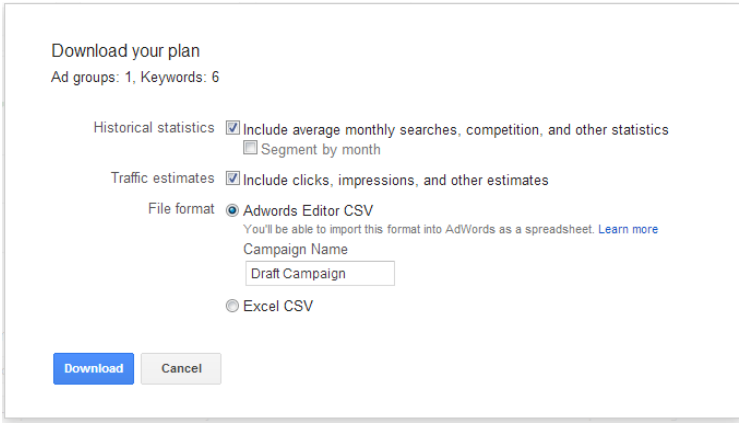
Download Keyword Lists

As mentioned previously Keyword Planner allows webmasters to save their keyword lists, but if you want to download a copy it's very easy to do.

You should see a download button in the same row as the *detailed estimates by ad group* highlighted in the screenshot below:



Upon doing so you should get a dialog box to appear indicated in the screenshot below:



You can segment the list by month or you can choose to get the average monthly stats.

In addition, you can choose to download the file in Adwords editor CSV, or you can download it in Excel CSV. You can find out more about Adword's compatibility with CSV files here.

100% accurate keyword estimates

Even though I recommend using Keyword Planner I want to remind you that the numbers are not one hundred percent accurate as they're simply estimates and averages.

There's only one proven method to getting accurate search counts for keywords quickly, which is to put up Google ads for that keyword.

You can spend all your hard earned money on the newest keyword tools but it won't give you the accurate numbers like running your own ad will.

I'll recommend bidding high enough so that your ad will appear on the frontpage of the paid results, and then I'll recommend recording the impressions per day as this is the live daily search results.

I wouldn't recommend making your ad copy attractive as this will cause your clicks to increase which will deplete your funds. In addition, I'll recommend creating a throwaway account so that the low click through history won't affect your other campaigns.

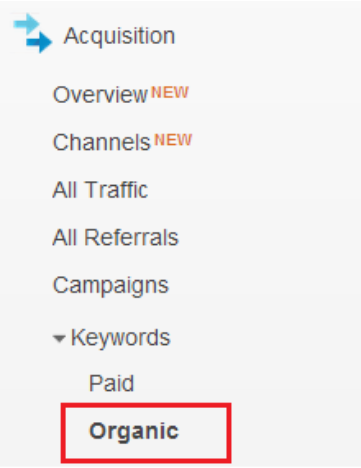
However, if you do get clicks make sure to analyze them in Google analytics so you can learn more about the quality of the keyword.

If you get a high bounce rate then that tells you that many visitors are leaving your site which should be a **red flag** that either your website is not optimized for optimal conversions or that the keyword is not worth targeting as the searchers will not convert.

Hot Keyword Tip: The Magic Keywords

Are you getting traffic from odd keywords in Google Analytics?

You can check this by logging into your account and click on the Acquisition ->Keywords->Organic, as indicated in the screenshot below:



By accessing this metric you'll be able to see the organic keywords that users are utilizing in order to find your site in the search

engines. Once you find them I'll recommend analyzing them in Keyword Planner. Do the keywords have good search numbers? Where are you currently ranked for that keyword in Google?

Do you think it'll be worth your time to increase your site to the number one spot for that keyword? These are important considerations that for your search engine marketing.

Module Three: Hard to find keyword discovery methods

Wikipedia

Were you ever interested in ranking for a keyword to find that the number one spot belongs to Wikipedia? I have, and if you've ever done market research I'm sure you have as well.

