Golden Keywords Supreme

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Recommended products and resources from Imutopia

The Game Plan

The main goal is to get quick search engine traffic to your site as soon as possible. My advice is to target low competitive keywords so that you can get quick rankings and then work your way up to more competitive keywords.

I think that once you actually get rankings and see visitors in your web analytic program that this will motivate you to stick with your online business. It can be very discouraging working hard and seeing little in return.

Before moving further I want you to think of a 30 day plan for your site. What are the traffic goals that you want to reach for your site? What are the monetary goals? Do you realistically think this is possible with your current resources and expertise? If not then modify your goals until you feel that they are attainable. List your goals in the box below:

30 Day Goals for My Site

Module I: Keyword Research Perquisites: Understanding the Basics Needed for Effective Keyword Research

In this module we will get acquainted with some of the tools and resources needed for effective keyword research. The tools/ resources needed are listed below:

- Free time
- High speed wifi
- Excel program / Word processor / Text file
- Research tools: Keyword planner
- Ant virus / spyware combo
- Coffee, snacks, etc

Time: Conducting good keyword research takes time and occasionally patience. You can complete this process in 5 minutes but I wouldn't personally recommend it.

There could be many variables that you overlook if you speed up this process and I'm constantly gobsmacked by the lack of time webmasters give this process.

Keywords are the fundamental basis to your online marketing campaigns. They should be used to:

- Figure out what topic to write an eBook about

- What topics you should blog about
- Which subject to develop an in-depth tutorial about
- Which phases to trigger the display of your Facebook ads

In other words, without the right keywords every subsequent step in the online marketing process is futile. Webmasters should start with low-competitive keywords and then scale their way up.

Most webmasters tend to start with hyper-competitive keywords which are like trying to catch a large fish in the Atlantic Ocean.

Sure, that fish may be big but you're letting greed cripple your rational thinking. How are you going to catch that one big fish within 41,000,000 square miles?

It's virtually impossible, and by doing so you're ignoring the abundance of small fish that you could have easily caught along the way.

So, the moral of the story is to start collecting smaller fishes as it will sooner or later add up to the size of the large one.

High-speed wifi: This is something that is heavily overlooked with operating an online business. When it comes to keyword research having a fast internet connection is crucial. If you're located in a rustic location or simply are unsatisfied with your current internet service provider then there are several solutions. Living in a modern society entails us to access wifi in a variety of places.

Here are some common and uncommon spots in which you will find free wifi:

- Coffee shops and cafes

- Public libraries and universities: If you live near a public library then there is a 99.9% that they will offer free wifi. In addition to free wifi most public libraries offer free computing to members with the appropriate identification.
- Auto repair shops (I was surprised too)
- Buses (Megabus and Bolt bus)
- Trains (Amtrack)
- Fast food establishments (McDonalds, Dunkin Donuts, etc)
- Hotels/motels
- Laundromats
- Museums
- Bookstores
- Grocery stores

To view a database of free wifi networks across the globe check out wefi here: http://www.wefi.com/maps/.

To view the available networks in a geographic area simply enter in the city name to view the available hotspots.

Having fast internet connection is a MUST and it's difficult not to find a hotspot around you regardless of where you live.

Excel program / Word processor / Text file: Since keyword research is a variation of datamining you'll need to store your data in some type of file. My recommendation is to store it in an excel file as its tabulated which makes organizing categories of content easier.

If you don't have Microsoft office then a quality open source alternative is called open office which you can download here: https://www.openoffice.org/download/.

If you want to add your keyword lists into a word document or text file then you can but you must remember that it will be much difficult to organize the content to the same comparability of a spreadsheet program.

Research tools: In order to conduct effective keyword research you will need to some research tools to collect some numbers.

There are a couple of ways in which you can gather data. You can either use online tools that provide estimates, or you can analyze niche related online databases like forums, blogs, and niche related shopping carts to gauge an estimate of the demand for a certain product/service in a niche.

You could also use major search engines like Google, Bing, Yahoo, Dogpile, and Duckduckgo to have a better understanding of the levels of competition that you will be up against. The standard tool I recommend for webmasters is Keyword Planner as Google provides it to their users for free.

Antivirus software/spyware combo: Even though Google has quality engineers it's still not without its flaws. There are many spam sites that are in fact indexed in Google. If you're doing datamining in Google for an extensive amount of time then more than likely you have come across some of these spam sites which can be in fact infected with malicious software.

The best way to combat this is to learn as much about computer security as possible. I would recommend investing in Imutopia's internet Security Secrets.

Until the meantime simply purchasing up to date antivirus software will go a long way to keeping basic viruses off your machine. Make sure to schedule a weekly maintenance run so that you can make sure the AV software database is up to date with the latest threats.

Now that the basics are covered let's get started with mining for quality keywords that gets us traffic and sales A.S.A.P.

Module II: The Ultimate Keyword Discovery Template

In this module we're going to create a sample keyword list that you can use to optimize your site, blog, forum, Facebook page web app, software homepage, or virtually any online property you own. Remember, the philosophy is to start small, capture quick easy rankings, and repeat the process to generate large streams of steady traffic. You haven't forgotten the big fish/small fish idiom already have you?

To make these steps comprehensive I'll show you the exact keywords I'm researching and the finished keyword lists as well. I would recommend picking a copy of Imutopia's award winning e-guide Google Keys. You'll learn how to use data from your web analytics to generate more efficient traffic campaigns for your site in the future.

