

WELCOME TO

Virtual
Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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 key internet marketing concepts into your business.

Rei Rockstars

Virtual Marketing Blueprint

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**



Rei Rockstars

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.

Introduction to the Keyword Tree

Understanding The Keyword Tree Layout

Row	Column	Keyword	Goal				
1	TOP LEVEL KEYWORD - <i>Broad, More competitive & More traffic</i> Long Term Goal					Example: <u>Dog Training</u>	NOTES: The top level keyword in many cases (not all) is going to be a high traffic and highly competitive keyword. This is your main market keyword and this will help you determine your domain name. You can use your keyword in your domain or brand your company in your domain, especially if your company name has some of your keyword in it. For example: If Dog Training is your main market keyword...you could either brand a company name like "Happy Tails" and use www.happytails.com or you can use a domain such as www.topdogtraining.com and forward your happy tails domain to it. For SEO Purposes, using a keyword in your domain is always the best route but in the long term scheme of things if it's important to you to brand your company in the domain, many people do that too. If you use your company name, eventually, due to your website pages being ranked for your keywords, your company domain will rank for your main keyword as well.
2	2nd Tier Keyword 1	2nd Tier Keyword 2	2nd Tier Keyword 3	2nd Tier Keyword 4	2nd Tier Keyword 5	Example: <u>Puppy Dog Training</u>	NOTES: 2nd Tier Keywords are sub-categories of your top level (or main market) keyword. They should have less traffic and less competition than your top level keyword. These keywords are likely also used in your menu so you want to have info-seeker keywords and researcher keywords. Make note that in my example to the left, my main keyword is still "contained" in the 2nd tier keyword.
3	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: <u>Puppy Dog Crate Training</u>	NOTES: 3rd Tier keywords are an expansion of your 2nd tier keywords and they should have less traffic and competition than your 2nd tier keywords. You START the SEO process by ranking for these 3rd tier keywords first and then build your way up. Ultimately, all of these tiers work together and help you rank for your higher traffic and higher competitive key words. Make note that in my example to the left, my main keyword and 2nd tier keyword is still "contained" in the 3rd tier keyword.
4	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: <u>Puppy Dog Potty Training</u>	
5	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: <u>Puppy Dog Leash Training</u>	
6	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: <u>Puppy Dog Training Tips</u>	
7	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: <u>Puppy Dog Training Videos</u>	

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.

Objective 5 Creating Your Keyword Tree

	A	B	C	D	E	F	G	H
	Key Word	Competition	Global Monthly Search	Local Monthly Search	Most Relevant Key Words	Competition	Traffic (local or global)	Key Word Tier Level Notes
1								
2	dog training	High	1500000	823000	dog training	High	823000	Top level
3	how to crate train a dog	Low	18100	480	puppy dog training	Medium	22200	2nd tier
4	training older dogs	Low	5400	3600	how to crate train a dog	Low	480	3rd tier
5	dog training in miami	Low	1600	1600				
6	dog training miami	Low	1600	1600				
7	pet training	Medium	135000	74000				
8	behavior training	Medium	49500	27100				
9	how to train your puppy	Medium	33100	22200				
10	trained dogs	Medium	27100	18100				
11	dog training crates	Medium	14800	9900				
12	training dog to come	Medium	6600	4400				
13	training a dog to come	Medium	6600	4400				
14	adult dog house training	Medium	3600	2900				
15	house training an older dog	Medium	4400	2900				
16	house training older dog	Medium	4400	2900				
17	miami dog training	Medium	1600	1600				
18	dog training biting	Medium	1900	1300				
19	dog training schedule	Medium	1600	1000				

Rei Rockstars

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.

Objective 5 Creating Your Keyword Tree

	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						

Rei Rockstars

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.

Objective 5 Creating Your Keyword Tree

The screenshot shows an Excel spreadsheet with a keyword tree structure. The top level keyword is 'Dog Training' (Broad, More competitive & More traffic, Long Term Goal). It branches into five 2nd tier keywords (Less Broad, Less Competitive, Less Traffic, Mid-Term Goal): 'Dog Training', 'Puppy Dog Training', 'Puppy Dog Crate Training', 'Puppy Dog Potty Training', and 'Puppy Dog Leash Training'. Each 2nd tier keyword further branches into three 3rd tier keywords (Specific, Not as competitive, less traffic, Short Term Goal): 'Dog Training', 'Puppy Dog Training Tips', and 'Puppy Dog Training Videos'. The spreadsheet includes detailed notes for each tier and a toolbar with various formatting options.

Row	Column	Keyword	Characteristics	Goal	Example	Notes	
1	TOP LEVEL KEYWORD - Broad, More competitive & More traffic Long Term Goal					Example: Dog Training	NOTES: The top level keyword in many cases (not all) is going to be a high traffic and highly competitive keyword. This is your main market keyword and this will help you determine your domain name. You can use your keyword in your domain or brand your company in your domain, especially if your company name has some of your keyword in it. For example: If Dog Training is your main market keyword...you could either brand a company name like "Happy Tails" and use www.happytails.com or you can use a domain such as www.topdogtraining.com and forward your happy tails domain to it. For SEO Purposes, using a keyword in your domain is always the best route but in the long term scheme of things if it's important to you to brand your company in the domain, many people do that too. If you use your company name, eventually, due to your website pages being ranked for your keywords, your company domain will rank for your main keyword as well.
2	2nd Tier Keyword 1	2nd Tier Keyword 2	2nd Tier Keyword 3	2nd Tier Keyword 4	2nd Tier Keyword 5	Example: Puppy Dog Training	NOTES: 2nd Tier Keywords are sub-categories of your top level (or main market) keyword. They should have less traffic and less competition than your top level keyword. These keywords are likely also used in your menu so you want to have info-seeker keywords and researcher keywords. Make note that in my example to the left, my main keyword is still "contained" in the 2nd tier keyword.
3	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: Puppy Dog Crate Training	NOTES: 3rd Tier keywords are an expansion of your 2nd tier keywords and they should have less traffic and competition than your 2nd tier keywords. You START the SEO process by ranking for these 3rd tier keywords first and then build your way up. Ultimately, all of these tiers work together and help you rank for your higher traffic and higher competitive key words. Make note that in my example to the left, my main keyword and 2nd tier keyword is still "contained" in the 3rd tier keyword.
4	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: Puppy Dog Potty Training	
5	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: Puppy Dog Leash Training	
6	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: Puppy Dog Training Tips	
7	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	Example: Puppy Dog Training Videos	

Rei Rockstars

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...

Thank You!



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

Rei Rockstars

Virtual Marketing Blueprint



Rei Rockstars