A Unique Keyword Research Technique That Can Drive Tons of Traffic To Your Website

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http://www.theideashome.com/list-building-adw.php

Table of Contents

About This Book

The intention of this book is to help you find low competition and high profitable keywords and accurately measure true values of a keyword.

Let us start!

There are many free and paid keyword research tools available but I do not completely rely on the data provided by these tools. The data provided by these tools are not accurate. They use data from meta search engines.

Do not

1. Gather keywords using a free or paid keyword tool.
2. Check the search volume according to the keyword tool.
3. Check the competitiveness.
4. Define which keywords to use.

From wikipedia.org, a meta search engine "is a search engine that sends user requests to several other search engines and/or databases and aggregates the results into a single list or displays them according to their source."

From the definition, the "several other search engines" do not include Google, Yahoo, and MSN.

Meta search engines use data of 1.5% or less of the search market.

Most keyword research tools, free or paid, use meta search engines in their reports. With only 1.5% share of search market, the result is not as accurate as it should be.

I do not intend to say that these tools are completely useless. All I am saying is that the data provided by these free or paid tools are inaccurate because of the very little share of search engine market.

Google Keyword Suggestion Tool

I personally like Google Keyword Suggestion Tool. Among search engines, Google is one that is more open in how they treat websites.
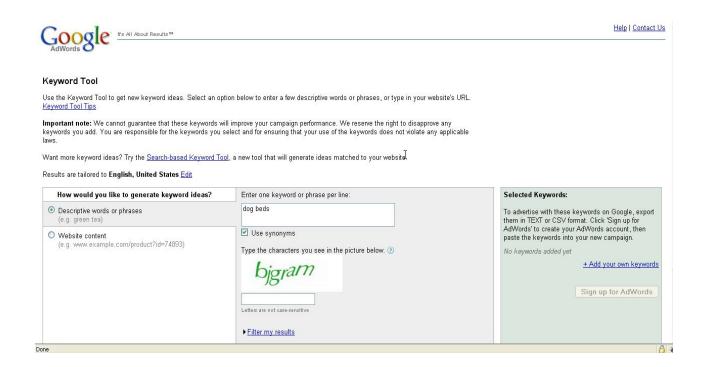
You can find more news/information on Google search engine here http://www.mattcutts.com/blog.

We will be using this tool in our keyword selection methodology.

1. KEYWORD RESEARCH

Now let us start how to find out keywords in a particular niche. The goal is to find relatively high-search-volume, low-competition 'keyword phrase groups'.

1. Open a spreadsheet.

2. Using the common sense approach, brainstorm and write down all relevant keywords that are related to the product you're selling including synonyms. For example, if your main keyword is "dog beds", list other keywords also like "pet beds".

3. Go to Google keyword suggestion tool and type in with the keywords from your spreadsheet. Make sure to select "Broad search', analyze the results.

Keywords	Advertiser Competition	Local Search Volume: November	Global Monthly Search Volume	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance				
dogs beds		450,000	135,000	Add
waterproof dog beds		3,600	4,400	Add
large dog beds		49,500	27,100	Add
small dog beds		14,800	6,600	Add
fancy dog beds		2,400	1,900	Add
designer dog beds		8,100	5,400	Add
wicker dog beds		2,900	3,600	Add
washable dog beds		2,400	1,300	Add
orthopedic dog beds		14,800	8,100	Add
dog bed		823,000	550,000	Add
fleece dog beds		2,400	1,600	Add
dog pet beds		74,000	27,100	Add
extra large dog beds		9,900	4,400	Add
big dog beds		2,400	1,900	Add
dog beds		673,000	368,000	Add
kuranda dog beds		3,600	2,900	Add
foam dog beds		8,100	4,400	Add
memory foam dog beds		6,600	3,600	Add
bowser dog beds		1,300	1,000	Add
bowsers dog beds		1,900	1,900	Add
dog kennel beds		Not enough data	590	Add
dog beds for sale		2,900	2,400	Add
unique dog beds		1,300	1,000	Add
round dog beds		2,400	1,900	Add

Choose columns to display: Show/hide columns

Sign up for AdWords

Done

Select the appropriate keywords by clicking the Add button at the right-side column. It is a bit tricky to select the keywords as nearly all results seem to be related to our products.

Just choose the key phrase that you think is closer to your niche and for which you can write content for your website.

Do not select, say, "discount on dog beds" if you don't have or can't provide discount on your products.

Note: **Approximate Search Volume** is not exactly the search made in Google.com. According to Google, this column shows the approximate number of search queries matching your keywords that were performed on Google and the search network.