It may be discouraging because Wikipedia is a very authoritative website but after I reveal this method that may soon change. Use this tool to estimate how many page views the wiki page gets.

You can then cross reference this tool with the results you get from Keyword Planner to help decide if the keyword is worth competing with Wikipedia.

In addition, you can use this tool for more possible keyword ideas. Here are the top 1000 keywords in Wikipedia.

Twitter

Everyone knows Twitter as the popular micro blogging service, but I see it more as a research tool. If you ever *followed* someone then you have most likely saw # next to certain tweets, like #blackfriday for example.

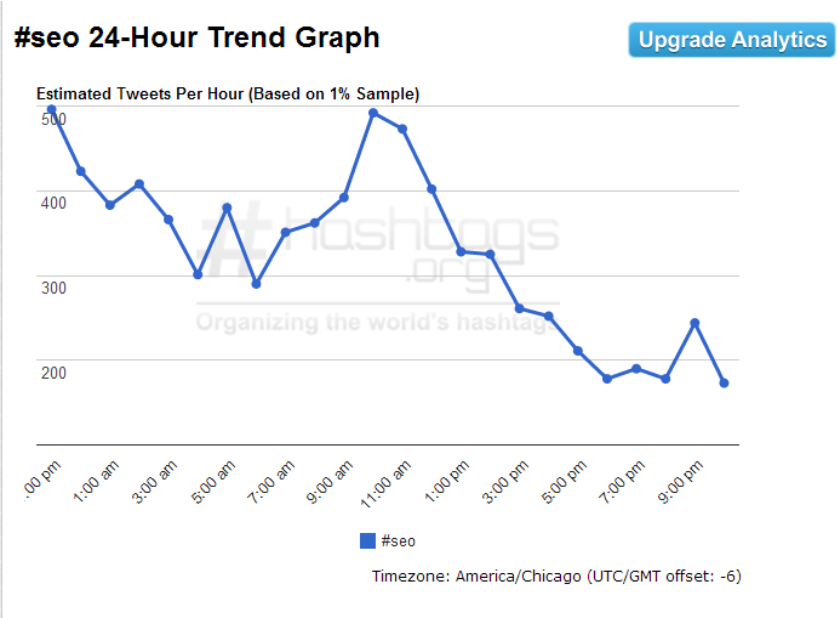
These symbols are called *hashtags* and they help users to spread and organize information on Twitter. There is so much disorganized information flowing around on Twitter so hashtags were invented to help keep topics centralized.

For example, hashtags are a commonly used mechanism for individuals hosting events like conferences.

The event organizers encourage Twitter users to use the tag in every tweet about the event so that those following it will be able to read all thoughts and comments about the subject.

So make to keep note of the hashtags that could make good keywords.

Once you find them I'll recommend entering the keyword in Hashtags.org. Here are the keyword trends for "seo" as illustrated in the screenshot below:



In addition, there are a host of other Twitter analytic tools that you can use for keyword discovery. You can search the Twitter database by going here.

It's about the blog baby!

Blogs are an incredible resource for conducting market research. One, they're a major focal point of industries.

Consumers are constantly posting comments and opinions about products and services on blogs.

A strategy I use to make sure I'm up to date with industry trends is to monitor established blogs. What constitutes an established blog? My three criterions are:

- Traffic
- Comments
- Frequency in which the blog is updated

If a blog updates just once a month then it'll be difficult to consistently get relevant industry news, and if it updates daily but get 3 comments a week then it'll be difficult to extract consumer insights.

Therefore, it's crucial that you monitor blogs in your industry that meets these standards so that you can get the most out of it. An easy way to do this is to utilize Technorati which is a site that categorize blogs by popularity.

Also, don't forget about popular niche forums as they can be just as helpful. Navigate popular niche forums and pay attention to *buzz words* and jot them down for future reference.

To find popular forums in your niche simply use the query "keywords forum."

For example, let's suppose you're interested in tapping into *online gambling*. The appropriate query to enter would simply be: "online gambling forum." In addition, here is a Wikipedia list of popular internet forums.

