Keyword Research Procedures

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

B. 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 are: 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.

C. 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

D. www.Alexa.com
1. Shows the top keywords driving traffic to the site http://www.alexa.com/siteinfo

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2. Can find out where the traffic to the site is coming from (top referring sites)
3. 32% of all the traffic going http://www.positivediscipline.com is coming from the keyword "discipline" of which 30% of traffic came from Wikipedia
4. Compare keywords driving traffic to the site with what the site is optimized for in B above, http://www.alexa.com/siteinfo
5. If you find a keyword driving traffic to the site that the competing site is not using, then you can use that keyword on your site and jump ahead of the competition in the search engines.
6. Scroll down near the bottom for links to sites that are "similar"
    a. This may be helpful in finding other competing sites to analyze the keyword optimization of those sites.
    b. Some of them may be good places to leave comments
    c. Some may be good to use for an external link

E. Keyword Spreadsheet:

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

2. Find # competing sites for the Keyword you want to use
    a. Make sure you are logged out of your google account and put the keyword in quotes in the google search engine
    b. Place the # competing sites in the keyword spreadsheet in column B
    c. Anything under 1 million is good
    d. Look for keyword gems that have low competing sites, but decent per day search count.
    e. For more in-depth competitive analysis, you can purchase LongTailPro on a month-to-month basis.

3. Determine commercial intent.
    a. As far as we know, there is no longer a free tool available to determine commercial intent.
    b. You can use tools such as Google Ads (free) or LongTail Pro (paid) to get an idea on commercial intent of a keyword.

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i. To use Google Ads, you must have a google/gmail account.
    1. Log into your gmail account
    2. Go to https://ads.google.com.
    3. Click on "Tools" (wrench icon in top bar to left of your profile info.
    4. From drop-down, in "measurement" menu, click "conversions." Select what you want to track (website, app, calls, etc.) and follow the prompts.
ii. The higher the bid price of a keyword, the more likely there is good commercial intent and individuals putting that keyword into the search will make a purchase.

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.

LongTail Pro

You can use LongTail Pro for keyword research and discover commercial intent. They use a special formula to provide Keyword Competitiveness (KC). If the KC is below 30, then the keyword is most likely one you would want to use to help drive traffic to a newer site. Once you have an established site or a highly recognized brand, the KC can be higher. Longtail Pro has a formula that will generate a recommended range for KC of keywords to use for the domain you enter into their system.

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A keyword with a KC less than 20 should make it easy to be on the first page of google for that keyword search even if you have a new site.

LongTail Pro has a 7-day $1 trial, but you need to enter a credit card that will be billed if you do not cancel the subscription within 7 days. The default is for you to be charged $297 for one year. Look above the offer box and choose "monthly" and you'll be given 2 choices, a Starter or Pro plan. The starter plan is for $37 month and you don't have to pay for a whole year upfront. You can cancel any of them before 7 days.

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