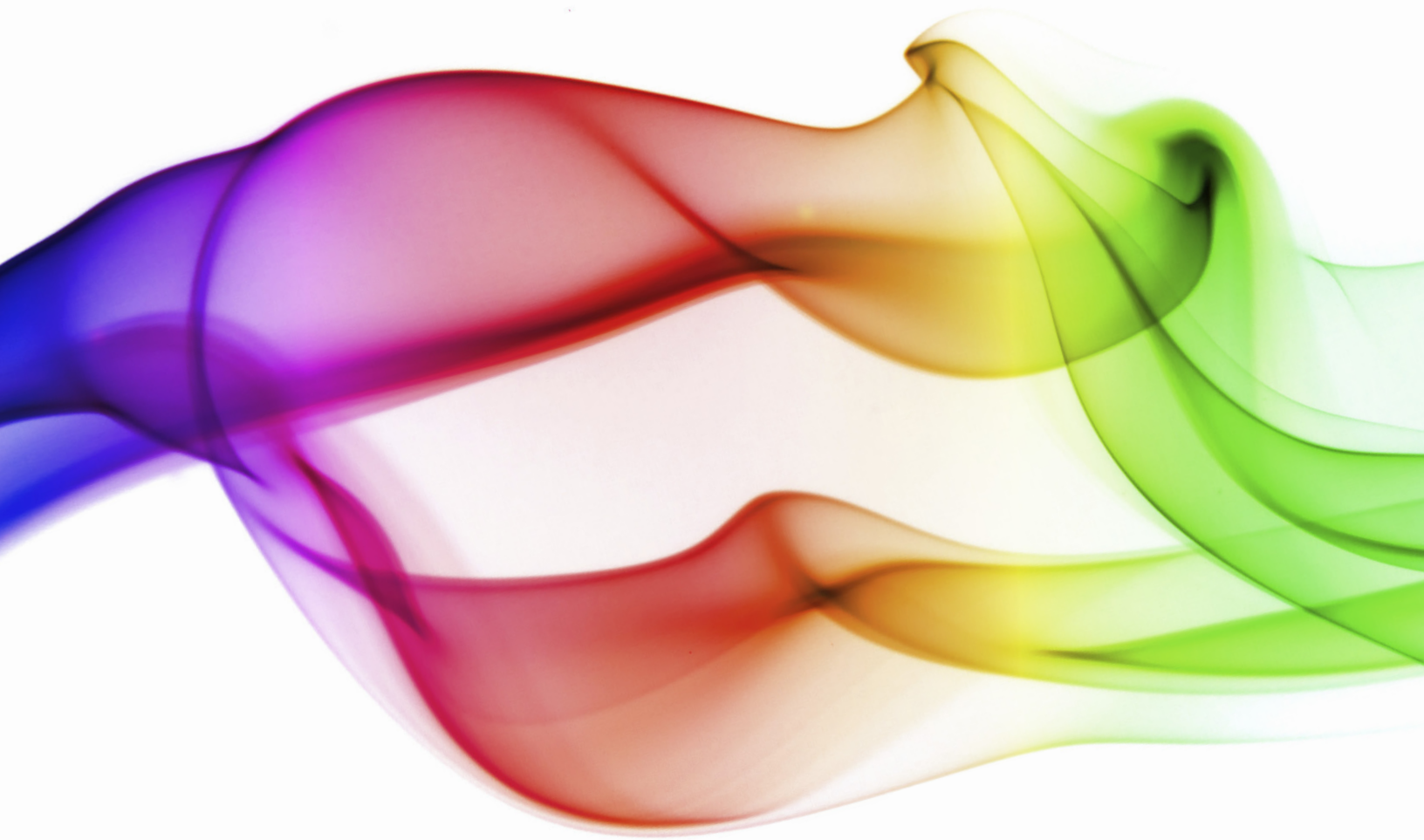


Using Keywords

A nine point plan for growing your website revenue



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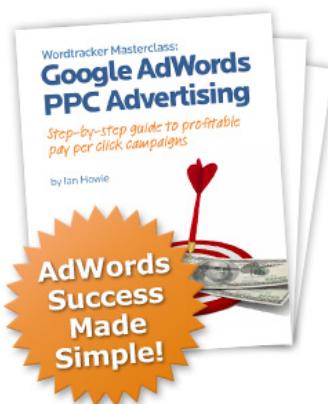
Also published by Wordtracker:



Link Building

How to build links to your website for SEO, traffic and response.

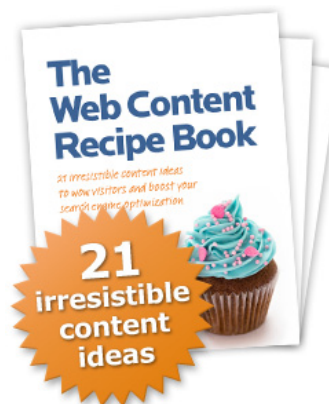
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Google AdWords PPC Advertising

A Practical step-by-step guide for creating profitable PPC campaigns.

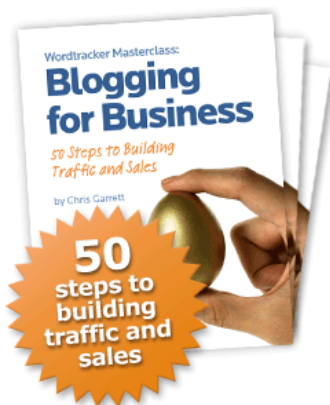
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Learn 50 simple, smart and speedy ways to attract more customers online.

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Writing Kick-Ass Website Sales Copy

Copywriting guru Nick Usborne reveals his secrets for writing sales-exploding website copy.

[Click here to learn more.](#)

Introduction

The question Wordtracker gets asked most after “what are my best keywords?” is “how do I use my best keywords on my site?” Of course there is not a single answer to this question – there are scores of answers. With the right team on board, there is literally no limit to how you can use keywords to improve the performance of your website.

In *Using Keywords*, we'll give you nine ways to use keywords. The list is not exhaustive – invest the time and you are bound to come up with your own innovative ideas. These nine suggestions will act as a stimulus and take you past the obvious, and into the realm where you are really profiting from your keyword research.

As Wordtracker has grown and developed over the last 12 years, we've worked with tens of thousands of website customers and we've seen keyword research mature. Eight years ago keyword research was a tool to feed all sorts of tricks to 'fool' the search engines.

But those days are long gone, the old tricks don't work anymore, and the complexity and quality of today's search engine algorithms mean that efforts invested in 'playing the game' rather than 'gaming the system' will pay dividends for business websites.

Keyword research is now recognized as an essential marketing tool – a tool to help marketers better understand customer behavior. The classic definition of marketing, “the management process responsible for identifying, anticipating and satisfying customers needs profitably” is as relevant today as it was when the theory and practice of marketing emerged as a business discipline from the 1920s onwards.

Now, marketers have a terrific tool for engaging with customers – the world wide web. Search engine tricks have gone but what remains is the need to engage with customers online.

And what better way to engage with customers than to use their language on your

website.

Andy and Mike Mindel
Founders of Wordtracker

PS, Here are some resources that we find really useful:

The Wordtracker Academy: www.wordtracker.com/academy.

Is packed with articles, tips, and tactics to help you improve your online marketing.

Help videos for Wordtracker's Keywords tool: www.wordtracker.com/academy/videos.

Learn how to research and manage your keywords with the Keywords tool.

Wordtracker books: www.wordtracker.com/academy/books.

We publish a range of books on everything from [blogging](#) to [link building](#).

And if you've any questions, please contact us at:

support@wordtracker.com or <http://www.wordtracker.com/livechat>

We'd love to hear from you.

Expand your keyword lists

Chapter 1

The objective of a business website is to attract potential buyers and convert them into paying customers.


Keywords can help you fulfill this objective. Use appropriate keywords on your site and you'll attract visitors who want to buy the types of products you have to offer.


The more relevant keywords that you rank well for, the more business you will do. So, by constantly expanding your keyword lists, you expand the potential market for your business.

There are two main ways of expanding your keyword lists:

- **Find long tail keywords** – if your visitors are searching for *chocolate* they may also be searching for *dark chocolate* or *organic dark chocolate* or even *organic mint-flavored dark chocolate*. Wordtracker's Keywords tool will be able to help you find long tail terms that are relevant to your market.

ResultsPer page: [100](#), [1000](#)

 [Get additional metrics](#)

 Export: [Keywords only](#) or [all columns](#)

Select:

All

None

Select keywords containing:

Select

Deselect

Delete selected:

Delete

Save Selected:

Save

[Keyword](#) (?)
(150)

[Searches](#) ▼ (?)
(N/A)

1 <input checked="" type="checkbox"/> dark chocolate (search)	673,000
2 <input checked="" type="checkbox"/> chocolate dark (search)	673,000
3 <input checked="" type="checkbox"/> european dark chocolate (search)	33,100
4 <input checked="" type="checkbox"/> dark chocolate bar (search)	33,100
5 <input checked="" type="checkbox"/> dark chocolate bars (search)	33,100
6 <input checked="" type="checkbox"/> dark chocolate squares (search)	27,100
7 <input checked="" type="checkbox"/> organic dark chocolate (search)	22,200
8 <input checked="" type="checkbox"/> dark chocolate cocoa (search)	22,200
9 <input checked="" type="checkbox"/> dove dark chocolate (search)	18,100
10 <input checked="" type="checkbox"/> extra dark chocolate (search)	14,800
11 <input checked="" type="checkbox"/> lindt dark chocolate (search)	14,800
12 <input checked="" type="checkbox"/> dark chocolates (search)	14,800
13 <input checked="" type="checkbox"/> dark chocolate benefits (search)	14,800
14 <input checked="" type="checkbox"/> dark chocolate health (search)	14,800
15 <input checked="" type="checkbox"/> dark chocolate candy (search)	14,800

Figure 1.1: A search on dark chocolate in Wordtracker's Keywords tool (Google data selected)

- **Find related keywords** that allow you to broaden the range of market sectors that you can target. So if, you're selling gourmet chocolate, you may find opportunities in related keywords such as *truffles*, *fudge* or *luxury foods*. A search using Wordtracker's Related Keywords tool can make you aware of markets that you might not have already considered.

Results		Per page: 100 , 300
Keyword (?) (300)		Export
1	chocolate (search)	
2	food (search)	
3	mslo (search)	
4	Chocolate (search)	
5	chocolate gifts (search)	
6	recipes (search)	
7	gourmet chocolate (search)	
8	dark chocolate (search)	
9	business gifts (search)	
10	hostess gifts (search)	
11	meal_course (search)	
12	dish (search)	
13	chocolates (search)	
14	desserts (search)	

Figure 1.2: A search on chocolate in Wordtracker's Related Keywords tool reveals lots of potential sources of new traffic

Don't forget the sale!

When building your online business, you need to make sure you have an effective sales process in place.

You need to convert people who arrive at your website into paying customers. If you don't do that, then it doesn't matter how extensive your keyword research is, or how effective your optimization efforts are in drawing new visitors to your website. If you can't convert a visitor into a customer then your efforts will be doomed to failure.

Only when you have an effective sales process can you get the real benefit from expanding your keyword lists. And when you have that sales process in place, like any business you will want to expand. You could add new product lines, associated products and other ways to expand your potential income from each of the customers you attract.

Are you getting as many sales as you could?

Before you embark on any product development you need to be sure that you are getting maximum return from your existing content. Let's suppose you've got a website that performs well – you get 100,000 unique visitors per month and you have a conversion rate of 3%. That equates to 3,000 paying customers per month. Not a bad business situation to be in.