Step One: Climb to the top of the tree

In this phase we want to figure out what our **broad keywords** are. We want to discover these terms to refine our target so that we can collect more specific or long tail keywords. It's very difficult to use specific keywords to derive more specific keywords.

Our best bet is to use a broad keyword first and then trim it down until we have those low-fat keywords to target. The broad keyword that I'm looking to target is *online business*.

Broad keywords typically contain 1-3 words. After we have identified at least one general keyword you would like to target we can move on to the second portion of this phase.

Step Two: Keyword Zigzag

Believe it or not having one broad keyword to expand may not be enough to gather quality data for your niche. It's definitely a good idea to try and look for two or more broad keywords so that you have a higher chance of discovering more long tail keywords that can bring you quick quality traffic.

If you need help brainstorming more broad keywords my advice would be to use one of the simplest heuristics for information gathering which is the Five W's.

This is the common technique journalists, researchers, and investigators use to quickly get a complete picture about a topic. I would highly recommend you use it so that you can have an *eagle eye* view of your market. Below is a sample Five Ws that I applied for the broad keyword online business.

Who would be interested in an online business? Without doing any further research my guess would be anyone that wants to *supplement their income* and *make some extra money*. What I have just described is something very similar to an *entrepreneur* or *self-employment*.

Some other individuals that I think would be interested in supplementing their income from the web is *stay at home moms*. I believe it's best to draw several different pictures of your potential target audience as there is no one-size fits all.

For example, someone like *Mark Zuckerberg* started an online business while he was an undergraduate student in his dorm at Harvard which is very different from our picture of stay at home moms.

What does a person starting an online business ultimately want? For example, they will most likely want to make money on the web but they probably also want the ability to set their own hours, work less, and have more vacation days.

This is still very general because this could be applied to a worker that wants to advance their career but not necessarily want to start an online business. It's best to just hurry up and get something started as you can always make progressive improvements from what you have, but be careful with drawing concrete conclusions early on.

When do they want to start an online business? Ideally, people want to start within a week but depending on their current responsibilities they may not be able to. For example, the average middle aged American will have several responsibilities such as their job, mortgage, car payments, community involvement (religion, local politics, etc), and putting their children through college.

Starting an online business would realistically take some planning newcomers will need to teach themselves new things and will also need to make investments such as domain name registration, webhosting, and web design which may delay the time a user starts.

Why do they want to start an online business? A successful online business takes time and patience, BUT in theory once the pieces are put together it will allow the owner to work less and generate stable income. Getting to that point may vary depending on the individual and their current expertise, but this is one of the many motivators behind starting an online business or venturing into entrepreneurship in general.

Where do they want to start an online business? Most people starting out simply work from their home as getting an office can be costly for someone starting out. Other places that they can work from are coffee shops, public libraries, and virtually anywhere that supplies free wifi.

Believe it or not, different keywords may be more optimal for certain geographic locations. For example, certain region specific keywords that I

can think of are anything involving the Silicon Valley area as most likely it has to do with the geographic region that consists of Northern California.

How will they start an online business? Technically, how not part of the 5 w is's because it starts with an "h" but it's a question that reporters typically ask along with the 5 w's.

Anyhow, an individual typically starts an online business by figuring out what type of business they want to be in and then they register a domain name.

Then, once that's sorted technical wizardry is popped into the equation and bam you got your online business. It's typically not that simple but it'll do for illustrational purposes☺.

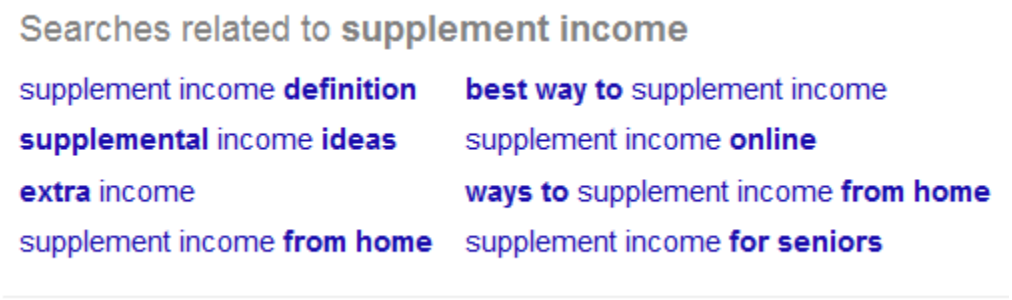
After completing this series I have a clearer picture of who my target audience is and how I should be tweaking my keywords to target them better. My advice would be to compile a list of the phases you feel you can query in Google. Below are certain keywords that I was able to extrapolate from the 5 w's exercise:

- supplement income
- make some extra money
- entrepreneur
- self-employment
- stay at home moms
- set your own hours
- work less
- have more vacation days
- webhosting

- web design

Step Three: The Keywords Lab

The first keyword I'm going to plug into Google is *supplement income*. Here are the results I got from Google suggest which will be located towards the bottom of the serps in Google and is indicated in the screenshot below:

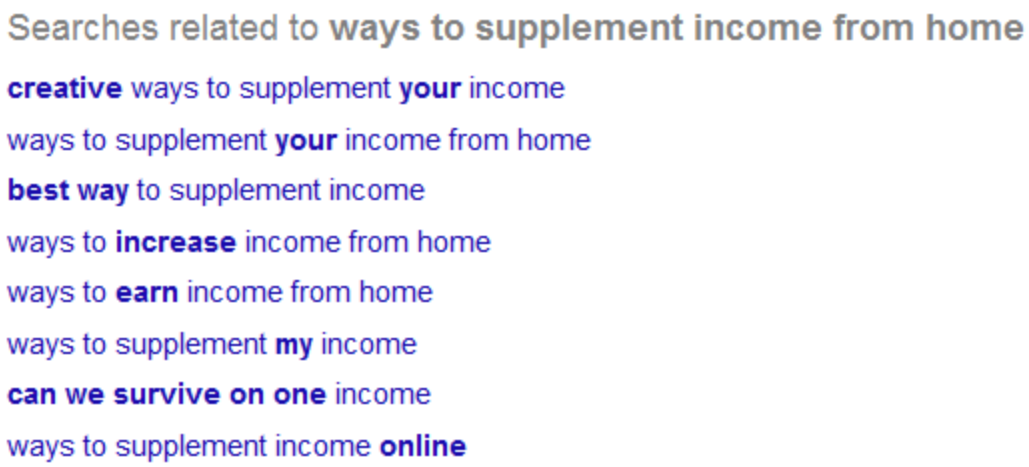


At the time of compiling this product the keyword "supplement income" had roughly About 52,000,000 results (0.21 seconds) pages indexed in the serps.

From the above keyword list the keyword that most closely related to the theme of my site is "ways to supplement income from home" and "supplement income online."

I could add other keywords like "supplement income definition" or "supplement income ideas" but I think that they will end up wasting my time in the long run because it's not closely knitted with earning an income online or from home which is the market that I'm primary catering towards.

So, I now added two more keywords to my keyword list. If I want to find more keywords that are related to this theme all I have to do is plug these new keywords into Google and see if they show related keywords to these terms. I plugged in the keyword "ways to supplement income from home" into Google and here are the related search terms as indicated in the screenshot below:



As you can see from the above screenshot Google provided me with several related keywords to the term. The keywords I added to my list are:

- ways to supplement your income from home
- ways to increase income from home

I could have added more keywords but I think these two fitted the theme of my site the best.

We will use a method later to expand our keywords in Keyword Planner, so if you're concerned that you won't find enough keywords I would recommend kicking that thought because by the end of this guide you'll have more keywords than you can handle.

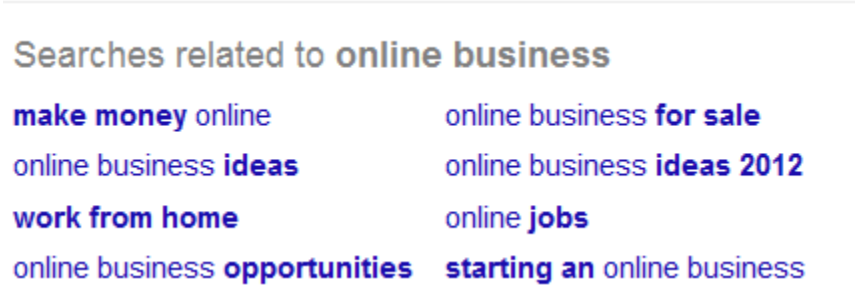
Anyhow, you can keep adding more keywords in your list by substituting the new keywords you just found back into Google for suggestions. I would recommend doing this until you discovered 20ish keywords you feel closely matches the theme of your website.

By the end of this experiment you should have discovered several unorthodox keywords that you wouldn't have thought of before.

Module III: Massive Keyword Generation

Step Four: Broad Keywords Expansion

The next step is to expand your broad keywords that you identified at the very beginning. Here are the suggested keywords I got when I plugged in my broad keyword *online business* into Google.



Some NEW broad keywords I can add to my repertoire include:

- make money online
- online business ideas/ opportunities
- work from home
- online jobs

I can duplicate this process by plugging variations of the keywords that I was able to scrape from the 5 w's experiment. I decided to plug in the keyword online business ideas into Google. Here are my results below:



The keywords that I feel are relevant and that I'll add to my list are:

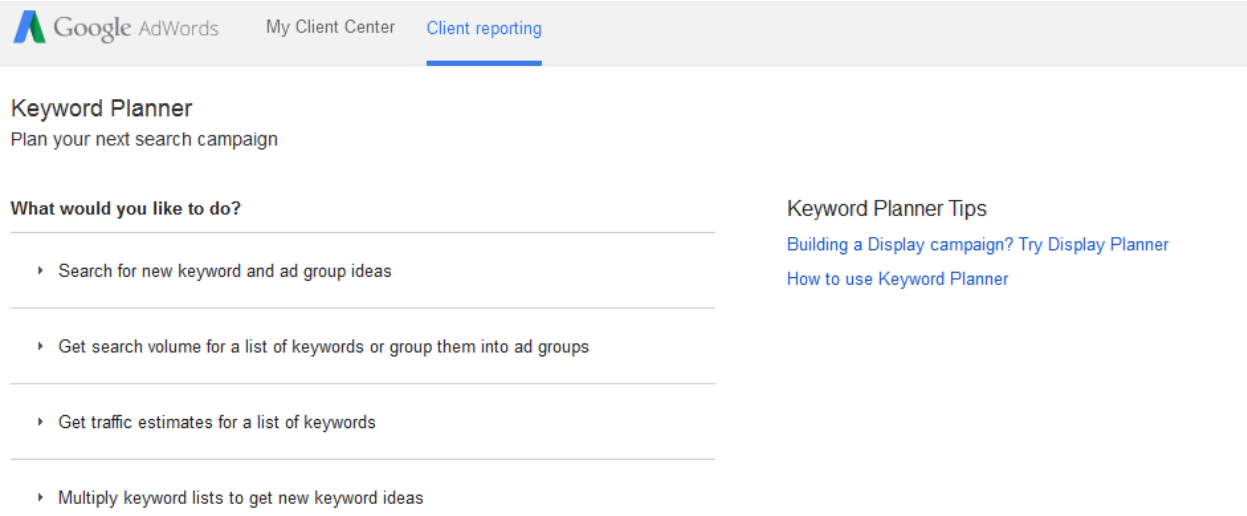
- online home based business ideas
- online business opportunities
- online franchise
- internet business ideas
- online entrepreneur

