

WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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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.

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Virtual Marketing Blueprint

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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Virtual Marketing Blueprint

Keyword Research

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Introduction to Keywords

Keywords

What Are They?

Word(s) that describe a question, problem or topic.

- **Short tail keywords:** Typically short (1-2 words), broad and highly competitive keywords.
- **Long tail keywords:** Typically long (3 words or more), narrow, less competitive keywords that help target niche markets.

Objective 1 Keyword Research Overview

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Introduction to Keywords

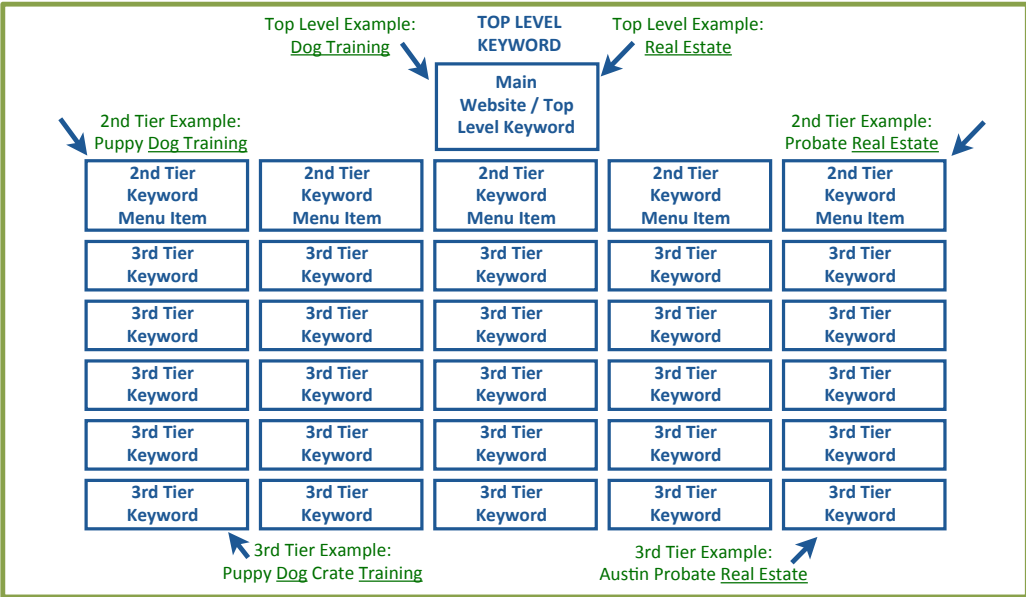
Keywords

Why Are They Important?

- Keywords are the foundation of your website and they are what bring you traffic online whether it be from paid or free advertising.
- **Benefits of Long tail keywords:** Much easier to rank for and convert. Prospects who type in long tail keywords have passed the “info-seeker” phase where you type in short tail keywords. These prospects typically know exactly what they want and they are getting ready to buy.
- **Benefits of Short tail keywords:** They bring in much more traffic.

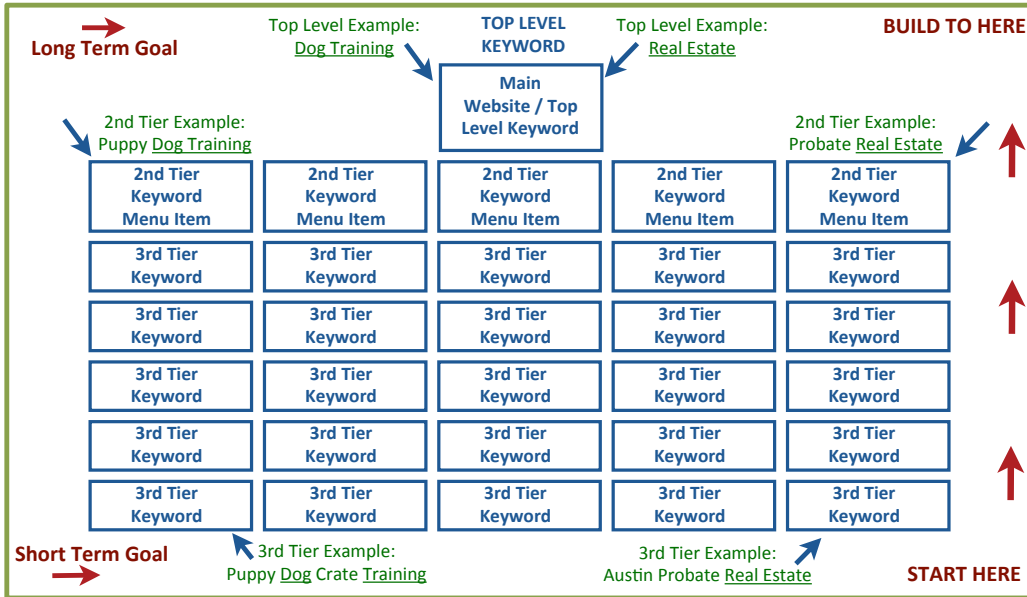


Introduction to Keywords



Keyword Tree

Objective 1 Keyword Research Overview

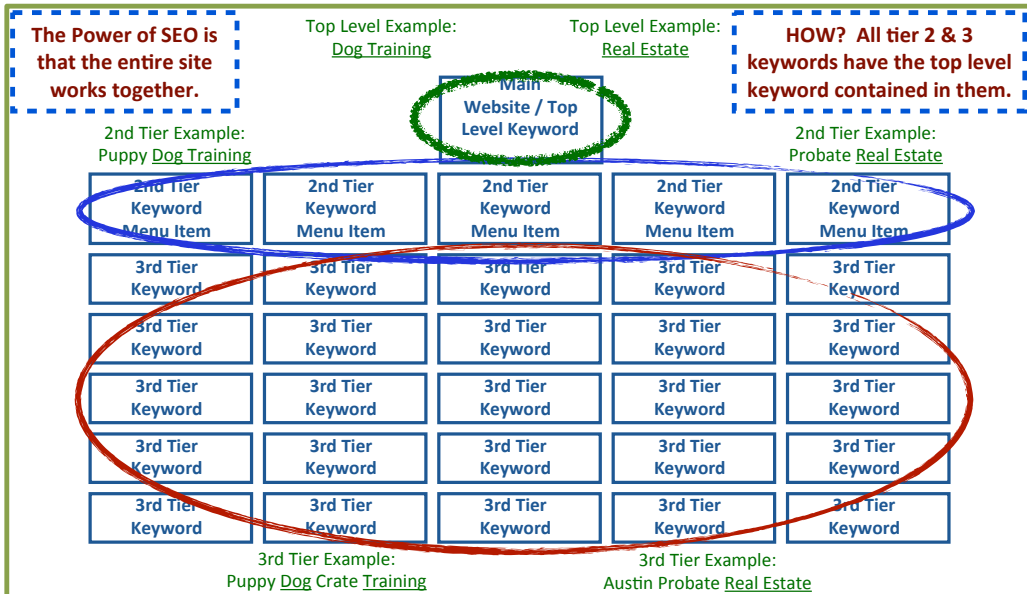


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Keyword Tree

Objective 1 Keyword Research Overview



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Virtual Marketing Blueprint

Next Video...