If you are running analytics software (such as Google Analytics) on your site, you'll be able to see how much of your traffic comes from search engines. Here's a report from Google Analytics for www.wordtracker.com. It shows that more than a quarter of the traffic arriving at www.wordtracker.com comes from search engines.

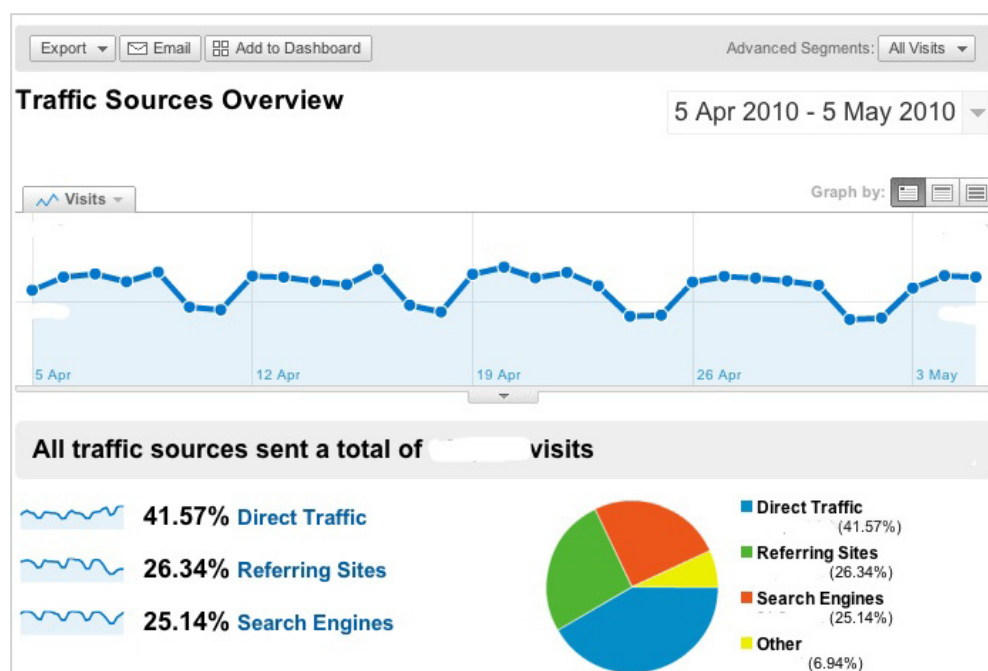


Figure 1.3: More than one quarter of the traffic arriving at wordtracker.com comes from search engines

In our scenario, let's suppose that 50% of the traffic arriving at your site comes from search engines (as that's more common). Dig a little deeper in your Analytics reports and the first thing you do is exclude visitors using keywords that contain your own brand names. This might count for half of your search engine traffic.

You might find that as much as 80% of your non-own brand search engine traffic comes from around 20 good keywords if you include all keywords that contain those keywords. Eg, if chocolate truffle is a top keyword, you count organic chocolate truffles (this is called the organic chocolate keyword niche).

Here's a quick calculation of what this means:

- 25% of your traffic comes from search engines via non-own brand keywords - so that's 25,000 unique visitors a month. 80% of these come from your top 20 keywords – that's 20,000 visitors per month.
- With a conversion rate of 3%, those 20 keywords bring you 600 paying customers every month.

Now, if you could find another 20 keywords that perform just as well, then you could add another 600 customers.

And if you could achieve this growth once, could you do it again? Of course, the answer to that depends on the potential in your marketplace, but the underlying principle is that good keywords will bring additional revenue to your website and you really can't get too many of them.

Three types of keyword research

We've established that you should be targeting keywords on your site. You'll need hundreds – maybe thousands – if your site is to be successful. So, how do you begin your keyword research?

Here are three approaches to consider:

(i) Look for related keywords.

Using the Related Keywords tool (the orange tool) in Wordtracker's software, you can find many new keywords that you won't previously have considered. A search on *business telephone* reveals keywords such as *VOIP*, *business phone service* and, as you dig deeper, *small business phone systems*.

Find keywords related to...

...the following keyword:

Results Per page: [100](#), 300

Keyword (?) [Export](#)
(300)

1	phone (search)
2	business phone (search)
3	business phone service (search)
4	VoIP (search)
5	Business Phones (search)

The Related Keywords tool will deliver up to 300 keywords at a time and will help you broaden your keyword lists – to include terms that you might not have already considered.

Figure 1.4: A search on *business telephone* using the *Related Keywords tool*

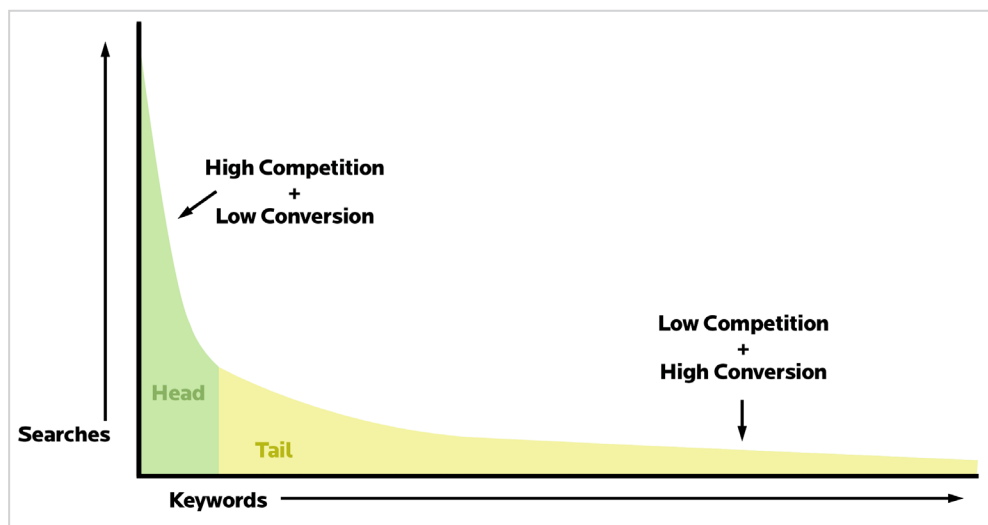
(ii) Look for value in the longer tail of keywords. Rather than just concentrating on the top or ‘head’ terms, the long tail of keywords is more likely to offer profitable opportunities.

When we talk about the long tail, we’re referring to the typically longer keyword phrases that are very specific to what your website is selling and what people are looking for. These phrases differ from the more basic, primary keywords that are heavily searched (cleverly called the ‘head’).

For example:

Head Keyword	Long Tail Keyword
mountain climbing	California mountain climbing tours
laundry detergent	environmentally-friendly laundry detergent

hardwood floors	recycled pine flooring
cribs	convertible wood baby cribs



The long tail of keyword research is absolutely fundamental to your online success.

This is because the long tail represents a far greater number of searches than the head. In a 2008 report, Bill Tancer, general manager of global research at Hitwise, revealed that for any given topic, the top 100 keywords account for just 5.7% of all website traffic - while long tail keywords account for the remaining 94.3%!

Figure 1.5: An illustration of the huge number of low competition, high conversion alternatives that can be found in the long tail of primary keywords



If you're not targeting long tail keywords on your site, you're probably missing out on 95% of your potential traffic.

So what does the long tail mean for you?

Target a large number of long tail terms and you can generate lots of highly targeted traffic. Since there are so many potential long tail combinations that searchers may use to find what you offer, you'll likely need to create more pages on your website. Luckily for you, Google - the world's most popular search engine - loves sites with plenty of pages!

Here's something else that may surprise you: because they have less competition from other websites, long tail keywords give you a much better chance of ranking highly in the search engines - and that means more visibility for your website.

And here's even better news: the people who search online using long tail keywords are far more likely to become buyers! These specific keywords trigger significantly higher conversions than general terms and phrases.

Results		Per page: 100 , 1000
 Get additional metrics  Export: Keywords only or all columns		
Select: All None	Select keywords containing: <input type="text"/> Select Deselect	Delete selected: Delete Save Selected: Save
Keyword (2) (109)	Searches ▼ (2) (N/A)	
1 <input checked="" type="checkbox"/> business telephone (search)	60,500	
2 <input checked="" type="checkbox"/> business telephone systems (search)	12,100	
3 <input checked="" type="checkbox"/> business telephones (search)	6,600	
4 <input checked="" type="checkbox"/> business telephone service (search)	6,600	
5 <input checked="" type="checkbox"/> telephone for business (search)	5,400	
6 <input checked="" type="checkbox"/> business telephone number (search)	5,400	
7 <input checked="" type="checkbox"/> business telephone system (search)	4,400	
8 <input checked="" type="checkbox"/> telephone systems for business (search)	2,400	
9 <input checked="" type="checkbox"/> business telephone numbers (search)	1,900	
10 <input checked="" type="checkbox"/> telephone business numbers (search)	1,900	
11 <input checked="" type="checkbox"/> telephone business directory (search)	1,600	

Here's how to find those long tail keywords:

Using Wordtracker's Keywords tool you can easily find out how your top keywords are used inside longer phrases.

For instance, *business telephone* also appears in the longer terms *business telephone system*, and as you dig deeper you'll find more targeted terms like *small business telephone system*.

5	<input checked="" type="checkbox"/>	small business voip phone system (search)
6	<input checked="" type="checkbox"/>	phone systems for small businesses (search)
7	<input checked="" type="checkbox"/>	phone system small business solution (search)

Figure 1.6: A search on business telephone using Wordtracker's Keywords tool (Google data selected)

These longer phrases can be incredibly valuable: they can generate highly targeted traffic, but often attract very little competition.

For every search you'll get 1,000 keywords - so you can dig much deeper into the long tail of a primary phrase. And for every keyword you rank for you'll get more customers, more sales and more revenue for your business.

Results Per page: 100, 1000				
Get additional metrics Export: Keywords only or all columns				
Select: All None Select keywords containing: <input type="text"/> Select Deselect Delete selected: Delete Save Selected: Save				
Keyword (?) (109)	Searches (?) (N/A)	In Anchor And Title (?)	KEI (?)	KEI3 (?)
1 <input checked="" type="checkbox"/> business telephone (search)	60,500	6,980	65,100	8.67
2 <input checked="" type="checkbox"/> business telephone systems (search)	12,100	1,910	12,800	6.35
3 <input checked="" type="checkbox"/> business telephone service (search)	6,600	113	14,200	58.4
4 <input checked="" type="checkbox"/> business telephones (search)	6,600	618	8,490	10.7

Figure 1.7: Longer keyword phrases from a search on small business phone system

(i) Look for niche or emerging markets that you might be able to identify before your competitors do.

Once you've run a search in the Keywords tool, click on 'Get additional metrics' to get more information about those keywords.

At first the metrics might appear to be a whole load of numbers. But, don't worry they're going to help you find some great new keywords.

Figure 1.8: Additional metrics for a search on business telephone

Here's what each of these terms mean:

- **Searches** is the number of times the keyword appears in our database. The Wordtracker database is created from over 635 million searches conducted over the last 365 days.
- **In Anchor and Title (IAAT)** counts the number of web pages for which the keyword appears in both the title tag and the anchor text of a backlink. IAAT is measuring the level of serious competition for each keyword. The higher the number, the more competition the keyword will face.
- **KEI (Keyword Effectiveness Index)** helps you rank your keywords by combining popularity (the number of searches) and competition in a single mathematical formula. The higher the number, the more effective the keyword is likely to be.
- **KEI3** gives you an alternative view of the effectiveness of a keyword. In this formula, the influence of 'competition' has been increased so it may help identify particular niches.

