WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts

Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating <u>key</u> internet marketing concepts into your business.

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New Module: Keyword Research

Objectives:

1) Keyword Research Overview
2) Initial Keyword Research (Broad Match)
3) Refined Keyword Research (Exact Match)
4) Analyzing Keywords: Finding Gold Nuggets
5) Creating Your Keyword Tree

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Introduction to the Keyword Tree

Keyword Tree

What Is It?

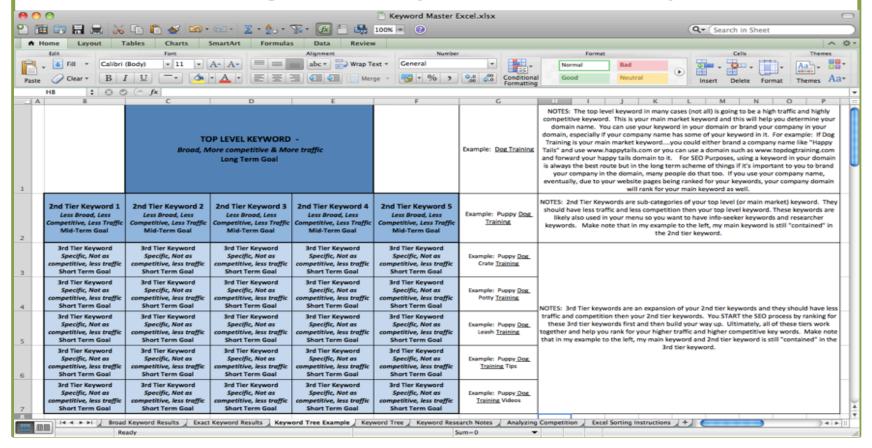It's a diagram to outline your entire website's keyword theme and focus.

Why Is It Important?

It's Your "Business Plan" for your website.

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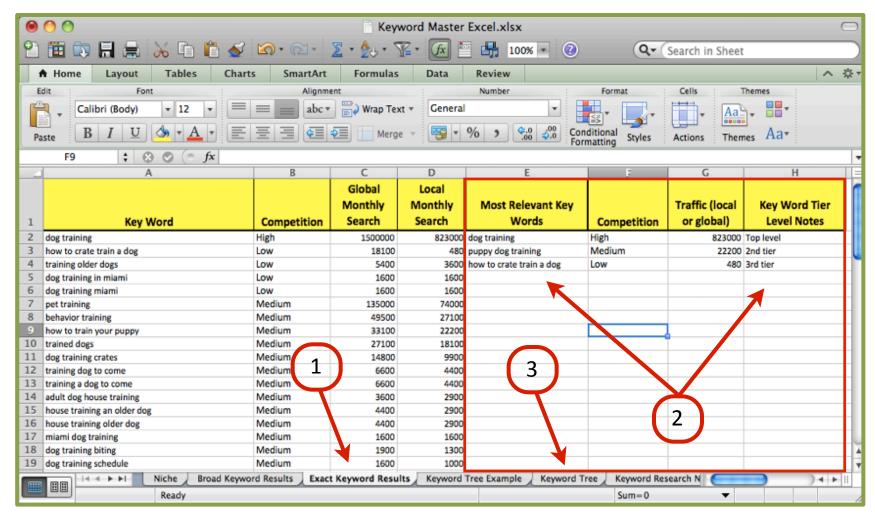
Introduction to the Keyword Tree

Understanding The Keyword Tree Layout
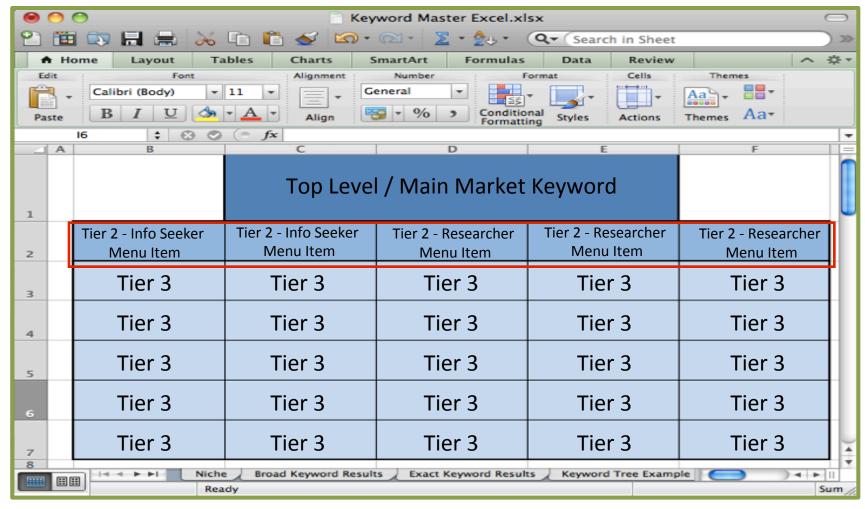
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Step 1