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Virtual Marketing Blueprint

Keyword Research

Objectives:

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Introduction to Broad Match

Objective 2 Initial Keyword Research (Broad Match)

Initial Keyword Research: Broad Match

What Is Broad Match?

Note: In Google Adwords, this is the default search

Broad Match is how many people are searching for a phrase containing the words that you typed into the search field in any order or combination.

Example Keyword: Sell House Fast

'sell house fast', 'need to sell my house fast' or 'can my house sell fast in this market' are all broad match results for this keyword.

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Introduction to Broad Match

Objective 2 Initial Keyword Research (Broad Match)

Initial Keyword Research: Broad Match

Why Is It Important?

Long Term Planning

It is important in business to reverse engineer your business plan (in other words, work backwards, with the end in mind). In order to get the big picture and determine your long term goals, you need to see the "broad" search results and then work backwards.

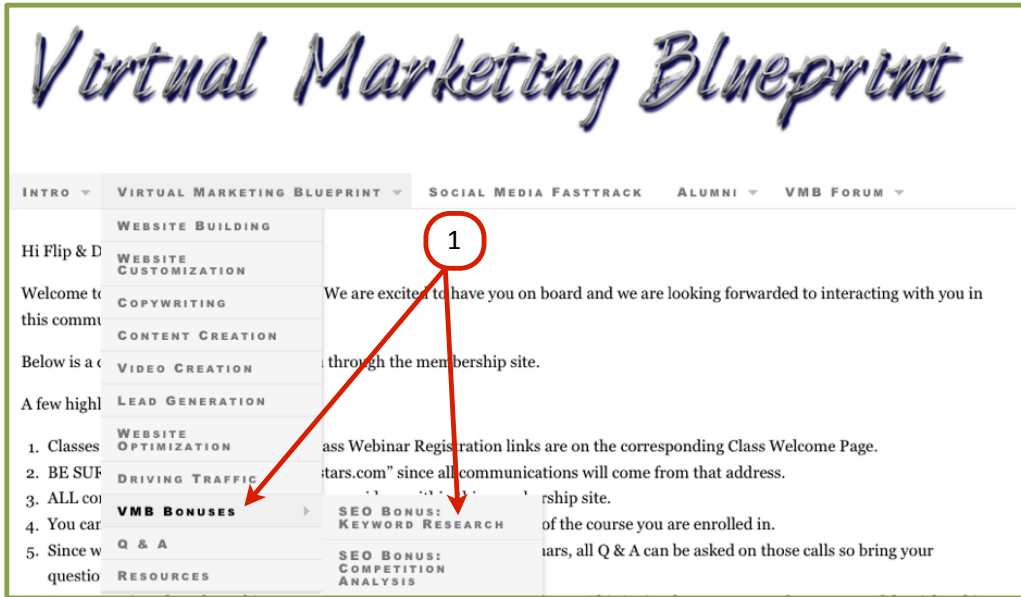
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Step 1

Log in to the VMB Portal and go to Keyword Research.
Download the Keyword Master Excel.

Objective 2 Initial Keyword Research (Broad Match)



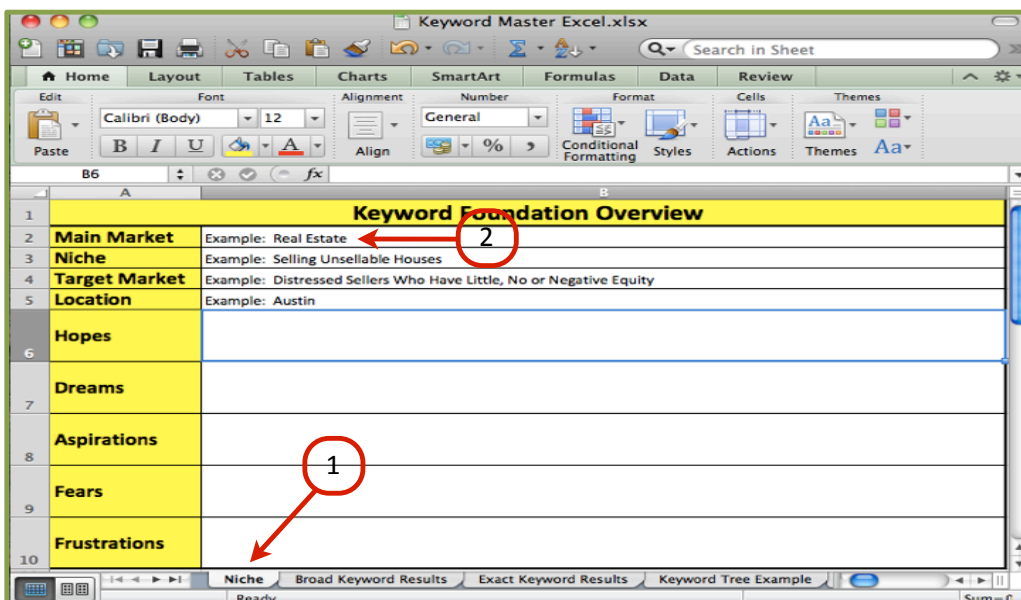
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Step 2

Open the Keyword Master Excel and go to the "niche" tab.
Define your main market and type it into the "Main Market" field.