When you're starting out, you could just rank the keywords by KEI: the larger the number, the more attractive the keyword.

As you become more familiar with the tool, you'll want to consider IAAT, too. Look for low IAAT numbers. Then, keep building lists of keywords that have low IAAT numbers and high KEI numbers.

More about metrics

You can find out more about how to use these metrics in Mike Mindel's article: [Finding profitable keywords just got easier with Wordtracker's Keywords tool](#).

Keyword research never stops

Keyword research is an ongoing process and you should always be adding to your

keyword lists. As you learn more about the words your customers use to search, you'll be in a better position to see and exploit new opportunities.

You should use a mixture of solid data AND human intelligence. Keyword research is not a simple one-off task. You will achieve much more if you investigate the tools, think about what they tell you about your customers, and develop a keyword strategy that is suitable for your business.

Key Points

- You'll need hundreds (even thousands) of keywords if your site's to be successful.
- Start your research by casting your net as widely as possible using Wordtracker's Keywords tool. The Related Keywords search will help.
- Only once you've built up your list of related keywords you should start to dig into the long tail to expand your list further.

Optimize your existing content

Chapter 2

The first quick win of doing keyword research should be to optimize your existing content. Do that before you go on to create new content. That means looking again at the content you've already created and seeing what improvements you can make that will increase search engine traffic - and sales - from those particular pages. You've got to make sure that you've organized your content and that you've used important keywords in all the right places.

Site structure

You need to be methodical in your approach and understand the purpose of each page.

The **home page** is the most important page for people doing general research before making a purchase decision. You should optimize your home page for around three important keywords.

If you were selling office furniture, for example, you might optimize your home page for the keywords *office furniture*.

Search on Google and you'll see that the top result for *office furniture* is www.officefurniture.com



Figure 2.1: A search on *Google.com* for *office furniture* gives *www.officefurniture.com* as the top organic result

Your home page is likely to attract the highest number of inbound links – we call this link juice – and you will want to pass the power of these links along to your most important pages.

You do this by adding keyword rich links to the home page. These internal links to your **category pages** are designed for people doing more specific research, for example, *office and computer desks* or *home office furniture*.

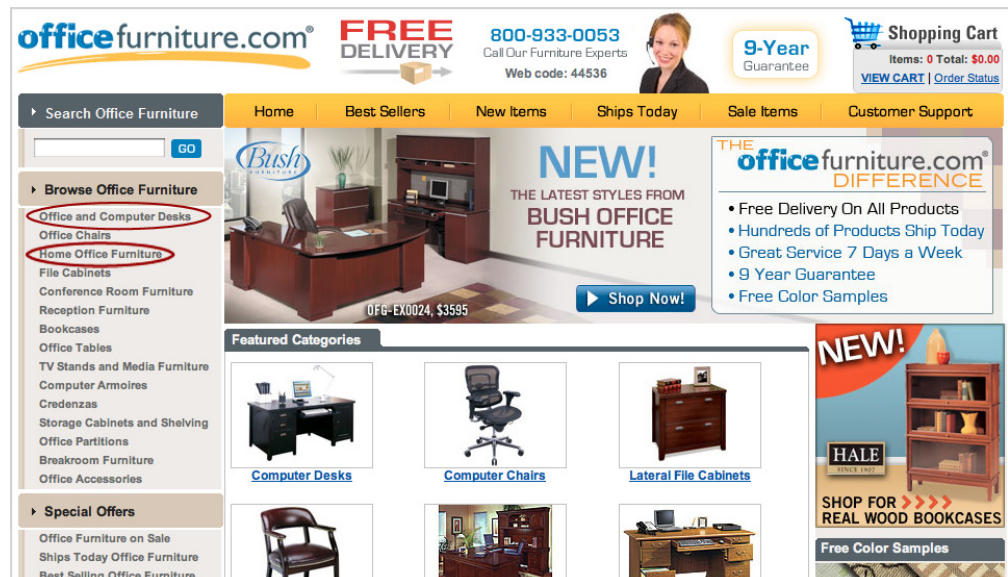


Figure 2.2: Links to the category pages on www.officefurniture.com are highlighted

Everything on the category page should relate to the single topic you've chosen. Every category should be optimized for around three keywords.

The category pages should link to **specific product pages**, for example, *portable computer desks*. Again using keyword rich links is important. People seeking product pages will be further along the buying process and will be looking for something specific. A product page should be optimized for two keywords.

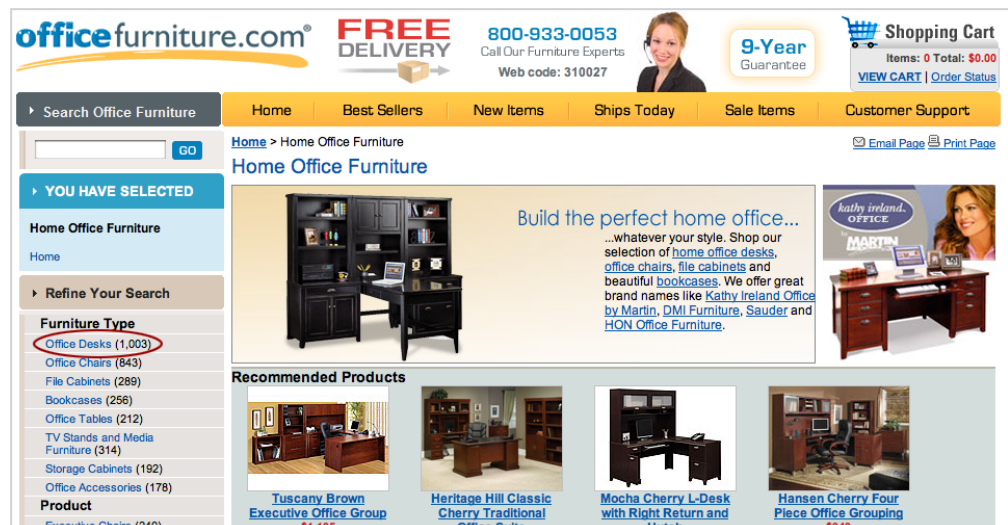


Figure 2.3: On each category page, you should find links to product pages

So do a review of your main pages and make sure you've got a structure that follows the logic of the generic to the specific – as in *office furniture* to *home office furniture* to *portable computer desks*.

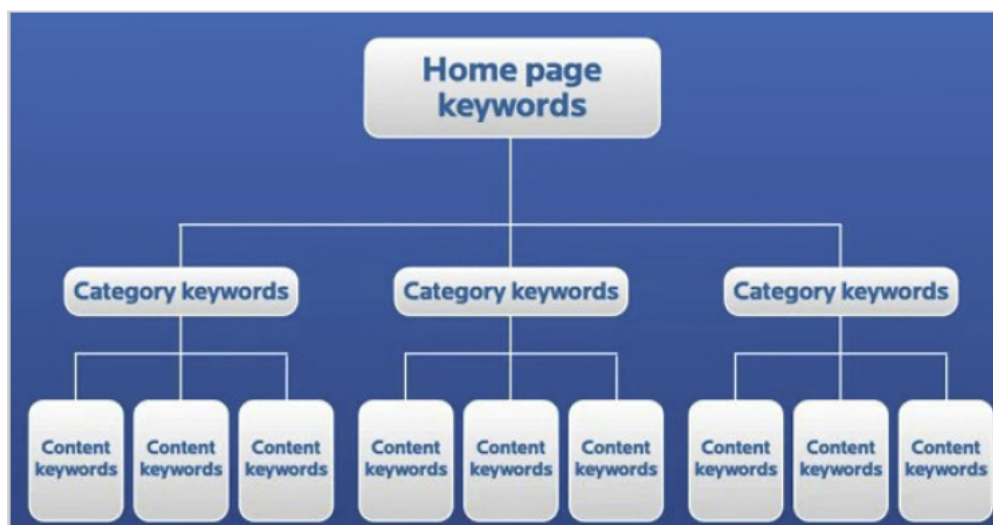


Figure 2.4: Every page on your website should target different keywords

The next step is to organize your pages, and Wordtracker's Keywords tool can help. Our help video, "[Managing Lists and Projects](#)" shows you how.

Next, let's look at optimizing specific pages. Here are the steps to follow:

- (i) Decide on the specific subject you're going to write about and the reason why you're going to write it (for example, 'to help people understand' or 'to close a sale'.)
- (ii) Pick a primary and a secondary keyword phrase around which you'll optimize your content. For the home page and for category pages, you can add a third phrase.
- (iii) Write the title tag to include at least your primary keyword phrase. Also include your second and third phrases if possible. However, limit the title to around 70 characters so you might just have to use two out of your three chosen phrases. When a potential customer visits a page, they may read the title tag, as it will appear in their browser window.

As an example, the title tag for www.officefurniture.com is "Office Furniture and Office Chairs - OfficeFurniture.com."

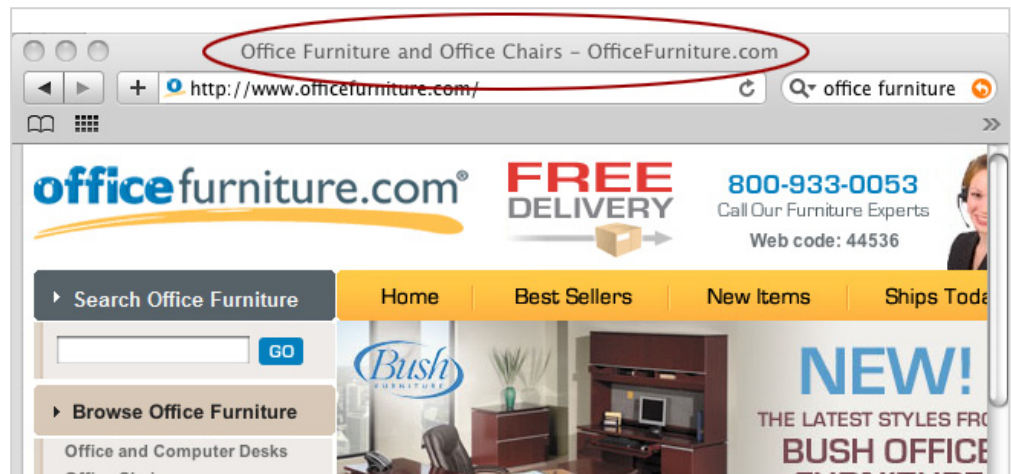


Figure 2.5: Your title tag will appear in your users' browser window

(iv) Write the description meta tag including all three of the keyword phrases. This should be meaningful and written in good English with a limit of around 200 characters. The description can often double as the summary or first paragraph of your copy. But, be aware that search engines may use your meta tag description on their results pages, so make sure the text includes keywords AND sells your services. You may want to include a 'call to action' to encourage potential customers to visit your site.

At the time of writing the meta tag for www.officefurniture.com is "Office Furniture, office chairs, desks and cabinets with free delivery. Browse our huge selection at OfficeFurniture.com."

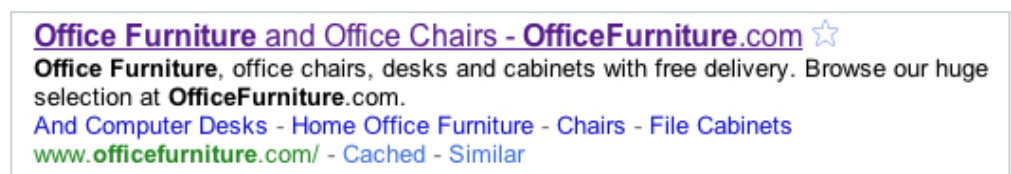


Figure 2.6: Your meta tag text will appear in Google's search results

(v) Now work out the structure of your copy, and write keyword rich subheadings that help you organize your material.

