

Keyword Research Procedures

Once you know the target market, think of keywords they would use to search for your services on line.

- A. Look at competitive sites to see what keywords their site is optimized for by doing one of the following:

1. Put cursor on the page and right click the mouse
 - a. Choose “view source”
 - b. A page will come up with source codes
 - c. Click “Edit” and then “Find” and enter the following in the search area:
meta name="keywords" content OR just enter **keywords**
 - d. The words listed after this are the keywords the webpage is optimized for to drive traffic
 - e. Keywords that <http://www.positivediscipline.com> is optimized for are:
positive discipline, positive parenting, jane nelsen, jane nelson, parenting, parents, teenager, child development, parents and children, children families, children behavior, classroom management
 - f. Keywords that www.kidsgrowth.com is optimized for keywords: parenting, kids, child, children, health, development, growth chart, infants, discipline, toddler, behavior, family, advice, resources

OR

2. On the dashboard/toolbar, select “page” to bring up a drop down menu.
 - a. From the drop down menu, select “view source”
 - b. Follow steps b-d above.

B. www.quantcast.com

1. If “Addicts”, then you can expect them to eventually “buy” if you get the right product in front of them. (Note: In order to see this information now, you need to have a paid subscription. At one time, you could see this without a subscription.)
2. Will show demographics of visitors to the site

- C. [Serpstat.com](http://serpstat.com) is an all-in-one SEO platform designed to help you analyze not only your own website but also your competitors' sites. Insights include traffic, visibility, number of backlinks, and other SEO metrics useful for competitor analysis. Serpstat gives you access to traffic insights on your competitors, such as:
- Organic and PPC keywords
 - Domain visibility
 - Traffic share
 - Top pages
 - Backlinks
 - Meta tags

You can use their Rank Tracker tool to add competitor domains and evaluate the traffic share for your target keywords. This helps you understand how your site and sites belonging to competitors are performing in paid and organic search.

D. [Keyword Spreadsheet:](#)

1. Find the per day search count of a keyword

- Create an account on <http://www.seobook.com/>. Having an account enables you to research 20+ keywords per day
- Use the free keyword tools:
 - [SEOBook's Keyword Tool](#). (be logged in, if possible.) It will give you results for searches made 30 days ago.
 - [Wordtracker](#) to find the per day count of a keyword.
- Fill in the per day count on the keyword spreadsheet in column C
- There are tools you can purchase that give up to the day results.

2. Find # competing sites for the Keyword you want to use

- Make sure you are logged out of your google account and put the keyword in quotes in the google search engine
- Place the # competing sites in the keyword spreadsheet in column B
- Anything under 1 million is good
- Look for keyword gems that have low competing sites, but decent per day search count.
- For more in-depth competitive analysis, you can use free tools ([Semrush](#)) or purchase services such as [Wordtracker](#) on a monthly basis or get unlimited searches and get better data paying annually [Instakeywords](#)

3. Determine commercial intent. ([Semrush](#))

- a. If you are selling products/services/programs/resources, you will want to have keywords that are more likely to convert to sales. This is “commercial intent.”
- b. When people are about ready to buy and they are looking up specific names or types of products they want, their search usually mentions the name of a profession, company, service, or product. If you use keywords that have this “commercial intent” then people who are ready to buy will be more likely to visit your site and compare what you have to offer with what they are looking for.
- c. **“Investigative keywords”** are what people use when they are looking at reviews and comparing options, such as “best” or “review.” (Semrush)
- d. **“Local Commercial” keywords** include terms like “near me” or the city.
- e. **“Buy Now” keywords** are usually only used once someone has decided the brand they want and are price shopping. These aren’t as useful.

Example:

When using [Wordtraker](#), begin with a more general term for the keyword and see what types of phrases it brings up. For instances, just type in “parent” and scroll through the list to see if there are any words or phrases using “parent” or a derivative of the word that have a high search level that you believe your niche would be looking for. With the example of “parent”, it brought up “parenting styles” as one of the searches people did that use “parent” in the phrase they put in the search engine. 484 people typed “parenting styles” into the search engines on average on a daily basis. Enter, 484 into the spreadsheet in column C

Since you know this is a highly searched keyword phrase, then check out how many competing sites there are for it by putting “parenting styles” in the google search engine. Enter the # of competing sites into the spreadsheet in column B. When I checked there were 421,000 competing sites.

The keyword spreadsheet will automatically calculate the expected monthly traffic to the site when you enter the numbers into columns B & C.