



MASTER **SEO** IN 5 SIMPLE STEPS

My name is Kapil Chopra. I have been in online marketing from past 6 years. I am [Google Ad words](#), [Google Analytics and Video Advertising Certified](#). I have suffered many failures in my online Business since I was not a technology geek person and had no online experience when I started. So I consider my failures to be as my learning experience and over the years, I have discovered that one needs to identify what works the best for them and till the time you discover that you need to keep digging. In my case, I was continuously experimenting on how to rank on the first page on Google. In the beginning, it took me nearly six months to rank on Google's first page for just 2 keywords I was working on Health & Fitness niche at that point in time. Let me give you an example here, you would rank faster if you are promoting a product which is about to launch OR has been launched recently.

Over a period of time I learned the technique to rank higher and kept myself updated with Google policies and procedures. In this E-Book I have explained the process of SEO step by step with relevant examples to keep it user friendly for readers who have little or no knowledge of SEO.

Therefore, in this Article I am not going to give you false hope. I have created this Article to best of my Knowledge and it has worked wonders for me and it will work for anyone if you follow the step by step instructions laid in this Article. I have spent nearly a year or so to write this step by step SEO formula so please, read it through and follow the sequence.

This Article is divided in five different sections. Each section has its own value and all of them are related to each other. I have made this an absolute [NO Brainer](#) so any layman can learn these steps and at least get a clear idea how SEO works.

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Cheers!!



1. Fundamentals of Market Research

For achieving success in your business the most crucial thing is a proper market research and selecting the profitable product. Those who do not emphasize of this, face failure while running their business.

It is important to read this [chapter](#) with care.

The tactics which differentiate between the guy making loads of money by ranking sites and an average Joe is obviously Good market research.

For gaining from your business you need to follow a guy who has knowledge about the profitable and golden keywords that are easier to rank rather than following someone else who wants that he ranks for payday loans or keyword weight loss. Following the first guy you too can have the chances of making money from the keywords and that too in minimum time frame. (This is obviously a practical approach to the situation)

As an instructor, even till now when some of my students asks me through emails about keyword researching and obviously about making money online, I always reply that **UNTIL AND UNLESS YOU KNOW HOW TO TARGET THE PRODUCT NAMES, YOU MUST NOT DIVE INTO SEO-AFFILIATE MARKETING.**

You may think that what's the use of CAPS here? This shouting with CAPS is for stressing emphasising on the point.

There may be only two or three sites in my total 6 year experience of online marketing where I have not dealt with product keyword. One site was there where I dealt with the keyword how to get rid of belly fat.

- Understanding product name keywords

Confused with the term product name keyword? These are those keywords that contains name of products in them. Like iPhone 6 is a product name and the keyword may be iPhone 6 accessories. Other examples of product name keyword are Bellaplex, Zeta Clear, Wartrol, Derma Nova Pro, Digestit Colon Cleanse, Sunergetic etc.

If you think about it, you would find that it makes sense.

Just think about a guy who is searching for ‘how to get rid of belly fat.’ There are maximum chances that this guy has a fat tummy and all he is looking for is gathering information about getting rid of that. This guy is not in mood of buying nay product rather all that he wants is some free information from the internet. Now, if he would have searched for “Flat tummy X60” (just an example) you can understand that he is in buying mood. He is looking for some PRODUCT with which he can reduce his tummy. May be he has done his primary research and now he is looking for some more information on the product (All that is needed here is a little push so that he purchase the product). So this is where your affiliate site would come into play. So with it, you can make sales and money at the end. This is as simple as that.

2. Calculating the Profitability Potential

After we have got the understanding of product name keywords you need to conduct another test. Although you cannot expect to get 100% accurate results (same as the Google keyword Planner, where you cannot expect 100% exact search volume) but still you would get a fair idea about how the product chosen by us just now would have demand in the market presently or in near future. The reason that we are performing that test is to be sure that we are choosing a product that would help us make money. Now for that we need to turn to Google trends. With it you would get the idea if the product would be profitable in the coming days and if there would be demand for it.

Note: you may find that sometimes this step is skipped as it is assumed that when products are searched people do have interest in them.

- A product that is being searched continuously and has some historical records would be considered as an ideal product. (Even with sharp downward and upward trend)

Let go through this in details

Below are the Google trends graphs showing the product names



[SEO Mastery](#)

The search volume has variable or fluctuant trend that meets our criteria. We can understand that the product is seasonal from the sharp upward and downward trends. Even the sharp spikes may be result of mass media campaigns.



In the above graph, you would find the green dotted lines showing consistent product. Provillus being a hair growth solution has consistent demand and thus product that can promoted any time.



History shows that search volume is high and the product too is profitable.



With great huge search volume and having a sharp upward trend indicates that the product is presently among the top choice.

3. Keywords Finalizing, Selecting Domain & Content Creation

Keywords Finalizing

After all this discussion you must have selected the primary keyword that you want to rank.

For example let's assume that you have selected the keyword Zeta clear.

Apart from the primary keyword, we also need some more secondary keywords. Say about 2-4. These keywords are required for creating content and also to increase the volume of traffic to our site. (We can rank these secondary keywords without many efforts as they would be less competitive)

This is how to find them

The snap below would make it clear how to find the secondary keyword



Thus the two secondary keywords are

1. zeta clear review
2. zeta clear reviews

You may take other secondary keywords as price of Zeta clear, where to buy Zeta clear.

Note: As shown above you would find most of the products with same kind of variation and order.

It means that the product name ‘Zeta clear’ would have the maximum search volume that would be followed by product name reviews and then ‘review’

Note: Without doing any real SEO for your secondary keywords, you would find them done along with the primary keyword. (Especially when they are of low competition). Thus, after accumulating the search volume of your secondary keywords too you would find more traffic to your site (and more sales too!) and thus the secondary keywords are chosen. (Moreover they help in content creation)

Selecting Domain

There are two options available (with their own pros and cons), when you are going to select the domain

BRAND NEW DOMAIN

Obviously your first choice should be a new domain with your primary keyword in it. However, the problem with it is that you have to go slow at least for the first with back linking.

Now rather choosing the domain name zetaclearreviewsx.com I prefer to use a stop word ‘the’ before the keyword. Thus, making it thezetaclearreview.com

The stop word ‘the’ has no SEO implications and the domain too looks more professional.

I use Name Cheap for registering the domain name (they are cheap just as the name suggests)



You must have noticed that I have put the primary and secondary keywords and also the keyword with the stop word 'the.'

AGED DOMAIN

Being there on the web, an aged domain ranks much faster than any brand new domain.

My experience says that it's the age that matters most (the domain with more age ranks better). You need to select a domain that has a minimum age of 5 years.

If you are planning to use an aged domain then for product names I would suggest that you DO NOT try to rank the domain. Rather you should rank the pages as they rank much faster, with each pages having review for any single product.

Apart from this while you are offering a single product review per page/post, the back link profile becomes diversified with time.

Along with this you get the added advantage of making each page for reviewing a different product. You just need not but fresh new domain for every product that you would be reviewing or ranking.

For reviewing more than one product in the aged domain, always look for domain names that has names in it, like kaywills.com. These name domains are not only pleasing to the eyes, but they look professional too. Even experience shows that users tend to rely on such domains more.

Using Aged Domain has also advantages when you can promote as seen on TV, sometimes not allowing you to have product name on them.

For purchasing cheap aged domains visit Expireddomains.net. Just follow below to understand

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