(vi) Now write the copy itself. Don't worry about keyword density – if you've followed these steps your page will be well optimized. It is much better at this stage to write persuasively for people, not search engines.

For more information about how to optimize a page, we recommend:

[How to successfully optimize a page for over 10,000 keywords.](#)

Optimizing your existing content is the first step in getting a real business return from your investment in keyword research. In truth, though, SEO is a never-ending process. As we've outlined, SEO starts with:

- Keyword research, then
- you should plan your site structure and site navigation,
- plan, create and optimize site content,
- run link building campaigns to generate inbound links to your site, and finally
- monitor progress and generate ideas for more keyword research.



Figure 2.7: The SEO process

Now that you know how keyword research fits into the SEO process, we'll look at more uses of keyword research that can give you a real competitive advantage.

Generate search engine friendly content

Chapter 3

Keyword research tells you what people are looking for online and therefore it is one of the best ways to find ideas for content on your website.

But many people only use keyword research to polish content after it has been created. This process is at best time-consuming and at worst creates roadblocks to getting your content out where people can find it.

It is much more sensible to do your keyword research before you start any writing. Why? Because then you'll:

- know that people are genuinely interested in what you're writing about
- be able to structure your article using keywords throughout
- find that the structure makes writing easier, and that the resulting copy is easier to read
- create search engine friendly copy easily in record time – and that will save money on later optimization.

Here's an exercise to stimulate a useful content brainstorming session.

1. Preparation. Pick a number of important market sectors for your business and draw up a list of at least 50 keywords for each. Check the popularity of each keyword and rank them in descending order.

2. Get your team together for the brainstorm (if you work on your own, ask some of your current customers or friends familiar with your business to help). Tell the team that their task is to build lists of important issues in each of your market segments.

- What are customers looking for?
- What problems do they encounter?
- What benefits do your products bring?
- What is making news in the sector?
- What new trends are emerging?
- What will the future be like?

And so on.

Generate lists for each of your target segments, then rank them in whatever terms you like. That might be on their importance, on the level of difficulty in addressing them, or matching your company abilities or priorities.

3. This is where the fun can really start. Get your team to consider first the list of keywords, then a list of issues in your sector, and then match them to create an idea for an article, a report or any other type of content.

Here's how the Keywords tool can help

Wordtracker's tools can help you find ideas for creating content. Use the Related Keywords feature (the orange tool), which appears when you click on 'Show'.

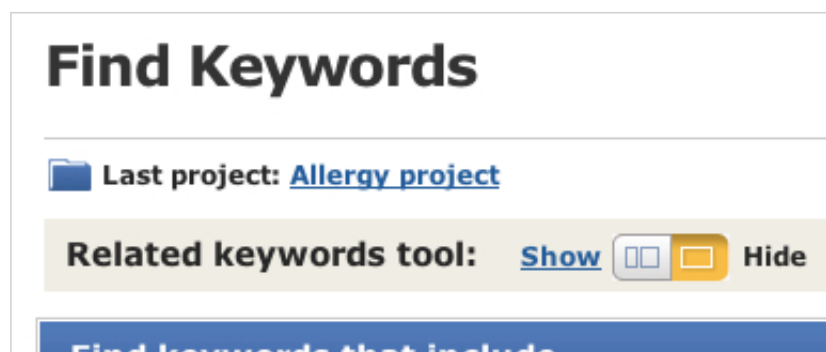


Figure 3.1: Click on 'Show' to reveal the tool

When you do this you'll see the related tool slide in from the left.

Here's the Related Keywords tool – it's ready to use immediately.

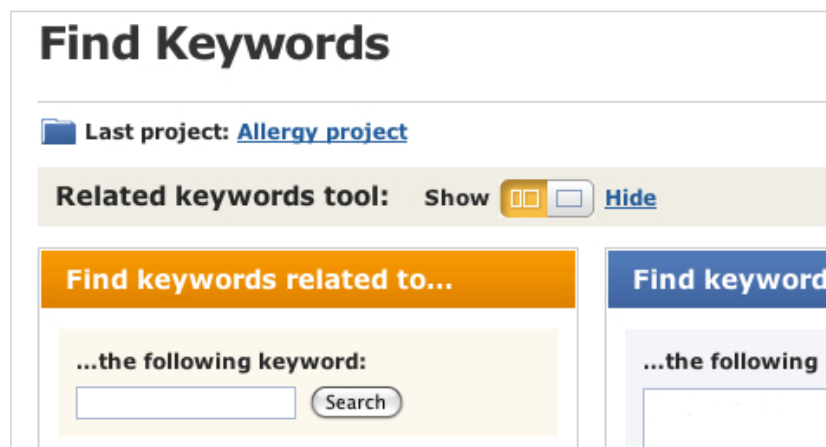


Figure 3.2: Use the Related Keywords feature to generate new content ideas

Just enter a seed word or short phrase into the seed word box and click 'Search'.

This can be any word or phrase that's relevant to your business.

The tool then gives you up to 300 suggestions for keywords that may be useful for you.

Using related keywords can expand your thinking about which keywords to use, or even which new niches to target.

Keywords can help your creative thinking

Here's an example: let's imagine you've just developed a tremendous allergy treatment, based entirely on natural ingredients and you want to set up a website to sell your great invention to the world.

Many people would start their search around the solution – the 'natural ingredients' that made your product different. Do that and you'll probably find a small market niche and like many online businesses you may succeed but you probably won't thrive.

You've concentrated on selling your solution before you've fully understood what people are looking for and all the niches that exist.

There is a simple process for expanding your keyword lists – and your potential audience:

(i) Start with a single idea and explore the market around it.

In our example we're going to explore all the keywords around the keyword *allergy*.

(ii) Sort the keyword results into groups of people searching for similar things.

What problems are your potential customers trying to solve? Well, it's obvious that the person who enters the keyword *When does the allergy season start* will be trying to solve a very different problem to the person who enters *I'm allergic to dogs*. So, our keyword research will help us identify the problems our potential customers want to solve. Which will give us ideas for the content we should be creating.

(iii) Dig deep into each group to find specific problems that you can solve.

(iv) Create optimized content that addresses these problems.

This thinking is laid out in more detail in our *Keyword Basics* guide, which you'll receive when you take a 7-day free trial with Wordtracker. If you haven't yet read it, you can get a copy [here](#), and if you haven't already taken the free trial, click [here](#).

However, the important point to remember now is: **try not to create content until you've done your keyword research.**

Generate hundreds of great content ideas

Let's take *allergy* as our first keyword to look into. Type *allergy* into the search box and click on 'Search.'



Figure 3.3: Type in your keyword and click on 'Search'

The Keywords tool will give you 300 suggestions for related keywords. A great start! From the first 100 alone I get some great suggestions:

anaphylaxis

asthma

hay fever

rhinitis

eczema

allergens

...and so on.

All are terms that you might not have thought of immediately, even if you were an allergy expert. All can be used to create relevant content for your site. You can do this on as many keywords as you choose.

Using keyword research in this way will give you any number of suggestions for content pieces to publish on your website – you'll never be short of an idea again.

Squeeze every bit of value from pay per click

Chapter 4

PPC advertising now makes up a substantial share of search marketing spend. Paying for an advert when someone clicks on it reduces the up-front cost associated with traditional advertising and brings a powerful, revenue-generating machine within the grasp of any size of business.

As with organic search, keywords are at the heart of PPC campaigns but the dynamics are different. Organic search is frequently perceived as free and while there is no payment to the search engine, there is a very definite cost in creating the content that must accompany each keyword if it is to have any chance of success. Therefore the number of keywords you optimize for is limited by the resources you have to create content around them. And of course, you will not start to see the results until many weeks have elapsed.

On the other hand pay per click is easily controllable and measurable. Success depends on finding the keywords that attract the most clickthroughs and the highest return on investment.

- If a keyword doesn't attract traffic, it doesn't cost you money.
- You'll start getting results quickly and can see what works and what doesn't.
- A keyword that isn't working can be discarded instantly.

So a popular strategy for PPC is to start with a large number of keywords and test their performance through the detailed analytics provided by Google AdWords, for example.

The higher the number of keywords you start with, the higher your chances of quickly finding the ones that are going to bring you the greatest return on investment.

The customer journey

Before you start your keyword research, it's important to be clear about your campaign's objectives.

PPC can deliver visitors, but will they buy? You might try and make a sale there and then, or recruit email addresses and attempt a sale later; or you might just be interested in branding or visits.

Your objective should determine which keywords you're targeting and how much you're prepared to spend.

Wordtracker's PPC expert Ian Howie, believes that customers pass through the following different stages on their journey from research to brand loyalty. At each stage they use different search techniques:

1. Research
2. Consideration
3. Purchase (or lead generation)
4. Loyalty

The number of keywords, order of keywords and the meaning of the keywords used help us identify what stage of the purchase journey a customer is on:

- Research keywords tend to contain one or two words.
- Consideration keywords tend to contain two or three words.
- Purchase keywords tend to be long tail – having three or more words.
- Loyalty keywords are brand based.

To increase your return on investment (ROI) you want to capture searchers at the consideration and purchase stages of their journey.

Here's how Wordtracker's Keywords tool can help

As we've seen in earlier articles, the Keywords tool can help you find these long tail keywords. Its database will allow you to identify hundreds, if not thousands of relevant keywords with just a few minutes' work.

Many people start their campaigns with just 30 or 40 keywords but according to PPC guru Perry Marshall, any site needs a minimum of 200 keywords to start with.

Of course, the search engines provide their own keyword suggestion tools, but using Wordtracker's tools can give you a serious competitive advantage. Here are some important ways:

- **The ability to suggest related terms** and dig into the long tail of search terms is a perfect complement to the search engine's own tools. Many of your less savvy competitors may not use Wordtracker's tools and you will have access to information that they do not have.

Let's imagine that you're trying to sell tea online. You can use a Related Keywords search (the orange tool) to expand your keyword lists. A search on the keyword *tea* will generate up to 300 related keywords.

Find keywords related to...

...the following keyword:

tea |

Search

Results

Per page: 100, [300](#)

Page: 1, [2](#), [3](#) [Next](#)

Keyword (?)

(300)

1	tea (search)
2	tea bags (search)
3	bags (search)
4	gourmet tea (search)
5	tea bag (search)
6	teabag (search)
7	herbal (search)
8	loose tea (search)
9	black tea (search)
10	green tea (search)
11	gourmet tea bags (search)
12	green (search)
13	teapots (search)
14	red tea (search)
15	teas (search)


Figure 4.1: A Related Keywords search on *tea* shows up to 300 new keywords


The Keywords tool will give you a wide range of keywords related to *tea*. The first 15 results alone are interesting. For example, you might not previously have considered *red tea* (14th on the list) as a market niche – it's one to investigate later!

• **Once you've found profitable keywords in your PPC campaign**, you can use Wordtracker's Keywords tool to give you similar keywords that are also likely to be profitable.

So, continuing with our example, you could run a search on *red tea* to investigate that niche further.