The top blog posts method

There's a sneaky little method that'll allow you to discover the best topics to blog about in your niche.

A simple way to do this is to research the *top blog posts* for a blog. For example, every year popular blogs tend to do a roundup or summary of their most popular posts.

Discovering this is simple, just type: "website name + most popular posts (insert year)."

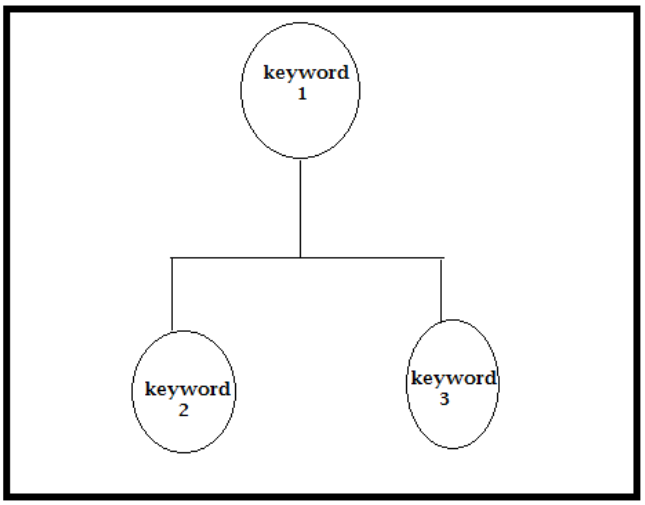
For example let's assume the website name was "randomblog", and you want to discover the most popular blog posts for 2012, simply type in this query: "randomblog most popular blog posts 2012."

You can keep modifying the year to see if you get different results. This is a good method to use you want to be aspired to write about new topics.

The keyword balloon

All you need to get started with keyword research is a tiny list of keywords. Once you have 3-5 keywords you can easily expand this list into the hundreds using my time-tested keyword expansion methods.

The expansion process is very simple and is depicted in the illustration below:



Once you have one keyword you'll be able to extract more keyword ideas from it, and then from those you'll be able to extract new keywords and so on.

Technique number one: Thesaurus

This is such a simple method that the average webmaster simply overlooks it. Do you have a thesaurus somewhere in your house? If so then grab it and start inputting your general keywords in it.

If you don't have a physical thesaurus there are alternative routes you can take on your computer. Consider using the built in thesaurus in Microsoft word.

To access it simply slick on: review -> thesaurus. If you don't like using the built in thesaurus then you can consider using an online thesaurus like the one found here.

Below are the search results for the term "software."

operating system	program	spreadsheet
freeware	groupware	shareware
application software	bundled software	courseware
file management system	presentation software	

My advice is to not take synonyms and plug them back into the thesaurus as you'll simply get an overlap of results which wastes time.

You can use a new online thesaurus to find out more synonyms for your keyword, or you can plug in definitions from the first thesaurus into the second one.

Here's another online thesaurus I'll recommend. Here are the extracts for the search term "software" in the second thesaurus.

computer software	software package	software program	software system	package	computer science	computing	code
alpha software	authoring language	beta software	compatible software	computer-aided design	CAD	freeware	groupware
operating system	OS	computer program	computer programme	programme	program	subprogram	subroutine
procedure	routine	function	shareware	shrink-wrapped software	spyware	supervisory software	software documentation
documentation	database management system	DBMS	upgrade	computer hardware	hardware		

As you can see the second thesaurus includes a lot more results, but some of these definitions can easily be interpreted for something else in every day speech.

Therefore, it's always a good idea to navigate through these definitions before adding them to your keyword list. Once you have extended your list using this method make sure to research them in keyword planner to see if it'll be worth your time to target it.

This is a very simple method to use to extend your keyword list which is why I highly recommend it.

Plural & Singular

This is another technique that'll only take a few minutes of your time. You just need to analyze the list of keywords that you have and see if they would benefit from a plural or singular variation of it.

For example, if your keyword was "video game" then you can consider making it plural or "video games" and then add it Keyword Planner to see if it'll reduce or increase the number of results.