1.A Google suggest

Go to www.google.com. Make sure that you open google.com and not in regional Google website like google.co.uk.

Google Suggest analyzes what you're typing into the search box
and offers relevant suggested search terms in real time. You can choose one of the suggested queries by moving up or down the list with the arrow keys or mouse.

As you type, it's giving you key phrases. You should see some key phrases that are not in our previous list like "dog beds for great danes."

These are hidden keywords.

Play around with it by typing slowly and going alphabetical.
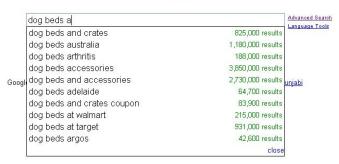## Examples:
"dog beds a"
"dog beds ab"
"dog beds b"
"dog beds ba"
"dog beds c"

Note down all such keywords. Put everything that you discovered to

the spreadsheet.

1.B Yahoo

Yahoo! also has its own version called Search Assist.

Just go to www.yahoo.com and repeat the same as you type did it at Google.com. Yahoo suggests phrases that are not necessarily starting from the letter or word you typed in.

You find few keywords that do not exist in initial search of "dog beds" in Google Adwords Keyword Tool.

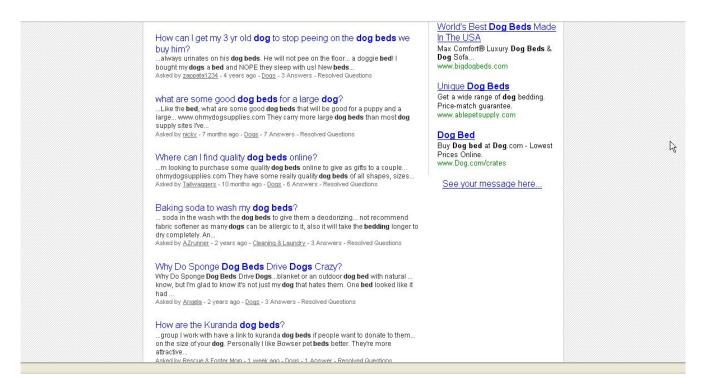Try different terms and combinations to reveal more key phrases.

Note all the keywords you discovered in the spreadsheet.

1.C Yahoo Answers

Visit http://answers.yahoo.com.

Since most people visit this site to ask a question, you have a very valuable data in your hand: the actual words they use to find information that is related to your niche or product that you're selling.

Search in Yahoo! Answers using "dog beds" will give us questions like the following:

"Where can I find quality dog beds online?"

"Any ideas on homemade dog beds?"

"Need ideas on how to make waterproof covers(liners) for dog beds to protect inner stuffing when peed on?"

"Are there truely any indestrucible dog beds?"

"What stores would you reccomend for stylish dog beds and other stuff too?"

We can spot some phrases like "quality dog beds online," "cheap place to buy dog

beds," etc., or possible combination of terms.

With a little imagination you can find more long-tail keywords that have little to no competition at all.

Include all these phrases to the spreadsheet.

1.D Using Forums

You can Google [your niche] forum.

Examples:
"dog forum"
"pet forums"

To find big forums in your niche, you can also visit www.big-boards.com. Browse through the forum directory until you find the forum for your target market.

In our example, our target market is the pet owners.

Do a quick search and pick up a forum, lets say "Dog Pages" at
http://www.chazhound.com/forums/

Go to Google and search using the following format:
allintitle:*keyword* **site**:*url*

Example:
allintitle:*dog beds* **site**:*http://www.chazhound.com/forums/*

The above search command searches the forum *chazhound.com/forums/* with any topic that has "dog beds" as the or part of the title phrase.

We can uncover phrases like "dog beds for older dogs", "mud repellent dog beds", "really cheap dog beds", "comfortable dog beds".

These are potential golden keywords.

Keep on doing this using different forums and key phrases. Write down all these keywords in spreadsheet.

Why to Choose Long-tail Keywords?

Long tail keywords are multi phrase words used by visitors in search box while looking for information. These keywords are much more targeted than a main keyword topic. Long-tail keywords are often called as "Buyer oriented keywords".

Benefits of Choosing Long-tail keywords:

1. Higher conversion rate: Since users searching with multiple key phrases are more specific with what they are searching for, you have likely targeted your specific market. These are users who are ready to purchase from you.

2. Can rank easier: Long-tail keywords often have less competition. Hence it is easier to rank your site with these keywords.

3. Since a multiple phrase contains general terms too, you can easily rank for broad terms too.

4. More visitors: Assuming that you will target relevant keywords, you should generate more visitors to your site since you will rank well with all these keywords.

Try to target more web pages with these keywords.

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