ResultsPer page: [100](#), 1000

 [Get additional metrics](#)

 Export: [Keywords only](#) or [all columns](#)

Select:

[All](#)[None](#)

Select keywords containing:

[Select](#)[Deselect](#)

Delete selected:

[Delete](#)

Save Selected:

[Save](#)

Keyword (?) (150)	Searches ▼ (?) (N/A)
1 <input checked="" type="checkbox"/> red tea (search)	165,000
2 <input checked="" type="checkbox"/> tea red (search)	165,000
3 <input checked="" type="checkbox"/> raspberry red tea (search)	18,100
4 <input checked="" type="checkbox"/> red tea rose (search)	14,800
5 <input checked="" type="checkbox"/> red raspberry leaf tea (search)	12,100
6 <input checked="" type="checkbox"/> red african tea (search)	8,100
7 <input checked="" type="checkbox"/> african red tea (search)	8,100
8 <input checked="" type="checkbox"/> rooibos red tea (search)	5,400
9 <input checked="" type="checkbox"/> red rooibos tea (search)	5,400
10 <input checked="" type="checkbox"/> red tea benefits (search)	3,600
11 <input checked="" type="checkbox"/> red bush tea (search)	3,600
12 <input checked="" type="checkbox"/> lipton red tea (search)	2,900
13 <input checked="" type="checkbox"/> red teas (search)	2,900
14 <input checked="" type="checkbox"/> organic red tea (search)	2,900

Figure 4.2: A search on red tea using the Keywords tool

The results throw up some more examples that you could test in your PPC campaigns. *Red raspberry leaf tea* anyone?

• **For PPC campaigns that are failing to deliver profits, the Keywords tool can help** you find new keywords to test.

Using the tea campaign as an example, in the Keywords tool enter the keywords that most define the campaign. In this case let's assume that we're setting up a campaign for: *green tea*

Then configure your settings. We recommend starting with 'Google' checked if this is your first search (choose 'Wordtracker' when you want to dig deeper into the long tail). Search for 'Match: Keywords in any order' and include 'plurals'. Choose the territory that applies to you (US or UK).

Find keywords that include...

...the following keyword(s):

green tea

Find keywords from:

☒ Google

☐ Wordtracker
Currently matching keywords in any order ([hide](#))

Match:

☒ Keywords in any order (?)

☐ Exact keyword inside a search term (?)

☐ Exact keyword only (?)

Include:

☐ misspellings

☒ plurals

☐ adult keywords

Territory: ☒ US ☐ UK

Search

Figure 4.3: A search on green tea

Click 'Search' and you'll get back up to 1,000 keywords containing *green tea*.

Using these long tail terms in your campaigns is more likely to make your campaigns relevant to users' searches. And – here's the best bit - Google rewards relevant adverts with a lower cost per click.

• **The Keywords tool can help you find negative keywords** – terms that you don't want to advertise against. Before you make your campaign live, spending time researching negative keywords that you want to exclude is guaranteed to save you a whole load of money!

Using our previous example, select all your *green tea* keywords by clicking on 'Select: All'.

Now 'Deselect' ('uncheck') the 'positive' keywords – that is the keywords you want to bid on and have your adverts appear for.

This will leave the negative keywords checked.

Make sure you go through all the pages – that's up to 10 pages of *green tea* keywords.

The more negative keywords you can find, the lower your advertising costs are likely to be!

In our example, you might discover that competitors' brand names adversely affect your clickthrough rates, so you want to exclude them from your campaigns. In this case, you'd leave *lipton green tea* checked.

ResultsPer page: [100](#), 1000

 [Get additional metrics](#)

 Export: [Keywords only](#) or [all columns](#)

Select:

All

None

Select keywords containing:

Select

Deselect

Delete selected:

Delete

Save Selected:

Save

[Keyword](#) (?)
(200)

[Searches](#) ▼ (?)
(N/A)

1

☐

green tea ([search](#))

2

☐

tea green ([search](#))

3

☒

lipton green tea ([search](#))

4

☐

green tea weight ([search](#))

1,830,000

1,830,000

90,500

90,500

Figure 4.4: You might choose to exclude competitors' brand names, such as 'Lipton' from your campaign

Once you've chosen your negative keywords, click on 'Save'.

Next, click on 'Save selected keywords to:'

Save selected keywords to: X

Project:

My First Project ▼

List:

▼

Save

Figure 4.5: Save your negative keywords to a new List and give it a suitable name

Give your List a name, such as 'Green Tea Campaign Level Negative Keywords'.

You can then export your negative keywords, add them to your AdWords campaigns, and you'll immediately reduce your spend.

What tactics should you use?

PPC keywords that get lots of clickthrough (ie, get lots of visits) but do not convert well may be ideal candidates for organic optimization. Someone searching on *digital photography* probably does not want to buy a digital camera immediately and would be a poor PPC target. However, it is likely that in future they will want to buy – so that visitor would be an ideal target for content optimized around *digital photography* order to attract them on to your opt-in mailing list.

A well-proven tactic is to offer PPC visitors something irresistible like a downloadable report or a free trial. With these freebies comes an agreement to receive future emails, perhaps in the form of a newsletter. The newsletter is then used to prove your knowledge, build trust and make a sale.

We practice what we preach

In this one article it's impossible to tell you about all the ways that Wordtracker's Keywords tool can help you with your PPC campaigns.

So, if you're serious about using Google's AdWords to improve your marketing, you should read Wordtracker's *PPC Basics*. This 44-page guide shows you how to use the Keywords tool to find the best terms for your PPC campaigns.

Download your free copy [here](#).

Better still...

If you've already set up a campaign that hasn't done as well as you'd hoped, or you're looking for more detail on PPC best practice, we recommend: [Wordtracker Masterclass: Google AdWords PPC Advertising](#). This 157-page e-book is a comprehensive guide to creating a profitable PPC campaign (without throwing your money down a black hole). You'll discover:

- Why most PPC campaigns fail (and how you can avoid the same fate)
- A foolproof, step-by-step plan for setting up an AdWords campaign
- How to maximize every PPC dollar – and eliminate wasteful spending
- Proven techniques for skyrocketing your return on investment

Find out more [here](#).

Choose keyword rich names

Chapter 5

Inbound links are the single most important factor in determining your position on Google's results pages.

Here's what [Google](#) has to say about the importance of inbound links:

"Inbound links are links from pages on external sites linking back to your site. Inbound links can bring new users to your site, and when the links are merit-based and freely volunteered as an editorial choice, they're also one of the positive signals to Google about your site's importance."

Links coming from quality external websites are great news for any website. Keyword rich links - where an important keyword is included in the linking text - are even better.

In the screenshot below, you can see how Aaron Wall's website [seobook.com](#), links to Wordtracker's site. The first link uses *Wordtracker* as the linking text, while the second uses *free keyword research guide*. The second link is keyword rich (and comes from an authoritative site), so we're very pleased to have it.

Want more free PPC or keyword research tips? Need more Keyword Research Data?

- If you use pay per click marketing you are probably best off using Google AdWords, Yahoo! Search Marketing, and Microsoft AdCenter over the smaller PPC engines due to typically higher click quality and faster feedback loops.
- [Wordtracker](#) offers a valuable subscription based keyword research service and has a [free keyword research guide \[PDF\]](#). Wordtracker also sells lists of top search terms at various price points and depth.
- Compete.com offers affordable competitive research reports. Snoop on the competition with Compete Search Analytics. [Don't be left out!](#)
- [Aaron Wall](#) offers a [free Google AdWords & Yahoo! Search Marketing Tips PDF](#) and lists many other **free keyword research tools**, and includes offers a few free keyword research videos on that page.
- [Dan Thies's](#) SEO Research Labs offers [professional keyword research services](#) and this [free 75 minute keyword research video](#).

Figure 5.1: Aaron Wall's website, [seobook.com](#), links to two different pages on Wordtracker's website

Skilled link builders expend a lot of effort getting links like these and there is one simple lesson that you can take from their efforts. When someone reviews or links to a new product or publication, they will often use the name of the product or publication as the live linking text. So, if those names contain an important keyword then your website will get a search engine boost for that keyword.

By any other name...

Let's take a manufacturer who publishes an 'Office Furnishings Guide'. If the guide is useful, people will review and link to it, and in many cases they will use the name of the guide.

At the time of writing, the keyword *office furnishings* gets 14,800 searches/month (broad match) in the US, according to Google. However, the keyword *office furniture* gets more than 6 million searches/month (broad match). So, the manufacturer would have been able to target a larger keyword niche by choosing the name, 'Office Furniture Guide'.

Results		Per page: 100 , 1000
Get additional metrics Export: Keywords only or all columns		
Select:	Select keywords containing:	Delete selected: Save Selected:
All None	<input type="text"/> Select Deselect	Delete Save
Keyword (?) (2)	Searches ▼ (?) (N/A)	
1 <input type="checkbox"/> office furniture (search)	6,120,000	
2 <input type="checkbox"/> office furnishings (search)	14,800	

Figure 5.2: Office furnishings gets far fewer searches than office furniture

The names that you choose for products you intend to sell online are important. Such names should:

- (i) Fit with your overall brand and image.
- (ii) Be meaningful and attractive to your target markets.
- (iii) Contain popular keywords so that they boost your search engine rankings.

If you haven't yet chosen a domain name for your website, use Wordtracker's Keywords tool to help you find a name that contains relevant keywords.

Use keyword research when choosing product names

This also applies to how you use product names deep down in your sales pages.

Describing a product by its product code is not a good idea – WX4506 may be meaningful to your warehouse staff, but it doesn't give a search engine any

information. It would be much better to describe the product as 'Garden Shredder WX4506'. Naming products in this way and using the names in internal linking will also bring a search engine benefit.

This area of naming products can lead to conflict between traditional brand marketers and specialized search engine marketers. Conflict between these two factions is almost bound to arise because the traditional theories and practices of brand identity and marketing were established before the internet age.

When conceptualizing and naming new products, marketers will assess the overall market, carry out customer research, and test creative ideas before taking a product forward. With the emergence of the internet, they have even more market information to add to the mix – and keyword research has an important role to play.

Use keywords in your link building campaigns

Let's return to our *office furniture* example. A search for the keyword *office furniture* reveals that www.officefurniture.com tops Google's listing.

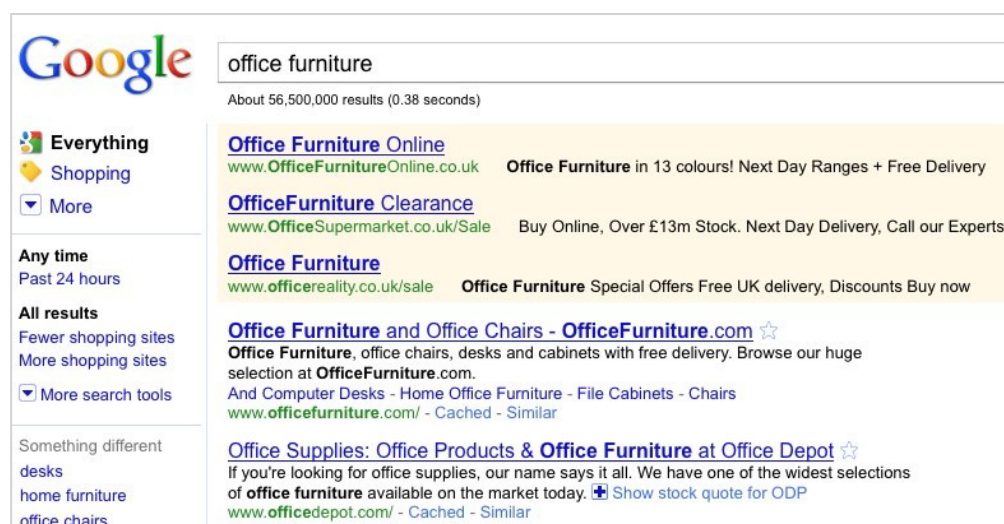


Figure 5.3: Officefurniture.com is the top result on Google for a search on the keyword office furniture

A quick analysis using [Wordtracker's Link Builder tool](#) shows that www.officefurniture.com has more than 1 million inbound links.