Objective 2 Initial Keyword Research (Broad Match)



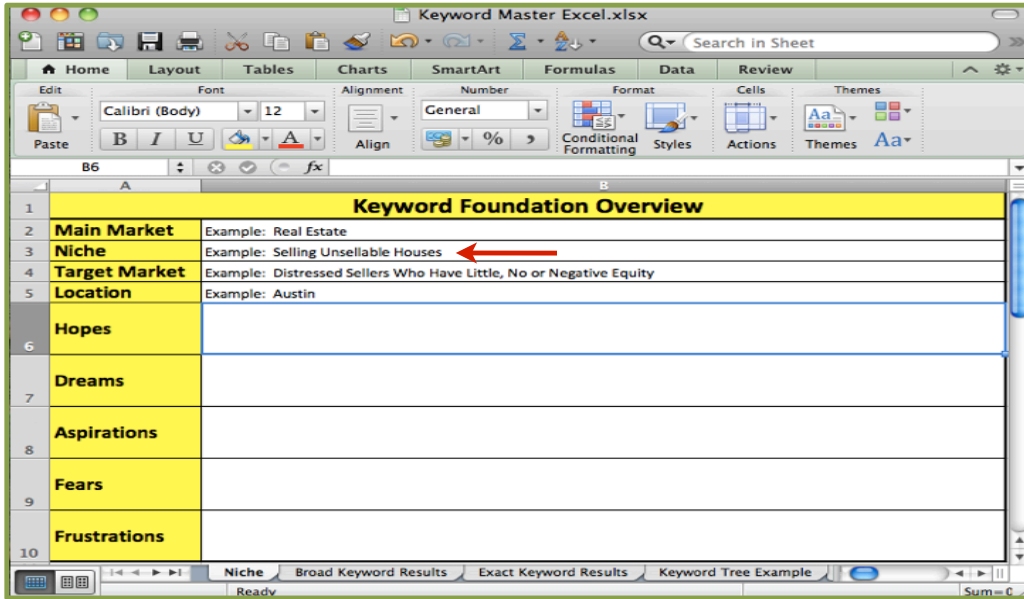
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Step 3

Define your niche and type it into the "Niche" field.

Objective 2 Initial Keyword Research (Broad Match)



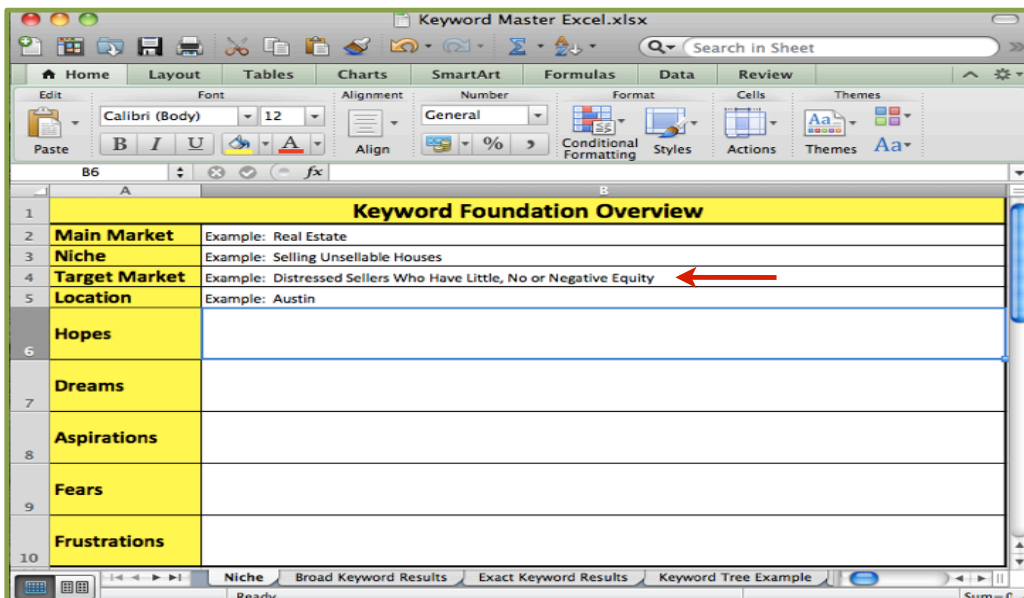
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Step 4

Define your target market and type it into the "Target Market" field.

Objective 2 Initial Keyword Research (Broad Match)



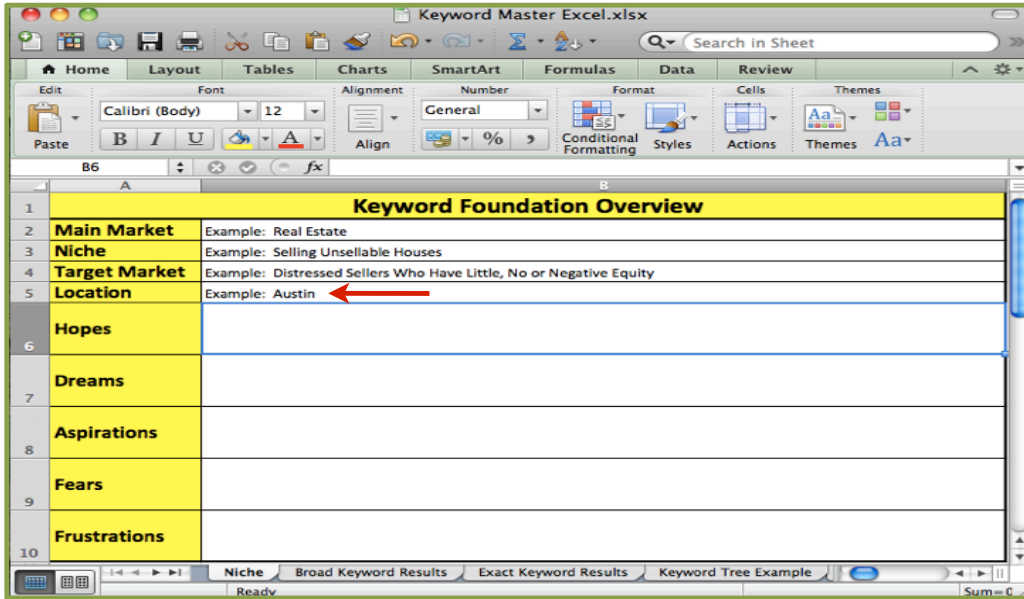
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Step 5

Define your location (city, state, global, etc) and type it into the "Location" field.