I felt that these keywords best correlated to the theme of my site more which is why I will assimilate them into my keyword list. You can keep plugging in new broad keywords that you find into Google to see Google's suggestions for fresh keywords to target. Once you are done move on to step three. If you need more help with finding more related broad keywords I would recommend picking up my seo research courses on Bing, Yahoo, and Google.

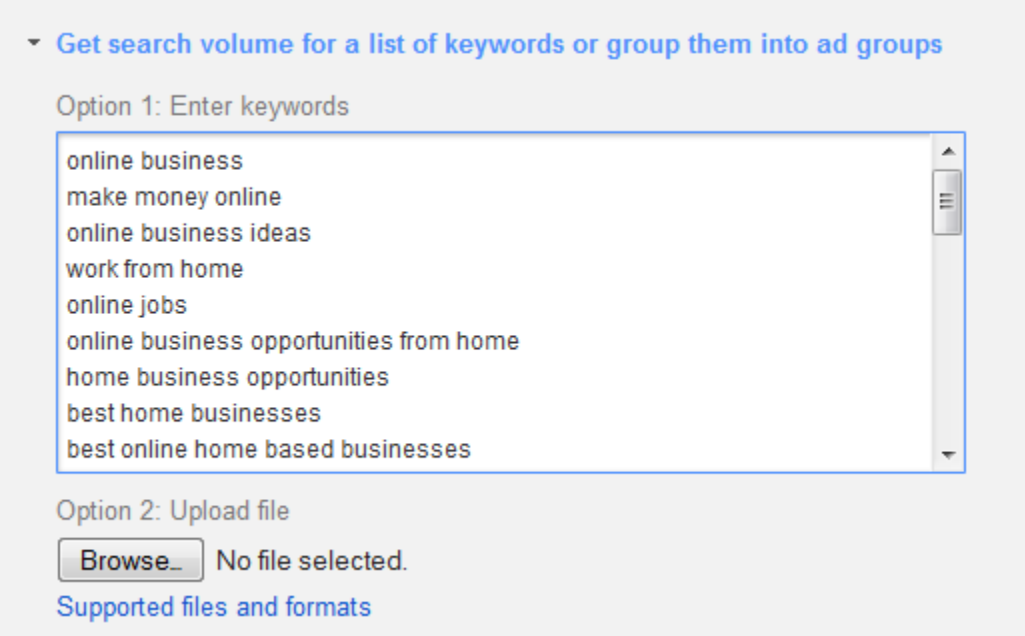
Step Five: Keyword Lab Analysis

In this section we are going to plug the keywords we discovered into Keyword Planner. To sign up for Keyword Planner you need to have a Google adwords account. No worries you don't need to actually pay for advertising, Google just wants you to have one just in case you do decide to buy advertising your account is already setup. To sign up for an adwords account visit this url here: adwords.google.com.

Once you're logged in you can access Keyword Planner by clicking on tools->planner as indicated in the screenshot below:



Click the "get search volume for a list of keywords." You can copy and paste the keywords you have in your text file to the form or you can separate the keywords by line, commas, or you can simply upload the txt, .csv, or excel file to the form. I simply copied and pasted my entire set of keywords into Keyword Planner and let them determine the search volume estimates for these groups of keywords as indicated in the screenshot below.

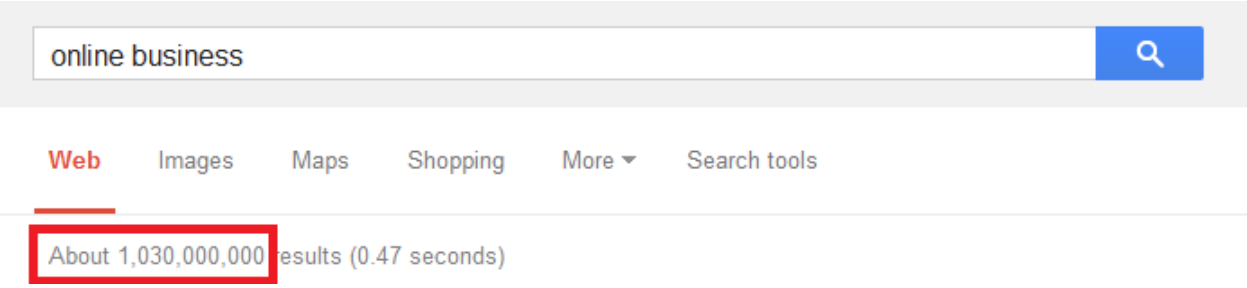


Below are the traffic estimates of the keywords by Keyword Planner:

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
online jobs	49,500	High	$1.07	0%	»
work from home	90,500	High	$1.12	0%	»
make money online	60,500	Medium	$1.50	0%	»
online business	4,400	High	$15.52	0%	»
online business ideas	6,600	High	$11.95	0%	»
jobs for stay at home moms	5,400	High	$1.14	0%	»
online business opportunities	880	High	$15.67	0%	»

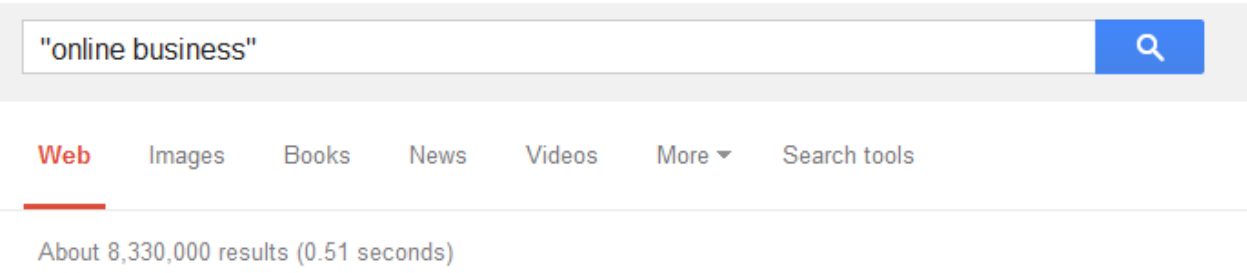
Now, I'm going to enter in terms that have a length of 3 or more into Google as two word terms will probably be too difficult for a new site to solidify rankings in. We're going to discuss the site's **number of competing pages.**

This is the number that shows up when you type in a term into the Google search box. For example, I typed in the term “online business” into Google which currently has 1,030,000,000 as highlighted in the screenshot below:



As you can see this keyword combo has over one billion competing pages which is huge! However, I want to get more granular and see how many pages are in Google for the exact phrase “online business” as just typing the phrase will provide you with phrases that are associated with online business which can be very misleading.

To analyze the exact phrase for online business simply wrap the term in quotes. Here are the updated results for the exact match for online business which is 8,330,000 which is indicated in the screenshot below:



As you can see when I searched for the exact phrase the amount of competing sites dwindled significantly. However, while it’s ok to look at the competing pages my advice is to pay more attention 10 competing pages in Google for a keyword.

The reason for this is because even if there are only 10,000 competing pages for a keyword, if 4 of the 10 pages has a page rank of 7 then there’s simply

no way that you can outrank that site so you will face a red-light in your marketing efforts.

However, if a keyword had billions of pages indexed for a particular term, but if there are only two authority sites in the top 10 results then you could consider targeting that keyword.

However, you will strike gold if you can find a site that has a low amount of competing pages AND low amounts of authority sites ranking in the top 10 of the serps. If you discover this then you have an automatic green light to target the keyword. Here's a simplified version of the formula I use to select perfect keywords.

1) **Keyword must have visitors**. This is just my personal preference but I don't see a point in targeting a keyword that generates 0 visitors per month because your income potential will be stifled significantly. It's only so much money you can generate from a keyword with such low traffic averages. I know, sounds like common sense but it's something I see webmasters overlooking consistently.

2) **Numbers are helpful but can be deceptive**: I think a nice keyword would have less than 10, 000,000 competing pages broad search and less than 100,000 competing pages using exact search.

   This is a very rough estimate and I'll often ignore these numbers if I feel that I can outrank the top 10 ranking sites with minimal effort.

   Also, if you're targeting a popular keyword then you should know in advance that it's going to have a lot of competing pages. Even if you find a keyword that consists of 10 words, if it has one or two popular keywords in it then the amount of competing pages will be numerous.

3) **Analyze the top 10 competition of a keyword in Google**. To do this download the SeoQuake browser add-on for either Firefox or Chrome.

Technically, SeoQuake has an add-on for Internet Explorer (IE) but my experience is that IE is much slower than Firefox or Chrome. Here is the homepage download for the add-on for Firefox and here is the add-on homepage for Chrome.

After it is installed you should be prompted to restart your browser. Upon doing so you should see a browser toolbar that looks like the screenshot below:



Here are the important metrics to pay attention to for the top 10 sites in Google for prospective keywords you're targeting.

Page rank: Pagerank is an important metric in Google regardless of the countless of counter arguments flowing online about this subject. If you purchased by course about Bing Seo then you'll know that Bing doesn't care about pagerank as much Google does.

However, that's no surprise as Pagerank is a Google patent. If you noticed, the top ranked sites in Google tend to have a high pagerank. Note, just because a url had a pagerank of n/a doesn't mean that the site has a low authority.

Sometimes this could simply mean that the url has been published before the latest pagerank update, but the homepage itself may in fact have a high pagerank.

L: This refers to the SEMrush links or the links that point toward that exact url. If this number is in the thousands then you'll have a difficult time outranking this url. (SEMrush is simply a seo analytic software)

LD: This denotes the SEMrush linkdomain or the links that point to the domain overall. As again, if this number is high then you have the red light to stop, discard the keyword, and look for another one that is

easier to rank for. However, before you do that it's worth your time to sit down and analyze the urls that are linking to a particular domain. For example, if many of the urls are simply from third party content networks like Squidoo, HubPages, or online forums, then it would be very easy for you to replicate these links. All you need to do is click on the SEMrush icon in the serps as indicated in the screenshot below:



This will provide you with a sample of the links that's pointing to a particular url. However, if you want to see the remaining links then you will have to upgrade the service in SEMrush. Here's something you should keep an eye out for.