Open your keyword master excel and go to your "Exact Keyword Results" tab. Begin transferring your chosen top level, tier 2 and tier 3 keywords into the "Keyword Tree" tab.
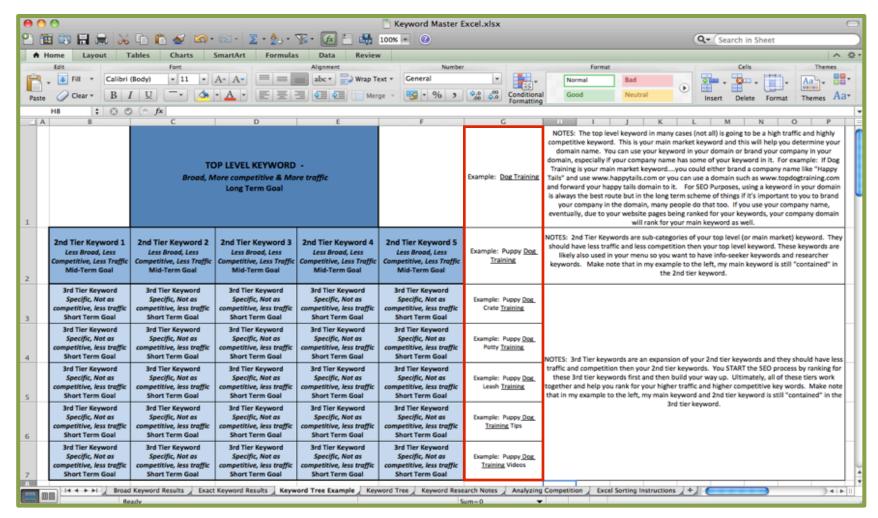
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Step 2

As you transfer keywords, double check that you are following the rules of website menu "Do's & Don'ts". Info-Seeker Keywords first, then Researcher Keywords.

Keyword Master Excel.xlsx

| Home | Layout | Tables | Charts | SmartArt | Formulas | Data | Review |

	A	B	C	D	E	F
1			Top Level / Main Market Keyword			
2		Tier 2 - Info Seeker Menu Item	Tier 2 - Info Seeker Menu Item	Tier 2 - Researcher Menu Item	Tier 2 - Researcher Menu Item	Tier 2 - Researcher Menu Item
3		Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
4		Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
5		Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
6		Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
7		Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
8						

Niche | Broad Keyword Results | Exact Keyword Results | Keyword Tree Example

Ready | Sum

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Step 3

As you transfer keywords, double check that you are following the rules of the keyword tree (refer to the sample tree for direction). Tier 2 keywords should be a sub-category of your top level keyword and tier 3 keywords should be expansions of your tier 2 keywords.

Rules Are Meant To Be Broken
& Don't Over-Think This Process

My 6 figure AMPS site was built with words that hardly existed but it was a big launch + the fact I did all the steps I am teaching you that I got tons of traffic.

My point...My top level keyword was not a high competition keyword nor did it get a lot of searches.

My 2nd tier keywords were not medium competition and so on...

Your websites purpose may be global, it may be local. These are the basic rules and guidelines and all you have to do is adapt and apply what you learn here to your niche and site.

Wordpress 3.3 Update & Back Up: http://codex.wordpress.org/WordPress_Backups
 Quick Case Study...

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Thank You!

We look forward to seeing you on
Virtual Marketing Blueprint Session #4!
Dani Lynn, Flip, Tucker and Sasha

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