Objective 2 Initial Keyword Research (Broad Match)



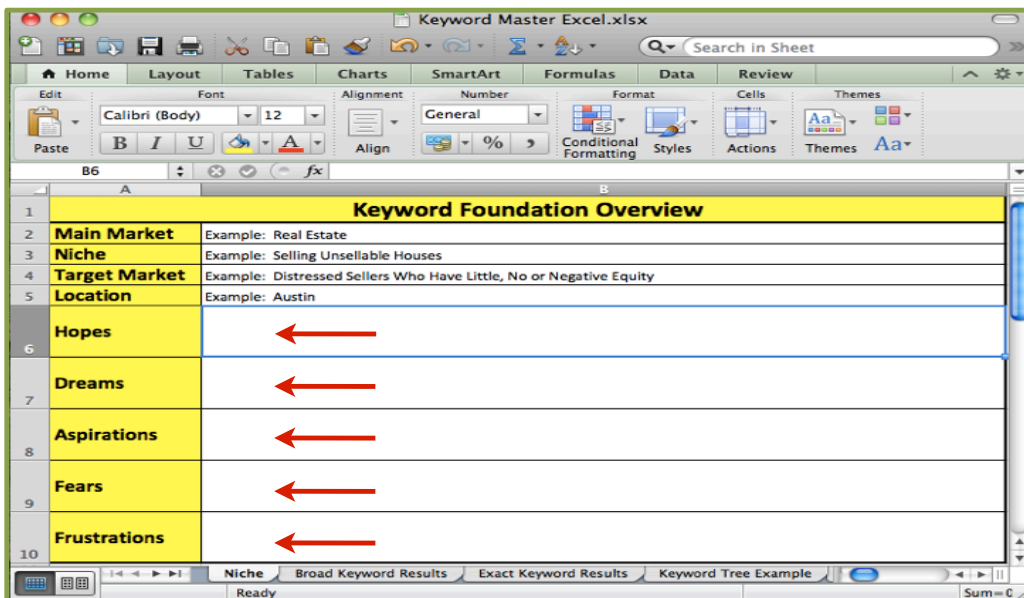
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Step 6

Define your prospects Dreams, Hopes, Aspirations, Fears & Frustrations and type those into the appropriate fields.

Objective 2 Initial Keyword Research (Broad Match)



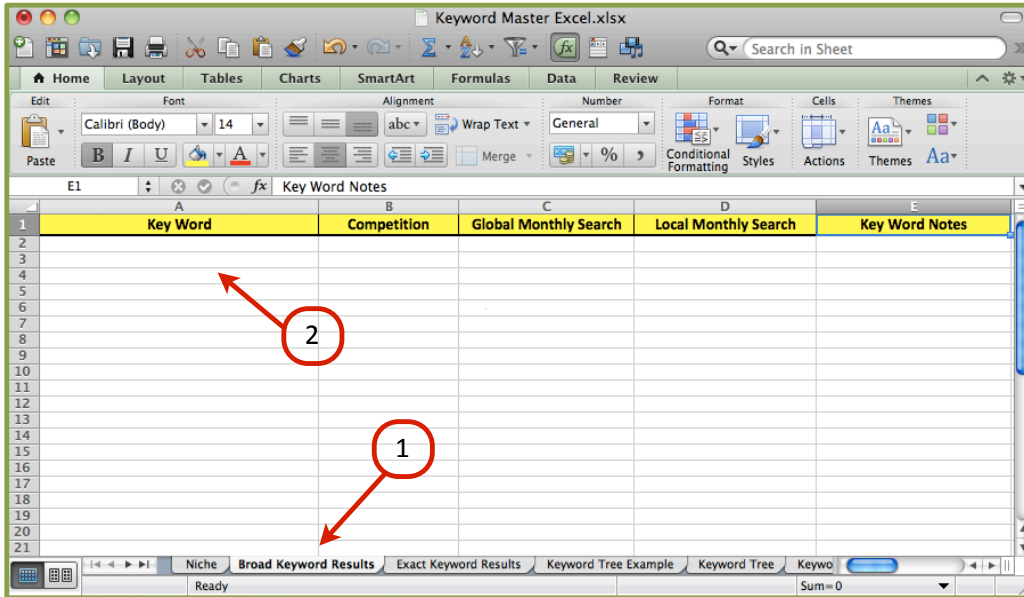
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Step 7

Move to the next excel tab called "Broad Keyword Results" and start your "keyword" list by writing down your target market's problems, goals, and what you think they are typing into search engines to find answers.

Objective 2 Initial Keyword Research (Broad Match)



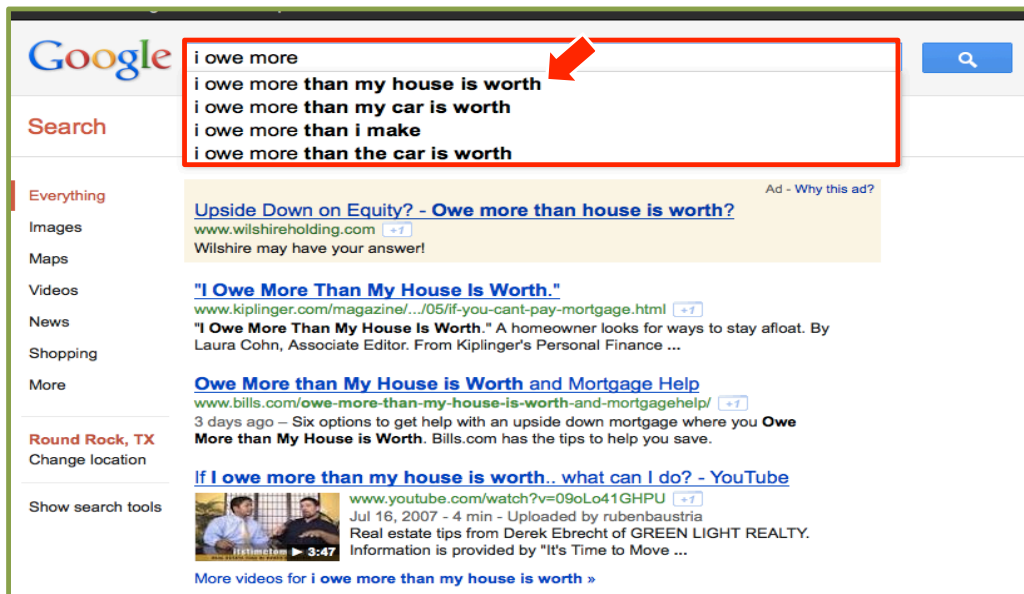
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Step 8

Go to www.google.com and type into the search field your keywords and phrases one at a time. Start listing what other keywords or phrases that the suggested Google search brings up. Add those keywords & phrases to your list.