If you see a site that is receiving links from high authority sites like from CNN, Techcrunch, Wallstreet, etc, then that's a good indicator that it'll be too difficult for you to outrank those sites.

However, if the person is just acquiring links from low quality sites like ezine articles then you may still have a shot of outranking them if you generate quality links. Imutopia released an e-guide earlier this year that reveals the best strategies for acquiring one-way links to your sites.

Module IV: Easy Shortcuts for Higher Search Engine Placement

If you discover that the keywords you're lusting for are too competitive then no worries, we have a backup plan in this section. The backup is to simply revisit the 5 w's. Occasionally you'll do a keyword session that produce duds which is fine.

My motto is its best to mess-up early opposed to messing up later. I'm going back to the 5 w's to generate better less competitive keywords as I currently experienced the dreaded red-light for the majority of the keywords I originally selected.

I feel that by taking this route I'll be able to generate more specific less-competitive keywords to target. Depending on what keyword you're targeting you may need to use a different facet of the 5 w's. For example, if you're targeting a golf keyword then you may want to apply the *where* principle. For example, *where are the best places to play golf* or *where are the best places to pick up golf equipment*.

Just take some time to think about it and then plug in some keywords into Keyword Planner. If it's still too much competition then keep repeating this cycle until you find optimal keywords. Don't take the shortcut and skip this process, and please don't take the route of trying to just target competitive keywords because that'll cause you to sacrifice an extreme amount of time and money.

I personally feel that a computer program can't duplicate this keyword research process the way a human brain can, no matter how sophisticated the algorithm is. I'm going to apply the *what* principle to my main keyword

online business to make my query more specific as this is the premise behind long tail keywords.

With a long tail keyword you want to catch the searcher in the closing phase not the researching phase. A good example of when a user is in the closing phase is when they're about to purchase something. So, after I refined my search I decided to apply the *what* principle of the 5 w's and ask:

What *are some types of online businesses*?

I feel that this is much more specific then the terms I have discovered previously. After brainstorming for a good five minutes I decided that some solid online business models are:

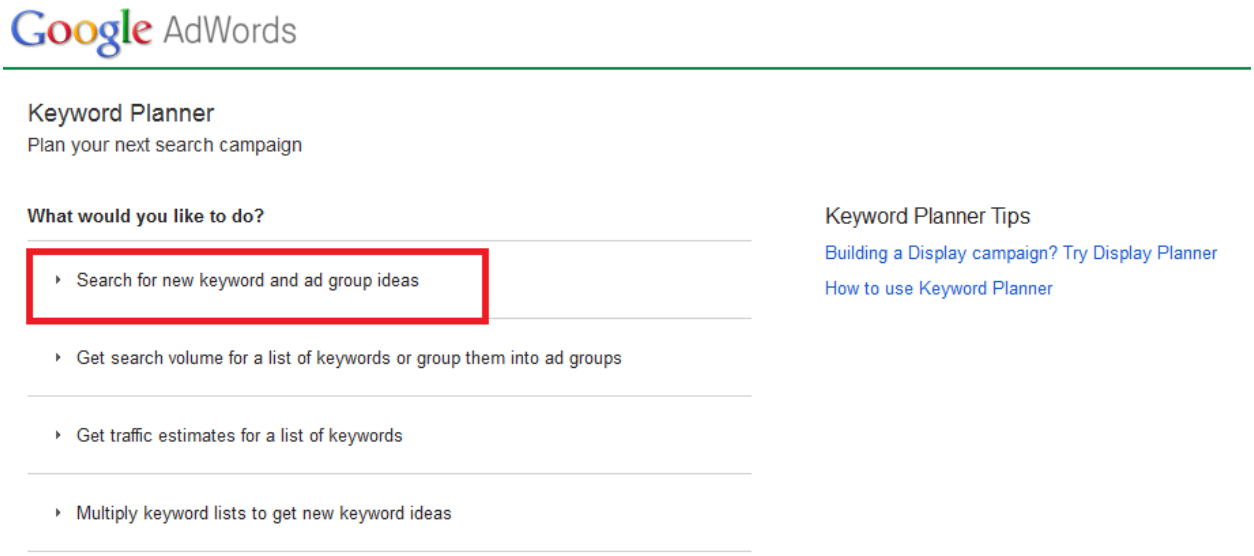
- Selling ebooks
- Creating an online dating site
- Building online communities
- Building a social networking site
- Creating plr content
- Creating a classified ads site

After extracting the keywords from the previous bullets I developed a sample keyword list displayed below:

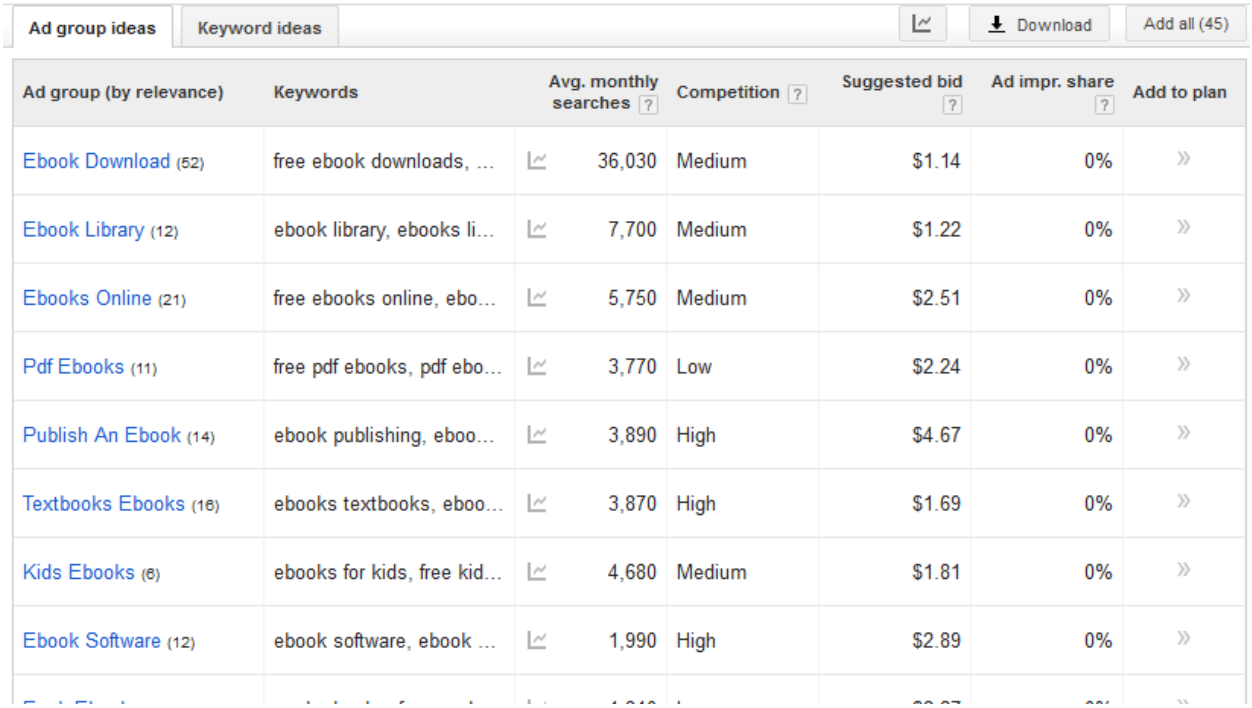
- Ebooks
- Online dating site
- Online communities
- Social networking site

- Plr content
- Classified ads

The next step of the process is to plug the keywords into Keyword Planner so that I can generate some possible long tail keywords. I clicked the “Search for new keyword and ad group ideas” in Keyword Planner and plugged in the term eBook in the form as indicated in the screenshot below:



Use this option when you want to expand a broad keyword to get more keyword ideas. It’ll also group the words into groups and provide traffic estimates as indicated in the screenshot below:



Ad group ideas | Keyword ideas | Download | Add all (45)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Ebook Download (52)	free ebook downloads, ...	36,030	Medium	$1.14	0%	»
Ebook Library (12)	ebook library, ebooks li...	7,700	Medium	$1.22	0%	»
Ebooks Online (21)	free ebooks online, ebo...	5,750	Medium	$2.51	0%	»
Pdf Ebooks (11)	free pdf ebooks, pdf ebo...	3,770	Low	$2.24	0%	»
Publish An Ebook (14)	ebook publishing, eboo...	3,890	High	$4.67	0%	»
Textbooks Ebooks (16)	ebooks textbooks, eboo...	3,870	High	$1.69	0%	»
Kids Ebooks (6)	ebooks for kids, free kid...	4,680	Medium	$1.81	0%	»
Ebook Software (12)	ebook software, ebook ...	1,990	High	$2.89	0%	»

You can sort through the keyword groups and select the ones that are most appropriate to the theme of your site. In my case I have a course that teaches individuals how to sell eBooks so here are the keywords I selected below:

ebook writing:

- **how to write an ebook**
- **how to write an ebook fast**
- **how to write an ebook and sell it**
- **how to write an ebook for free**
- **how to write your own ebook**
- **how to write ebooks that sell**

- writing ebooks for profit
- writing a successful ebook
- outsource ebook writing

ebook publishing:

- how to self publish ebook
- how to publish a book for free
- publish your ebook
- free ebook publishing
- electronic publishing
- how to publish a book online

Ebook design:

- Ebook websites
- Ebook cover maker
- Ebook cover templates
- Ebook cover generator

Ebook Marketing:

- **how to market an ebook**
- **ebook marketing strategies**
- **ebook marketing tips**
- **free marketing ebooks**
- **sell digital products online**
- **sell digital downloads online**
- **social media marketing ebook**
- **ebook content marketing**
- **how to market an ebook online**
- **marketing information products**

These terms have a lot to do with *ebook marketing*. When compiling keyword lists it's important to find several groups of related keywords as most web visitors will not be interested in just one topic.

They most likely want to read several topics that correlate to your main keyword which is great because the more they read the more the chances of you receiving a quality link increases.

I feel that getting ranking for these keywords are a lot easier than getting rankings for the previous keywords I were interested in targeting.