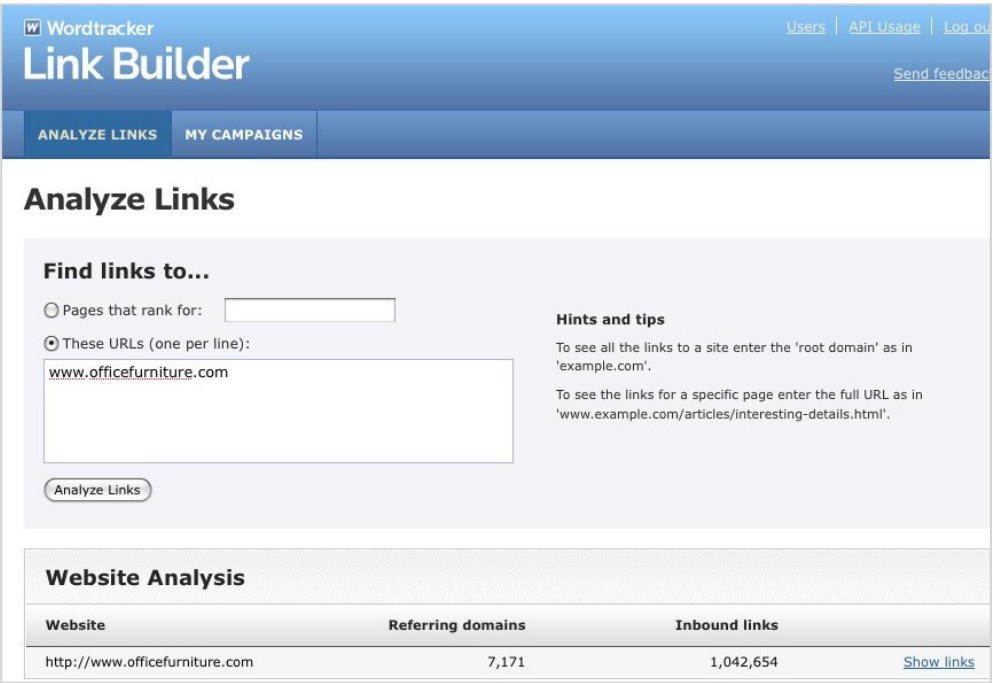


Figure 5.4: Link analysis for officefurniture.com

Many will contain linking text containing the keywords *office furniture*. These links are likely to be boosting the site's Google ranking for that keyword.

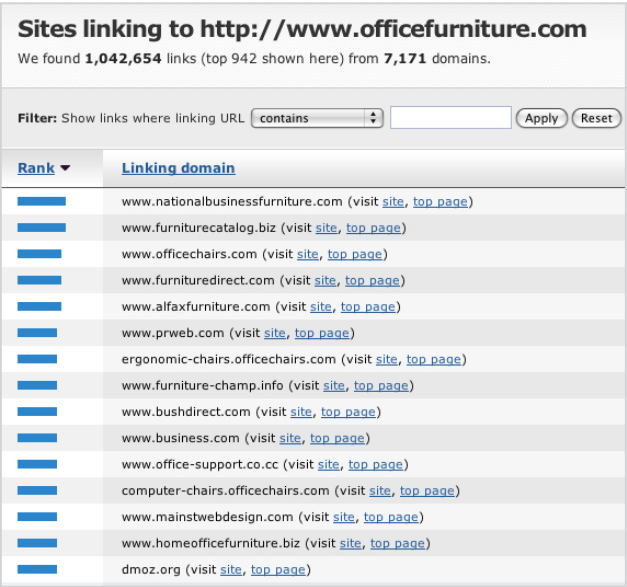


Figure 5.5: The top sites linking to officefurniture.com according to Wordtracker's Link Builder tool

You can get a free 7-day trial of Wordtracker's Link Builder tool [here](#).

Introducing an Effective Link Building Strategy

If you'd like to know more about the best way to build links to your site, we recommend [Wordtracker Masterclass: Link Building](#). This 135-page e-book will walk you through the **five critical stages of successful link building**:

- **Finding quality sites** that make up your market's online community
- **Networking and befriending** influencers within that community
- **Creating compelling, link worthy content** that is also optimized for the search engines
- **Promoting your content** to your online community
- **Getting inbound links without having to chase them down**



Find out more [here](#).

Optimize your press releases

Chapter 6

When people consume news offline – in newspapers, magazines and broadcast media – their relationship with the material is usually transitory.

After the day of publication, a newspaper is thrown in the trash can while a broadcast story can fade from memory very quickly.

But that's not the case online – and therefore a different approach is needed for online press releases.

Online news stories tend to stay put and they can still generate fresh readers for months or years after their original date of publication.

So a consumer thinking about buying your products, groups of users discussing your company, a journalist researching a story or a consultant preparing a report can all find your story at any time. That can bring long term publicity benefits as well as links from authority sites as a search engine bonus.

But to get those benefits, your story has to be found – and to do that it must contain popular keywords.

The normal rules of press release writing still apply online:

- **Make sure your story is newsworthy** – if it's not, don't send it.
- **Keep it brief and to the point**, but provide opportunities for follow-up.
- **Use quotes from real people in your release** – journalists are more likely to use direct quotes than anything else.
- **Use the first paragraph to summarize the whole story.**
- **Make sure you get your release to journalists** who are genuinely interested in your subject area.

However, when you write an online press release, make sure that in addition to all of the above, you:

- **Focus the press release on a primary keyword** and make sure you include it in the press release headline, in any quotations and throughout the copy (but don't overdo it).
- **Make sure your summary contains the primary keyword** as well as a couple of secondary keywords.
- **Keep it even briefer** – and link to further resources that journalists can read if they are interested.

• **Don't just use press distribution services to blast your story to thousands of journalists** – do research to find a handful of journalists or bloggers who are genuinely interested in your subject area.

Online publicity is still an emerging discipline and the potential for spectacular results is real. Here are some important pointers:

(i) Niche information sites publish editorial. As well as recognized news channels there is a huge number of niche information websites that publish editorial material. These range from large general websites to many hundreds of small sites that will be specific to your area of business and will be read by a high proportion of your prospects.

(ii) Journalists use the web for information. Journalists now use the web as a primary source of information. They will use it both to generate story ideas and to research, to check facts and to follow up stories that they are working on.

(iii) News stories online get an almost instantaneous reaction. Many blogs have built up a strong following, and getting your business covered positively on them can be very beneficial. You need to be aware of reaction and comment and take an active part in the discussions that your press releases generate.

(iv) Press releases are available to everyone. Your press releases can be found and read by members of the general public. So unlike traditional public relations, issuing a press release can be a way of reaching (and selling to) the public directly.

(vi) Finally, don't forget social media sites such as <http://digg.com/> and bookmarking sites such as <http://delicious.com>. The links you get from such sites can drive fantastic levels of traffic.

Build keyword rich inbound links

Chapter 7

To rank well in search engine results you need to score well on both 'on the page' and 'off the page' factors.

'On the page' factors are about what is on your own pages and therefore within your own control: 'off the page' factors are the links from external websites to your own, and these are much more difficult to control.

Most external links will use your domain to link to you, but if you can persuade them to link using keyword rich linking text (sometimes called anchor text), then you'll get a significant search engine boost.

So while AbeBooks.com would be pleased with a link like <http://www.abebooks.com>, they would be even more pleased with a link like [used books from AbeBooks](#) because the linking text contains one of their important keywords, 'used books'.

For many website managers and owners, getting an external link of any kind is achievement enough, without having to manage the even more difficult task of persuading an external website to link to you using specific keyword phrases of your choice.

So how do you get keyword rich inbound links?

In an earlier section, we showed you how to choose product and publication names to get such links: and there are other methods that if you persist will bring you many valuable links.

But before we list them, you need to do some preparation:

- Start by choosing the keywords that you're going to use in your initial link building campaign.
- Many of your link targets may not know how to add an html link to their website. So, write the html code for them – it's pretty simple if you don't already know how. Here's an example: to create the link used books from AdeBooks, you'd write the following html:

```
<a href="http://www.adebooks.com/">used books from AdeBooks</a>
```

The format will be the same for your links:

```
<a href="http://www.the-address-of-the-page-you're-linking-to.com/">the linking text you want to use</a>
```

You'll want to create a variety of inbound links using different variations of linking text.

There are simple steps you can take to start getting keyword rich links.

They include:

(i) Simply show people how you'd like them to link to you. Write the html, make it available and ask people to copy and paste the code into their own web pages.

(ii) Build contacts and relationships within your industry. Be generous in linking to useful external resources and you'll find that the people you link to take notice; and your generosity will often be rewarded with links back to your own site. If you've built a good relationship, people will be glad to use the linking text you suggest.

(iii) Write newsworthy press releases and use services such as www.prweb.com to distribute them. For a small additional fee they will allow you to embed links into the body of your press release.

(iv) Write and publish quality articles and blog posts on your own site. Make sure that you include important keywords in the titles of each article or post. People will generally use those titles when they link to you.

(v) Quality news and information sites in your industry will often accept well-written articles for publication. When they do, they'll normally publish a signature box describing what you do and linking to your site in whatever way you specify.

Link building is a time consuming business but it is essential work if you want to rank well on search engines. Your efforts will be doubly rewarded if you go the extra mile and look for keyword rich inbound links.

The mysteries of successful link building revealed!

We've established that link building is absolutely vital to creating a thriving, cash-generating website. **What if you could get dozens - even hundreds - of high quality websites to link to you** - without sending out a single link request? Imagine how your search engine rankings would soar (not to mention your profits) once the initial time investment is made.

Sound impossible? It's not. In our e-book, Wordtracker shows you **how to establish and expand an inbound link network that will continue to generate lucrative traffic streams for years to come.**

“Wordtracker Masterclass: Link Building - How to build links to your website for SEO, traffic and response” lays out a practical strategy for successful link building.

Forget spending hours chasing down links with little to show for your efforts! Once you've read this engaging yet uncomplicated book, you'll be able to construct a definitive link building campaign that delivers an exponential return on your investment.

“Wordtracker Masterclass: Link Building” is highly intuitive and easy to follow for anyone - **it doesn't matter if you're new to SEO**. This step-by-step guide combines real world language, examples, screenshots and checklists to help you quickly grasp the key concepts of linking and immediately apply them to your own website.

The book walks you through the **five critical stages of successful link building**:

- **Finding quality sites** that make up your market's online community
- **Networking and befriending** influencers within that community
- **Creating compelling, link worthy content** that is also optimized for the search engines
- **Promoting your content** to your online community
- **Getting inbound links without having to chase them down**



Find out more [here](#).

Use keywords in offline advertising

Chapter 8

Offline advertising has a proven effect on people's search behavior and planning optimized web content around certain keywords to support the advertising campaign is a tactic growing in popularity.

Advertising Age in a review of search marketing published some interesting statistics:

- Over 65% of consumers regularly watch television and use the internet at the same time.
- Going online to find out more or to buy after seeing a television commercial is now normal behavior for consumers, in a way that in-store purchasing after seeing advertising never was.
- Fewer and fewer consumers are starting their internet session by typing in a URL - over 80% of internet traffic begins at a search engine, over 40% of users now find a brand through a search term, and the numbers will grow and grow. Not only is this good news for ad agency creatives who find themselves arguing over the size of a URL in an end frame, it should change their view of the role of keyword research in developing advertising.