Objective 2 Initial Keyword Research (Broad Match)



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Step 9

Once you've selected one of the keywords to search, scroll down to the bottom of Google and look at the "Searches related to ____" for more keyword phrases. Write down all relevant phrases in your master keyword list.

Objective 2 Initial Keyword Research (Broad Match)

[How to Sell Your House Quickly | Sustainable Personal Finance](#)

[sustainablepersonalfinance.com/how-to-sell-your-house-quick... - Canada](#) [+1](#)

Mar 10, 2011 – If you want advice on How to **Sell Your House Quickly** this is a great place to start. We **sold** our home in less than 4 weeks.

[Sell My House Fast | How To Sell Your House Quick](#)

[www.getmyhomesvalue.com/sell-my-house-fast-selling-quick/](#) [+1](#)

How to **Sell Your House** – Methods in **Selling a House Fast**, Getting a Realtor to **Sell Your House Fast**, Answers on How Do I **Sell My House Fast?** ...

[Please Sell My House Fast - We Close in 7 Days - Express ...](#)

[www.expresshomebuyers.com/](#) [+1](#)

We will **sell** your home **fast**, and you won't pay closing costs. Get a fresh start and move on with your life, all within 7 days with Express Homebuyers.

Searches related to **sell house fast**

[dump this house today show](#) [quick sale](#)
[options for selling your house](#) [make your house sell fast](#)
[we buy houses](#) [ways sell house fast](#)
[get rid your house](#)

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Step 10

Go to <https://adwords.google.com/select/KeywordToolExternal>. Copy/Paste your keywords and phrases into the word or phrase field. (You can search for more than one keyword but only put one keyword or phrase per line). Enter Captcha phrase, and click "Search".

Objective 2 Initial Keyword Research (Broad Match)

Google AdWords

English (United States) | US Dollar (USD \$) | [Report an issue](#) | [Help](#) | [Sign in](#)

Home Tools

Tools

- Keyword Tool
- Traffic Estimator

Include terms (0)

Exclude terms (0)

Match Types

- Broad
- [Exact]
- "Phrase"

Help

What new features does the updated Keyword Tool offer?

How do I use the Keyword Tool to get keyword ideas?

How do I get additional keyword ideas using categories or related

Find keywords

Based on one or more of the following:

Word or phrase:

Website:

Category:

Only show ideas closely related to my search terms

[Advanced Options and filters](#) Locations: United States x Languages: English x Devices: Desktops and laptops

About this data

Download View as text More like these Sorted by Relevance Columns

Keyword ideas

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
Specify a website, word or phrase, or category to get started.			

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Step 11

Make notes in your keyword master excel next to each keyword or phrase about the competition and monthly search numbers. Pay most attention to zero, low & medium competition but don't ignore high.

Objective 2 Initial Keyword Research (Broad Match)

Find keywords
Based on one or more of the following:

Word or phrase: save your home
Website: www.google.com/page.html
Category: Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters: Locations: United States x Languages: English x Devices: Desktops and laptops

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

Download View as text More like these Sorted by Relevance Columns

Search terms (1)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
save your home	Low	18,100	14,800

Go to page: 1 Show rows: 50

Keyword ideas (100)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
how to save your home from foreclosure	High	720	590
how to save your home	Low	18,100	14,800
save your home from foreclosure	High	720	590
saving your home from foreclosure	High	91	91
save my home	Medium	14,800	9,900
how to save your house from foreclosure	High	590	590
save my home az	Low	720	720
saving your home	Medium	2,400	1,600


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Step 12 +TIPS

Repeat steps 7 - 11 until you are satisfied with your list of keywords. Plus Here Are Some More Keyword Research Tips...

Objective 2 Initial Keyword Research (Broad Match)



Tip #1: Write down 10 Frequently Asked Questions for your niche.
(There is a space to do this on the keyword tree tab in your excel)

Tip #2: Alter those 10 FAQ's and turn them into Questions the prospects SHOULD be asking.
(There is a space to do this on the keyword tree tab in your excel)

Tip #3: Understand that being too familiar with your niche is a BAD thing when doing keyword research.

EXAMPLE:
FAQ - How do I train my dog?
SAQ - What types of tools or classes are available to help me train my dog?
FAQ - How do I buy a home with bad credit?
SAQ - What is the approval process to be able to buy a home with bad credit?

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More Keyword Research Tips

(These keyword tips & more are in the "Keyword Research Tips" tab in your master keyword excel)



Tip #4: Start thinking of keywords like discussion pieces. Get in the prospects head and figure out what conversation they are having with themselves when looking for your product or service.

Tip #5: Make sure your tier 3 keywords leave room to write content that will tie into either the "pleasure or pain" issue that drove this prospect to the search engines. This is the issue you need to help them solve.

Tip #6: If your prospects are not aware of your product or service, use competitors as your keywords.

EXAMPLE:

Fear/Pain - Is AMPS a scam? Is Phill Grove a scam? Is AMPS Legal?
Dream/Pleasure - How do I make money with AMPS?

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More Keyword Research Tips

A. Info Seeker Mindset: Prospects looking for general information and are not ready to buy or make a decision yet. These keywords are usually very broad with a lot of high traffic. These leads are harder to convert at the search phase.

B. Researcher Mindset: These are prospects who have passed the info-seeker phase and are now doing deeper research to find out who offers the services or product that they are looking for.

C. Buyer Mindset: These are prospects who have finished their research and know what they want to buy. If they return or land on your site, it's because you potentially have what they want.



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More Keyword Research Tips



Sign Up For a Free Google Adwords Account & Get The Following Benefits:

- Search Results will give you up to 800 related “keyword ideas”
- Cost Per Click Information,
- Search trends
- Ability to sort data
- Ability to download data
- And more...