Keyword research gets easier with experience. The more keyword research you do the more patterns you'll see in the process that'll make successive

attempts easier. I know there are many webmasters that say you have to use expensive software to find hidden keywords but don't believe the hype. I have never used paid keyword tools and have used my manual keyword research methods to rack up I excess of six figures online. I obviously knew how to pick the right keywords because if I didn't I would have never generated that amount of cash.

Step Seven: How to Seo Your Site like a Top Seo Company

Once you have your keyword lists compiled the next step of the puzzle is to develop titles for your articles that'll generate clicks. The main purpose of seo is to generate traffic to your site, if you have top rankings but poor keyword selections then traffic won't come.

In addition, if you have top rankings but poor article titles then you're shooting yourself in the foot. Here are the simple steps I use to develop titles that are guaranteed to attract eyeballs and clicks to my articles. Here are a couple of steps you can take to ensure that your articles get links, shares, downloads, etc.

Use a Descriptive Title. Don't get cute and copy the headlines that journalists on popular news sites like Yahoo news are using. An ambiguous title may work for big news outlets but you are not those big news outlets.

In the beginning your readership will most likely be tiny which means very few visitors will bother to read your non-descriptive title simply because they don't know who you are.

Put the Best Points in Your Article in the Title: In this funny article by Slate they explain how most visitors to an article won't make it to the bottom of it. I think it's safe to say that the average web user's attention span is incredibly short. The reason for this is numerous but one theory is that there

are simply too many distractions online. There are tons of articles, photos, and videos plus numerous of ways to share all this such as Facebook and Twitter.

The fact of the matter is there are an infinite amount of things to do online which will make it incredibly difficult to finish reading a piece of content. Therefore, to combat this you can simply put your best stuff at the very beginning which in this case is the title.

Use Your Targeted Keywords in the Title: Researchers, web users, and everyone in between use keywords as their fundamental basis for a search. If your title doesn't have your targeted keywords then most likely it faces little chance of getting read by your intended users. Good keyword research has several methods of application.

(i) Must find the right keywords to target. Picking highly competitive keywords means it gets buried within the competing pages of similar content, and picking keywords that no one cares about means that you won't make any money online.

(ii) Turn your optimal keywords into pages for your site and interlink those pages together so that users will stay on your site longer which could lead to conversions. In addition to staying on your site longer this could also naturally increase the amount of page views your site receives which always look nice to advertisers.

(iii) Create specific titles that'll attract eyeballs and will also match what your targeted audience is looking for. Remember, don't try and get too creative and create wordy or ambiguous titles as this'll most likely decrease the percentage of users who actually read your article which is not what you want. If you have

difficulties with forming quality titles then my advice is to pull out your list of swipe copy. A good tool for any marketer is to have a swipe file of headlines that you can refer to. Having one is like having a Swiss army knife for article creating purposes. I have a list of golden headlines, special effect words, and the whole nine yards in my e-guide Overnight Web Copy which you can check out here: http://www.imutopia.com/forum/threads/this-web-copywriting-course-will-make-your-next-sales-letter-convert-in-the-double-digits.182/.

Module V: Here's a Recap of Golden Keywords Supreme in 3 Minutes

Just in case you hate reading or got bored half way through (how's that possible), here's a quick start route to getting started with *Overnight Google Rankings*.

1. Identify the keyword you *wish* you could rank for. For example, if you have a product that shows people how to lose weight by using intermittent dieting then your dream keyword would most likely be weight loss.
2. Create a document that states the following questions who, what, when, where, why, and how. Then, use this template to answer the questions about the main keyword you're interested in.
3. Extract the keywords from the list you created and plug them into Google to find related keywords and add them into excel or similar spreadsheet program.
4. Once you found at least 20 keywords plug them into Keyword Planner to gauge the average visitor counts.
5. Plug these keywords into Google and analyze the number of competing pages and the top ten sites. If there are several sites with high authority (high page rank, lots of links, and lots of pages indexed) then my advice would be to discard these keywords. If there are many sites with quality links in the top 10 then this may be a good keyword to target. Use the web browser plugin SeoQuake to make this process smoother.
6. Enter the keyword modification phase. If many of your keywords are

discarded go back to the 5 w’s and refine your keyword so that you

can generate more specific questions and answers. Instead of using a question like “what are the best weight loss programs”, refine it so you get a more specific answer like best weight loss programs for seniors. Stay in this cycle until you generate more specific keywords.

7. List and categorize your keywords. Having one highly specific keyword is not enough as most web users like to discover related information for a particular keyword. Define a category for your keywords and list the appropriate long tail or specific keywords within this group.
8. Translate your keywords into attractive keyword rich titles, convert the titles into pages, optimize your pages for seo (interlinks), optimize it for sales (links to your products/services/ affiliate links), and then publish your content in Wordpress or whatever CMS you’re using. Use SeoQuake to find the links pointing to the top sites you wish to rank for and pitch your content to these sites.
9. Rinse and repeat and accumulate more traffic with each phase.

Recommend Products from Imutopia

Bing Secrets 2014

Bing's is the web's number two most popular search engine. Learn why it's so much easier to generate consistent traffic with Bing compared to Google, and learn all of the strategies for optimizing your site to rank #1 on Bing!

Unreal Backlinks 2014

Build A Rich portfolio of Quality Links from Diverse IPs the Quick and Natural Way.

Epic Infographics

One of The Best Ways to Build 28,000+ Links To Your Sites.

Seo Fat Cat

Start your own Seo Empire in minutes with quality PLR and MRR seo products.