It's acknowledged by keyword research experts that television is one of the key drivers of search behavior.

Offline advertising can have a dramatic effect on the words that potential customers use to search so keyword research needs to be included when developing creative work. Integrating the most popular keywords into copy in any media will increase the chances of success.

Advertising for Burger King, Paramount and Pontiac is acknowledged as setting a good example, with the integration of advertising creative and keyword research bringing new levels of success for agencies and clients.

Nothing compares to the razzmatazz and the massive exposure of the Super Bowl. It's estimated that 106.5 million people watched it in 2010 – making it the most watched program in US television history, according to Nielsen. And the expensive ads shown during the game draw massive attention from the advertising world.

In 2002, AT&T invested millions in the Super Bowl to launch m-life, its mobile initiative, but did not think about what their potential customers would do after seeing the ad - they went online and typed in 'm-life'.

But nothing had been done to make sure that relevant pages from AT&T ranked well for that keyword. AT&T failed to deliver content to the customers who were looking for it and lost sales as a result. But now, major agencies and clients understand how extended internet coverage can mean the difference between the success and failure of an advertising campaign. Take Go Daddy and the 2007 Super Bowl. Advertising

purists have criticized Go Daddy's campaign as creatively uninspiring, but the results have been incredible. Go Daddy harnessed the controversy over their ad, which was pulled before its planned second showing, to get people onto the internet and get sales.

Once you watched the ad on their website, Go Daddy offered a special 10% sales discount. Incredibly, year-on-year sales for Go Daddy on Super Bowl Monday were up 70%. According to Go Daddy they even managed to better this Super Bowl sales record in 2010.

Here's the process:

(i) Do keyword research and make sure the results are included in the creative brief.

(ii) Create optimized copy around the chosen keywords and make sure it gets indexed well before the launch of the campaign.

(iii) Launch the campaign and bask in the glory of enhanced sales through the web.

Identify and exploit niche markets

Chapter 9

If you want to build a thriving business, you must identify the niches within your market. Decide which ones you want to target, then tailor your message to the audience.

No auto manufacturer would tell you that they sell their cars to people who want to drive.

They break their market down and talk about who they are targeting, and depending on the manufacturer, their chosen niches could be people who want family cars, 4x4s, luxury cars, convertibles, safe cars, environmentally-friendly cars and so on.

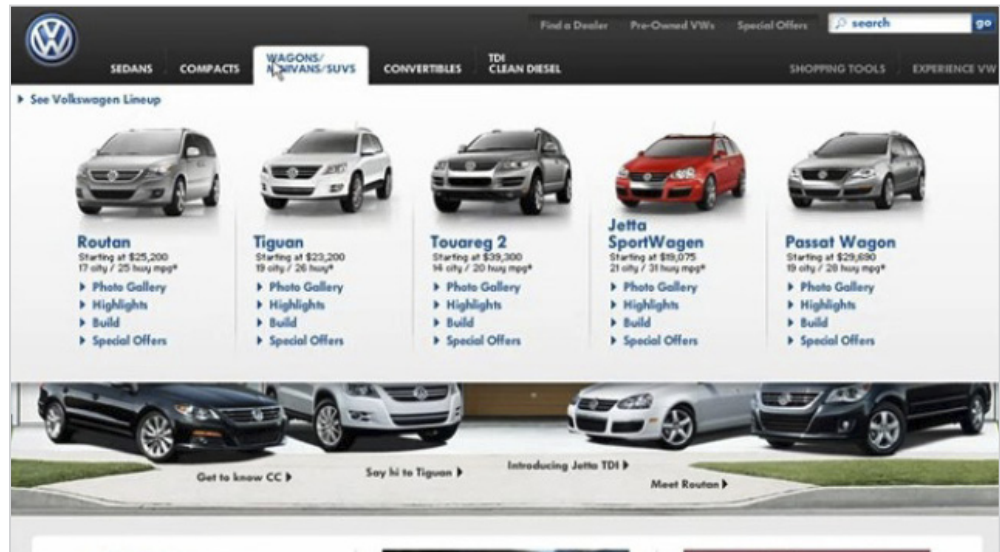


Figure 9.1: Auto manufacturers promote their vehicles to a variety of niches within their market

It's likely you chose your last car based on its safety record, mileage rating or whatever set of criteria was important to you. The key to success in selling cars, or anything else, is to target each of these groups and speak directly to them.

Similarly, if you want your online business to succeed, you'll have to uncover the niches in your market and decide which ones are worth pursuing.

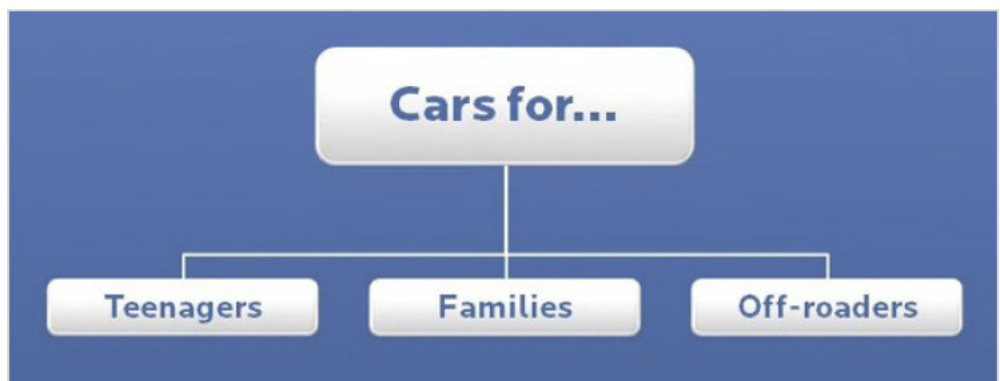


Figure 9.2: Speak to your audience in language they understand

Wordtracker's Keywords tool can help you identify and quantify niche markets. Keyword research tells you what people are looking for online and so it can help you assess the size of the market for any particular product or service. There are three stages involved:

- (i) Find the most popular keywords in your niche market.
- (ii) For each popular keyword, see how it is used in longer search terms and use the volume of searches to estimate the number of people searching for that particular keyword.
- (iii) Unearth related keywords that reveal hidden niches. Then calculate the volume of searches to give an estimate of the size of the market (and examine the level of competition you face).

In this lesson, we'll look at two hypothetical cases – a bank looking for potential opportunities in the credit card market and a baby shop expanding online for the very first time.

The bank and the credit card market

The bank could decide to target everyone who wants a credit card (a highly competitive market). Or they could look for specific niches within the credit card sector and target each with a specific message (it's likely that there will be less competition in some niches, making these more attractive).

Here's how we'll set up the Keywords tool to explore how people search around *credit card*.

The screenshot shows the Wordtracker Keywords tool interface. The title bar reads "Find keywords that include...". On the left, under the heading "...the following keyword(s):", there is a text box containing "credit card". On the right, under the heading "Find keywords from:", there are two radio buttons: "Google" and "Wordtracker". The "Wordtracker" option is selected. Below this, it says "Currently matching keywords in any order (hide)". Under the "Match:" section, there are three radio buttons: "Keywords in any order (?)", "Exact keyword inside a search term (?)", and "Exact keyword only (?)". The "Exact keyword inside a search term (?)" option is selected. Under the "Include:" section, there are three checkboxes: "misspellings", "plurals", and "adult keywords". The "plurals" checkbox is checked. At the bottom, there is a "Territory:" section with radio buttons for "US" and "UK", with "US" selected. A "Search" button is located at the bottom right.

1. Choose between Google and Wordtracker data:

- Pick 'Google' if you're just starting your research and want to get an idea of the size of the market. You'll get up to 200 new keywords each time you search.
- Choose 'Wordtracker' if you're looking for long tail terms, as you get up to 1,000 keywords at a time.

We've selected 'Wordtracker', as we're looking to expand our list of keywords and want to get as many ideas as possible.

2. There are three choices under Wordtracker for Match:

Keywords in any order: This means a search for *credit card* will match *credit card*, *credit card at low rate*, and *card for credit*.

Exact keyword inside a search term: A search for *credit card* will match *credit card* and *credit card at low rate* but not *card for credit*.

Exact keyword only: A search for *credit card* will only match *credit card*.

Note the settings I have used for our example:

- Exact keyword inside a search term, which we learned will show all the search terms that include the exact keyword *credit card*.
- Include: plurals. This means the results will include the most popular search terms for both *credit card* and *credit cards* – if I had entered *credit cards* in the search box, I would have missed all the search terms that included only the singular, *credit card*.

3. Choose the territory that's most appropriate for your business – the US or the UK.

Now click the Search button and Wordtracker will return up to 1,000 keywords, all of which will contain the exact phrase *credit card*:

Results		Per page: 100, 1000
Get additional metrics Export: Keywords only or all columns		
Select:	Select keywords containing:	Delete selected: Save Selected:
All None	<input type="text"/> Select Deselect	Delete Save
Keyword (?)	Searches ▼ (?)	
(11)	(19,212)	
1 <input type="checkbox"/> credit cards (search)	4,298	
2 <input type="checkbox"/> credit card offers (search)	2,444	
3 <input type="checkbox"/> credit card debt (search)	1,643	
4 <input type="checkbox"/> bad credit credit cards (search)	1,536	
5 <input type="checkbox"/> low interest credit cards (search)	1,507	
6 <input type="checkbox"/> business credit cards (search)	1,410	
7 <input type="checkbox"/> best credit cards (search)	1,333	
8 <input type="checkbox"/> secured credit cards (search)	1,324	
9 <input type="checkbox"/> prepaid credit cards (search)	1,306	
10 <input type="checkbox"/> credit card consolidation (search)	1,254	
11 <input type="checkbox"/> merchant account credit card processing (search)	1,157	

Our bank should scan the list of 1,000 keywords and delete terms that are not of interest. It finds two potential niches that match its business strengths – *prepaid credit cards* and *business credit cards*.

Now it's time to dig deeper into the keyword information for those two niche markets.

Comparing niche markets

At first glance, it may seem that *business credit cards* with a search count of 1,410 does not suggest a very large niche. That would be a mistake - this is a precise tool that reports the counts only for the exact keyword that you enter, not the number of times that phrase appears in the database overall.

The count for *business credit cards* is for those three words in that exact order – no more and no less.

Searches such as *small business credit card* or *business credit card offers* will not be included in the Search quantity.

Yet these keywords are certainly important in exploring the overall size of the niche and Wordtracker allows you to find all of them. All you have to do is search within the *business credit cards* option by clicking 'search' next to it.