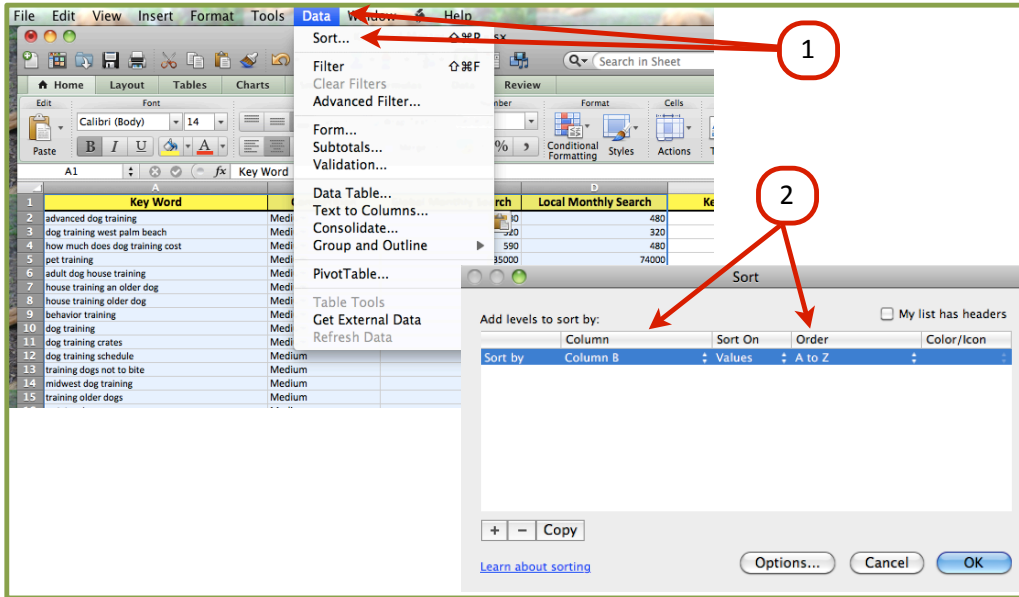
When finished with your keyword research, go back into your excel and highlight all keyword combinations.

Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
advanced dog training	Medium	10	480	
dog training west palm beach	Medium	320	320	
how much does dog training cost	Medium	590	480	
pet training	Medium	135000	74000	
adult dog house training	Medium	3600	2900	
house training an older dog	Medium	4400	2900	
house training older dog	Medium	4400	2900	
behavior training	Medium	49500	27100	
dog training	Medium	1500000	823000	
dog training crates	Medium	14800	9900	
dog training schedule	Medium	1600	1000	
training dogs not to bite	Medium	480	320	
midwest dog training	Medium	170	170	
training older dogs	Medium	5400	3600	
training dog to come	Medium	6600	4400	
training a dog to come	Medium	6600	4400	
dog training in miami	Medium	1600	1600	
dog training miami	Medium	1600	1600	
miami dog training	Medium	1600	1600	
dog training biting	Medium	1900	1300	
trained dogs	Medium	27100	18100	
how to train your puppy	Medium	33100	22200	
how to crate train a dog	Medium	18100	14800	



Step 14

Once all the data is highlighted, go to "Data" in the Excel Menu and select "Sort" from the drop down menu. Then sort by "Competition" so that all lows are together, all mediums are together, etc..



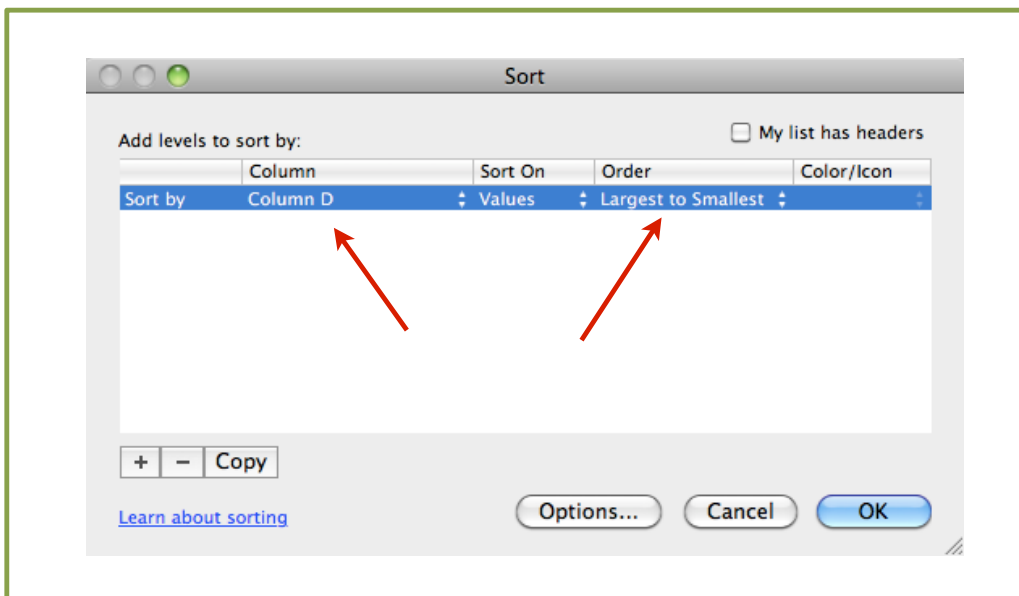
Objective 2 Initial Keyword Research (Broad Match)

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Step 15

Once all fields are sorted by competition. Now sort all low competition keywords by the number of searches from largest to smallest. Do the same for medium competition, no competition and high competition.



Objective 2 Initial Keyword Research (Broad Match)

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Step
16

Go to the "Keyword Notes" column and begin making notes about your thoughts on the long term game plan of your niche and what goals you have in regard to aiming to dominate particular keywords.

Objective 2 Initial Keyword Research (Broad Match)

	A	B	C	D	E
	Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
1					
2	dog training	Medium	1500000	823000	
3	pet training	Medium	135000	74000	
4	behavior training	Medium	49500	27100	
5	how to train your puppy	Medium	33100	22200	
6	trained dogs	Medium	27100	18100	
7	how to crate train a dog	Medium	18100	14800	
8	dog training crates	Medium	14800	9900	
9	training dog to come	Medium	6600	4400	
10	training a dog to come	Medium	6600	4400	
11	training older dogs	Medium	5400	3600	
12	adult dog house training	Medium	3600	2900	
13	house training an older dog	Medium	4400	2900	
14	house training older dog	Medium	4400	2900	
15	dog training in miami	Medium	1600	1600	
16	dog training miami	Medium	1600	1600	
17	miami dog training	Medium	1600	1600	
18	dog training biting	Medium	1900	1300	
19	dog training schedule	Medium	1600	1000	
20	advanced dog training	Medium	880	480	
21	how much does dog training cost	Medium	590	480	
22	dog training west palm beach	Medium	320	320	
23	training dogs not to bite	Medium	480	320	
24			170	170	

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Virtual Marketing Blueprint

Next Video...