Many keyword tools include singular and plural variations of keywords by default, but it's not uncommon for them to miss significant ones so this is something that I'll recommend checking.

Those not so pesky misspellings

There's no doubt that certain words are easier to spell than others. As you analyze your keyword list you should make note of the keywords that you have a hard time spelling.

If you constantly need the help of the auto correct feature then this is the type of keyword I'm talking about! The best way to derive the correct misspellings for keywords is to spell them out yourself on the qwerty keyboard, and then create a separate keyword list for the misspelling variations.

It only makes much sense to target misspellings for highly trafficked keywords that are difficult to spell. The reason for this is if you decide to target a misspelled long tail keyword then the traffic you'll get from it will most likely be unnoticeable.

In addition, if you would like to look up the common misspellings of your keyword then check out this helpful tool here.

Also, for statistical purposes here is yourdictionary list of the top 100 misspelled words.

Info please has a list here which is slightly different than the one listed in yourdictionary.

If any of your keywords contain these words then it's imperative that you make a keyword list for the misspelled variations.

Prefixing

In the context of English grammar think of prefixes as words that are placed before another. Therefore, what you should do is analyze your keyword list and think of all of the possible words that could come before it.

You'll have to imagine your ideal searcher behind their computer typing in the keyword. Most web users will not just type in the general keyword, they'll usually add either some prefix or suffix to it.

Let's use the keyword "car" for example. What might be some prefixes that web users attach to this keyword? I have listed some examples in the table below:

used car	**new car**	**sedan car**
certified cars	used truck	certified used cars
mazda cars	hyundai cars	classic cars

This is an excellent example of keyword expansion as typically one idea may lead to the next and before you know it you have successfully expanded your keyword list in very short time.

If you're having some difficulties figuring out what to use as your prefix then simply add your general keywords into Google and read the title and meta descriptions for the first page listings to get a general idea.

If this still doesn't work then you can consider looking at the paid ads for inspiration. Even if you don't see any specific prefixes you may have "a-ha" moments that'll help you to think of clever prefixes to use.

Suffixing

Suffixes are the opposite of prefixes in that they come AFTER the keyword. Below are some examples:

car reviews	car prices	car models
car features	car buying	car ratings
car news	car purchase	car guide

There are tools that can help you aid in this but remember, computer programs can never replace the human mind.

You owe it to yourself to conduct some brainstorming and I'll highly recommend using Google to find niche sites that can give you ideas.

Read their homepage text and analyze the meta tags for ideas on where to start.

Keyword Stemming

This is a powerful technique for seo purposes and it works by taking the root base of a word and then expanding it in either direction.

This will increase the number possible combinations of keywords you'll have which will allow you to have better insights into your keyword lists.

Let's use an example to help illustrate this concept. Let's say that you have a keyword list that revolves around the keyword: "internet marketing".

Internet is the noun in this case so let's remove that and focus on the verb which is "marketing." The root of marketing is market, so how can we expand this? Well, if you think about it carefully there are three ways which is indicated below:

- marketable
- marketed
- markets

  Don't be overly critical of yourself during this process as the point of this is just to expand your keyword lists. If you can think of real words then you have done your job. Once you have expanded the root, combine it with other keywords to help create more specific phrases as indicated below:

  - internet marketable
  - internet marketed
  - internet markets

As you can probably see, two of these keywords don't really make much grammatical sense so more than likely they'll be of little use to you.

The only new keyword that we have derived from this stemming is "internet markets." Now, let's turn back to our noun "internet." What is the root for this keyword?

I suppose you can use “intern” but it wouldn’t make much sense to combine this root with the keywords in our list.

Conclusion

Congratulations for not only making a smart investment in your business but for also reading it. Now, the next step of the equation is to implement these strategies. Keyword research is the fundamental base for an array of internet marketing methods and a weak understanding of this concept is detrimental for your business. This e-guide shows you the most needed mechanics for taking your keyword research to a new level so that you can confidently start dominating your competition. Make a plan and then execute as you have everything you need is this nifty little guide.