Results		Per page: 100, 1000
Get additional metrics Export: Keywords only or all columns		
Select:	Select keywords containing:	Delete selected: Save Selected:
All None	<input type="text"/> Select Deselect Delete Save	
Keyword (?)	Searches ▼ (?)	
(14)	(23,012)	
1 <input checked="" type="checkbox"/> credit cards (search)	4,298	
2 <input checked="" type="checkbox"/> credit card offers (search)	2,444	
3 <input checked="" type="checkbox"/> credit card debt (search)	1,643	
4 <input checked="" type="checkbox"/> bad credit credit cards (search)	1,536	
5 <input checked="" type="checkbox"/> 0 balance transfers credit card mbna (search)	1,530	
6 <input checked="" type="checkbox"/> low interest credit cards (search)	1,507	
7 <input checked="" type="checkbox"/> business credit cards (search)	1,410	
8 <input checked="" type="checkbox"/> best credit cards (search)	1,333	
9 <input checked="" type="checkbox"/> secured credit cards (search)	1,324	
10 <input checked="" type="checkbox"/> prepaid credit cards (search)	1,306	
11 <input checked="" type="checkbox"/> credit card consolidation (search)	1,254	
12 <input checked="" type="checkbox"/> merchant account credit card processing (search)	1,157	
13 <input checked="" type="checkbox"/> credit card applications (search)	1,144	
14 <input checked="" type="checkbox"/> credit cards for people with bad credit (search)	1,126	

The additional search returns over 400 keyword phrases containing *business credit card* - the keyword niche - and here are the top terms:

Results		Page: 1, 2 , 3 , 4 , 5 Next Per page: 100, 1000
Get additional metrics Export: Keywords only or all columns		
Select:	Select keywords containing:	Delete selected: Save Selected:
All None	<input type="text"/> Select Deselect Delete Save	
Keyword (?)	Searches ▼ (?)	
(408)	(10,351)	
1 <input checked="" type="checkbox"/> business credit cards (search)	1,410	
2 <input checked="" type="checkbox"/> small business credit cards (search)	630	
3 <input checked="" type="checkbox"/> free credit cards sites business 0 (search)	483	
4 <input checked="" type="checkbox"/> accept business credit cards (search)	268	
5 <input checked="" type="checkbox"/> excepting credit cards for your business (search)	214	
6 <input checked="" type="checkbox"/> accept credit cards for business (search)	195	
7 <input checked="" type="checkbox"/> apply internet for business credit and debit cards (search)	177	
8 <input checked="" type="checkbox"/> accept credit cards small business (search)	171	
9 <input checked="" type="checkbox"/> business credit card instant approval credit cards (search)	161	
10 <input checked="" type="checkbox"/> accept credit cards for your business (search)	156	
11 <input checked="" type="checkbox"/> apply internet for business credit and debit cards (search)	154	
12 <input checked="" type="checkbox"/> business credit cards with cash back (search)	131	
13 <input checked="" type="checkbox"/> applications for business credit cards (search)	125	
14 <input checked="" type="checkbox"/> credit cards for new small business (search)	123	
15 <input checked="" type="checkbox"/> balance transfers business credit cards best rates (search)	121	
16 <input checked="" type="checkbox"/> applications business credit cards bad credit (search)	117	

Notice the Searches total is now 10,351, many more times the 1,410 listed for the single keyword *business credit cards*.

So, the bank may well take the decision that attracting a percentage of the 10,351 people searching in the *business credit card* niche is a good market to be in. We can easily 'Save Selected' or 'Export' this list of 400+ keywords using the click options on this screen.

Now let's have a look at the other niche that interested the bank – *prepaid credit cards*. An immediate question comes to mind here – do people type in *prepaid*, *pre paid* or *pre-paid*. Again, the Keywords tool provides the answer.

Here are the settings to use and the results:

The screenshot shows the Wordtracker interface for finding keywords. The 'Find keywords that include...' section has a text box with 'prepaid credit card', 'pre paid credit card', and 'pre-paid credit card'. The 'Find keywords from:' section is set to 'Wordtracker' with 'Match' set to 'Exact keyword only' and 'Include' set to 'plurals'. The 'Territory' is set to 'US'. The 'Search' button is visible.

The 'Results' section shows a table with 6 results. The table has columns for 'Keyword' and 'Searches'. The results are as follows:

Keyword (2)	Searches (2)
1 [x] prepaid credit cards (search)	1,306
2 [x] prepaid credit card (search)	262
3 [x] pre paid credit cards (search)	166
4 [x] pre-paid credit cards (search)	34
5 [x] pre paid credit card (search)	34
6 [x] pre-paid credit card (search)	21

Wordtracker has given me six variations of the keyword. Now I know that the majority of the searchers use *prepaid credit cards* as their keyword.

Now I can go back to the setting and click 'Exact keyword inside a search term' and 'Include: plurals' to get a count for the whole niche.

Wordtracker returns over 500 keyword phrases, with a Search total of 5,880. If I am interested, I can 'Save Selected' or 'Export' them. I can also choose any of the keywords and do another search to discover additional keywords to use.

From this initial exercise the bank can see that *business credit cards* is a larger niche than *prepaid credit cards*. The lesson here is that initial results indicated a similar level of searches for each of the single keywords. But, by investigating each niche, we know that the *business credit cards* niche is larger.

Keyword	Searches for the keyword only	Searches for the keyword niche
prepaid credit cards	1,306	5,880
business credit cards	1,410	10,351

You shouldn't be thinking about targeting a single keyword. Targeting a keyword niche is much more likely to give you a good return on investment. You can find out more about targeting keyword niches in Mark Nunney's article, [How to optimize a page successfully for over 10,000 keywords](#).

Expand your thinking

Next, the bank should make sure it has found all the important keyword phrases in the niche market. That means looking for related terms such as *business finance* or *business banking* and repeating the process of digging deep into the long tail using the 'Find Keywords' feature.

Once that research is completed, the bank can continue its assessment of the value of each niche. For instance, the bank will want to check out how much competition it faces. To do this, they would click 'Get additional metrics.' For more information about how to use each metric, we recommend reading Mike Mindel's article [Finding profitable keywords just got easier with Wordtracker's Keywords tool](#).

Now for the baby shop


Let's imagine a shop that sells baby products. It's been in business for about 10 years and has built a good reputation and a healthy turnover.

The business owners have decided to expand its online presence.

They have noticed that over the last year or so there has been an increased number of inquiries in the store for organic products. Could this be a good market sector on which to build their internet presence?

Again Wordtracker's Keywords tool can help.

Here are the settings to use:

Related keywords tool: [Show](#)  [Hide](#)

Find keywords that include...

...the following keyword(s):

baby organic

Find keywords from:

☐ Google

☒ Wordtracker

Currently matching exact keyword only [\(hide\)](#)

Match:

☒ Keywords in any order [\(2\)](#)

☐ Exact keyword inside a search term [\(2\)](#)

☐ Exact keyword only [\(2\)](#)

Include:

☐ misspellings

☒ plurals

☐ adult keywords


Territory: ☒ US ☐ UK


Search

This time I've chosen Keywords in any order so this will return keyword phrases that contain both *baby organic* and *organic baby*. Here are the results:

Results

Page: 1, 2, 3, ... 5, 7 Next Per page: 100, 1000

 [Get additional metrics](#)

 [Export: Keywords only](#) or [all columns](#)

Select:

Select keywords containing:

Delete selected:

Save Selected:

All None

Select Deselect

Delete Save

Keyword (2) (605)	Searches (2) (2,929)
1 <input checked="" type="checkbox"/> organic baby gifts (search)	223
2 <input checked="" type="checkbox"/> organic baby (search)	152
3 <input checked="" type="checkbox"/> organic baby clothes (search)	132
4 <input checked="" type="checkbox"/> organic baby clothing (search)	126
5 <input checked="" type="checkbox"/> organic baby blanket (search)	114
6 <input checked="" type="checkbox"/> organic baby food (search)	110
7 <input checked="" type="checkbox"/> organic cotton baby clothes (search)	70
8 <input checked="" type="checkbox"/> organic cotton baby clothing (search)	66
9 <input checked="" type="checkbox"/> organic cotton baby (search)	62
10 <input checked="" type="checkbox"/> organic baby bodysuit (search)	58
11 <input checked="" type="checkbox"/> organic baby gift (search)	55
12 <input checked="" type="checkbox"/> organic baby cotton (search)	50
13 <input checked="" type="checkbox"/> organic cotton baby toys (search)	50
14 <input checked="" type="checkbox"/> organic cotton baby doll (search)	49
15 <input checked="" type="checkbox"/> organic baby formula (search)	48
16 <input checked="" type="checkbox"/> organic baby clothes wholesale (search)	46
17 <input checked="" type="checkbox"/> organic baby products (search)	46

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Wordtracker has found around 600 keywords, with a Searches total of 2,929. Now, how about *natural baby products*? How many people are searching for them?

Natural baby gives us another 286 keywords with a total of almost 691 Searches, giving a total number of Searches of around 3,500.

So, we've already unearthed a number of useful keywords.

But, that's not all you can do. You can use the Related Keywords tool to find new terms that don't contain your 'seed' keyword. You will notice that at the top of the Find Keywords screen, the related keywords tool can be set to either Show or Hide. When you click Show, an orange box opens up on the left side, as shown here. You can then Find keywords related to... *organic baby*.

Related keywords tool: Show Hide

Find keywords related to...

...the following keyword:
organic baby Search

Results Per page: 100, 300
Page: 1, 2, 3 Next

Keyword (2) (300) Export

- 1 organic baby (search)
- 2 organic (search)
- 3 organic baby products (search)
- 4 organic baby clothes (search)
- 5 baby (search)
- 6 organic baby toys (search)
- 7 organic bedding (search)
- 8 organic baby bedding (search)
- 9 bedding (search)
- 10 organic baby gifts (search)
- 11 organic baby clothing (search)
- 12 organic cotton (search)
- 13 organic baby food (search)
- 14 organic mattresses (search)
- 15 organic toys (search)
- 16 baby gifts (search)
- 17 eco-friendly (search)
- 18 natural baby products (search)
- 19 products (search)
- 20 organic crib mattress (search)
- 21 baby bedding (search)

Find keywords that include...

...the following keyword(s):
organic baby

Find keywords from:
Google Wordtracker
Currently matching exact keyword only (hide)

Match:
☒ Keywords in any order (2)
☐ Exact keyword inside a search term (2)
☐ Exact keyword only (2)

Include:
☐ misspellings
☒ plurals
☐ adult keywords

Territory: ☒ US ☐ UK

Search

Results Page: 1, 2, 3, 4, 5, 6 Next Per page: 100, 1000

Get additional metrics Export: Keywords only or all columns

Select: All None Select keywords containing: Select Deselect Delete selected: Delete Save Selected: Save

Keyword (2)	Searches (2)
1 organic baby gifts (search)	223
2 organic baby (search)	152
3 organic baby clothes (search)	132
4 organic baby clothing (search)	126

An additional 300 keywords appear. When we searched for the term *organic baby* on the right hand side, it was included in every single result, e.g. *organic baby gifts*, *organic baby clothes*, *organic baby blanket* and so on.

But the related keywords in the orange box are different – they do not always include the original keyword. For example, doing a related keyword search for *organic baby* will return keywords such as:

- *Eco-friendly*
- *Natural baby products*
- *Cotton*
- *Green*
- *Non-toxic*

The baby shop can then review this list of related keywords (you get up to 300 with Wordtracker) and decide which ones are relevant to the business. The owner can then follow the steps we've already taken to dig deep into these new keywords and assess the potential size of the market.

Exploiting niche markets

The research we have described in this final lesson allows you to estimate the size of any market online. You can then exploit each market by following the steps we've outlined in earlier lessons.

But of course, the big question is - should you exploit each of the markets you have found? That's a business decision only you can answer based on the strengths and weaknesses of your business and what you really want to do.

However, to help you make that decision, let me quote the father of the marketing industry, Philip Kotler.

He says "An ideal market niche would have the following characteristics:

- The niche is of sufficient size and purchasing power to be profitable
- The niche has growth potential
- The niche is of negligible interest to major competitors
- The firm has the required skills and resources to serve the niche effectively

- The firm can defend itself against an attacking major competitor through the customer goodwill it has built up"

To what extent does your chosen niche fit these criteria?

If you have any questions or would like to hear more, please email us at support@wordtracker.com

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