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Introduction to Exact Match

Objective 3 Refined Keyword Research (Exact Match)

Refined Keyword Research: Exact Match

What Is Exact Match?

Exact Match is how many people are searching for the “exact” term you typed into the search field. (Laser targeted results)

Example Keyword: Sell House Fast
'sell house fast' is the exact match for this keyword.

FYI: Phrase Match is not something we touch on but as an FYI, the definition is how many people are searching for a phrase containing the words that you typed into the search field in the same order that you typed them. Example Keyword: Sell House Fast - 'need to sell house fast and avoid foreclosure' is a phrase match for this keyword.

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Introduction to Exact Match

Objective 3 Refined Keyword Research (Exact Match)

Refined Keyword Research: Exact Match

Why Is It Important?

Short Term Planning

This is how you are going to build your foundation to rank for your broader and high competition keywords. This is also how you can quickly rank on page 1 of google and start getting leads to your website.

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Step 1

Open your Master Keyword Excel and click on the tab called "Exact Keyword Results". Copy/paste all the keywords that you have listed in your "Broad Keyword Results" tab into the keyword column of this tab. (Don't copy the competition or search results)

Objective 3 Refined Keyword Research (Exact Match)

Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
dog training	Medium	1500000	823000	
pet training	Medium	135000	74000	
behavior training	Medium	49500	27100	
how to train your puppy	Medium	33100	22200	
trained dogs	Medium	27100	18100	
how to crate train a dog	Medium	18100	14800	
dog training crates	Medium	14800	9900	
training dog to come	Medium	6600	4400	
training a dog to come	Medium	6600	4400	
training older dogs	Medium	5400	3600	
adult dog house training	Medium	3600	2900	
house training an older dog	Medium	4400	2900	
house training older dog	Medium	4400	2900	
dog training in miami	Medium	1600	1600	
dog training miami	Medium	1600	1600	
miami dog training	Medium	1600	1600	
dog training biting	Medium	1900	1300	
dog training schedule	Medium	1600	1000	
advanced dog training	Medium	880	480	
how much does dog training cost	Medium	590	480	
dog training west palm beach	Medium	320	320	
training dogs not to bite	Medium	480	320	

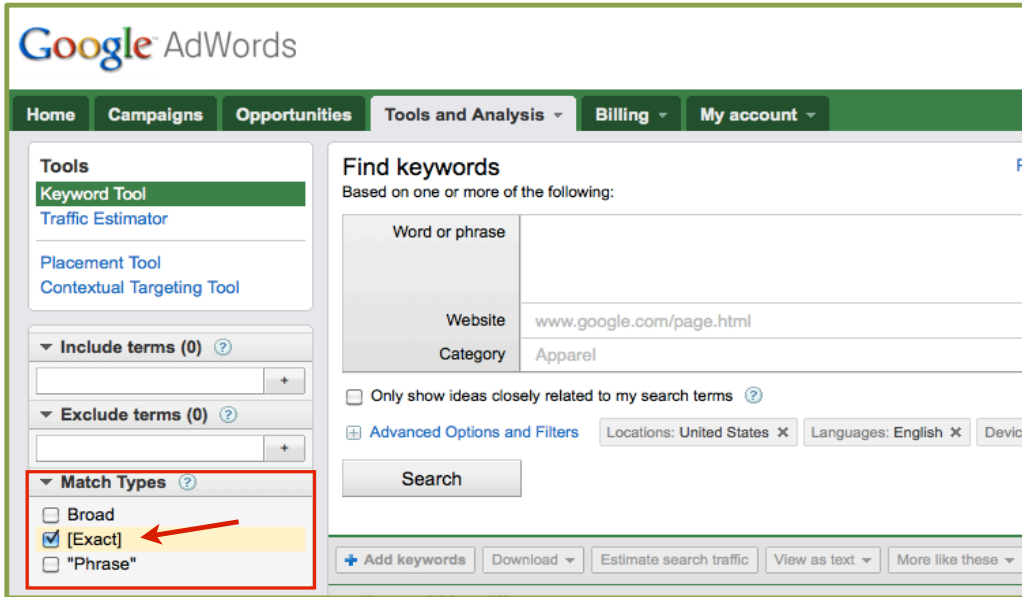
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Step 2

Go to <https://adwords.google.com/select/KeywordToolExternal>.
On the left hand side under "Match Types", deselect Broad and select Exact.

Objective 3 Refined Keyword Research (Exact Match)



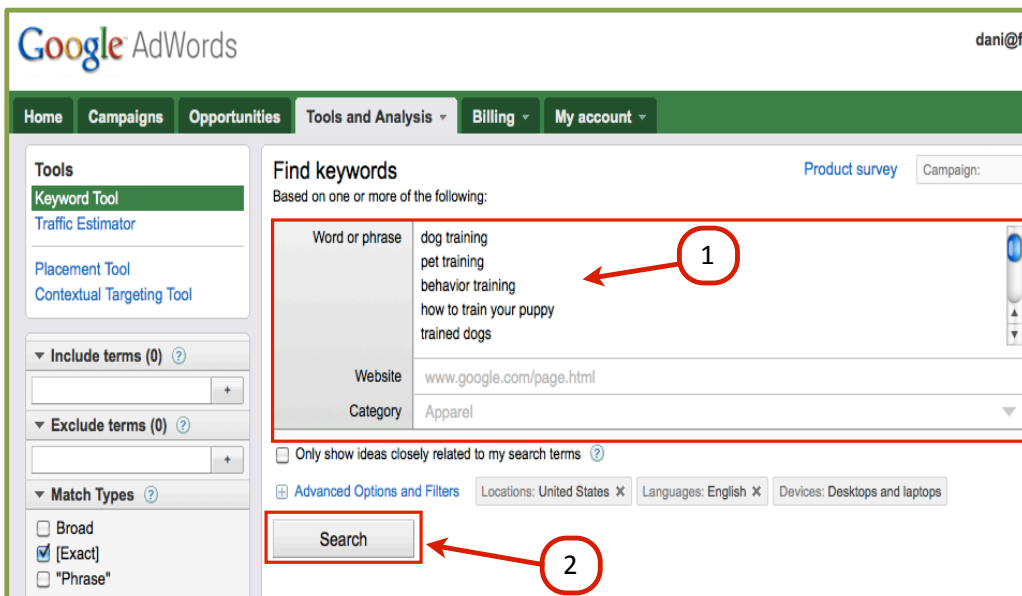
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Step 3

Copy/Paste your keywords and phrases into the word or phrase field.
(You can search for more than one keyword but only put keyword or phrase per line).
Enter Captcha phrase, and click "Search".

Objective 3 Refined Keyword Research (Exact Match)



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Step 4

Make notes in your keyword master excel next to each keyword phrase about the competition and monthly search numbers. Pay most attention to zero, low & medium competition but don't ignore high.

<input type="checkbox"/>	☆ [adult dog house training]	High	73	46	\$0.76
<input type="checkbox"/>	☆ [house training an older dog]	Medium	880	590	\$0.48
<input type="checkbox"/>	☆ [house training older dog]	Medium	140	110	\$0.62
<input type="checkbox"/>	☆ [dog training biting]	Medium	210	110	\$1.07
<input type="checkbox"/>	☆ [advanced dog training]	Medium	260	140	\$2.73
<input type="checkbox"/>	☆ [training dogs not to bite]	Medium	210	140	\$0.73
<input type="checkbox"/>	☆ [training a dog to come]	Medium	320	260	\$0.49
<input type="checkbox"/>	☆ [dog training schedule]	Medium	91	73	\$0.93
<input type="checkbox"/>	☆ [training dog to come]	Medium	260	210	\$0.45
<input type="checkbox"/>	☆ [training older dogs]	Low	210	140	\$0.73

Objective 3 Refined Keyword Research (Exact Match)



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Step 5

When finished with your keyword research, go back into your excel and highlight all keyword combinations and sort them by "Competition" so that all lows are together, all mediums are together, etc..

Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
advanced dog training	Medium	480	320	
dog training west palm beach	Medium	590	480	
how much does dog training cost	Medium	135000	74000	
pet training	Medium	3600	2900	
adult dog house training	Medium	4400	2900	
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house training older dog	Medium	49500	27100	
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midwest dog training	Medium	5400	3600	
training older dogs	Medium	6600	4400	
training dog to come	Medium	6600	4400	
training a dog to come	Medium	1600	1600	
dog training in miami	Medium	1600	1600	
dog training miami	Medium	1600	1600	
miami dog training	Medium	1900	1300	
dog training biting	Medium	27100	18100	
trained dogs	Medium	33100	22200	
how to train your puppy				

Objective 3 Refined Keyword Research (Exact Match)



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Step
6

Once all fields are sorted by competition. Now sort all low competition keywords by the number of searches from largest to smallest. Do the same for medium competition, no competition and high competition.

Objective 3 Refined Keyword Research (Exact Match)

Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
dog training	Medium	150000	823000	
pet training	Medium	135000	74000	
behavior training	Medium	49500	27100	
how to train your puppy	Medium	33100	22200	
trained dogs	Medium	27100	18100	
how to crate train a dog	Medium	15100	14800	
dog training crates	Medium	1800	9900	
training dog to come	Medium	600	4400	
training a dog to come	Medium	6600	4400	
training older dogs	Medium	5400	3600	
adult dog house training	Medium	3600	2900	
house training an older dog	Medium	4400	2900	
house training older dog	Medium	4400	2900	
dog training in miami	Medium	1600	1600	
dog training miami	Medium	1600	1600	
miami dog training	Medium	1600	1600	
dog training biting	Medium	1900	1300	
dog training schedule	Medium	1600	1000	
advanced dog training	Medium	880	480	
how much does dog training cost	Medium	590	480	
dog training west palm beach	Medium	320	320	
training dogs not to bite	Medium	480	320	

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Virtual Marketing Blueprint

Next Video...

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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Virtual Marketing Blueprint

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 Analyzing Keywords

Analyzing Keywords

What Is It?

It's the process of filtering your keywords to identify the words or phrases you want to target in your website.

Why Is It Important?

It's like panning for gold. You fill your list with a lot of keywords (dirt & sand) and then you sift through them to find the "money keywords" which are your "gold nuggets".

Objective 4 Analyzing Keywords: Finding Gold Nuggets

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Introduction to Analyzing Keywords

Analyzing Keywords

Top 3 Rules in the Filtering Process

- 1) **Relevance:** It doesn't matter if a keyword gets a ton of traffic to your site if it isn't relevant.
- 2) **Traffic:** High traffic is important but it's not the only variable. There needs to be a balance between traffic & competition.
- 3) **Competition:** This is the true key to success online. There are 2 factors to consider: Amount of competition and strength of competition. This section will cover the amount of competition.

Note: A final tip that I sometimes apply when analyzing keywords is the PPC (pay per click) check. I type my final keyword choices into google to see if any paid ads show up.



Step 1

Open your "Master Keyword Excel" and go to the "Exact Keyword Results" tab. Begin identifying all keywords in your list that are highly targeted and relevant. Copy those words or phrases into the "Most Relevant Keywords" column of the Exact Keyword Results tab in your Master Keyword Excel. Also copy the competition & relevant traffic (global or local).

	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
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 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	2400				
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				



Step 2

Sort all the Relevant Keywords, Competition and Traffic by their competition first and then by their traffic (largest to smallest).

Objective 4 Analyzing Keywords: Finding Gold Nuggets

	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
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

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Step 3

Evaluate and find keywords with a balance between traffic & competition. Tier 3 keywords should have zero or low competition. 2nd Tier can have low-med, maybe high. Top level should have med-high. Go to the "Keyword Tier Level Notes" column and begin making notes about which keywords you are considering for top level, tier 2 and tier 3.

Objective 4 Analyzing Keywords: Finding Gold Nuggets

	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
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

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TIP

Your Tier 3 Low to No Competition Keywords can be a potential goldmine!

Objective 4 Analyzing Keywords: Finding Gold Nuggets

It's A Numbers Game...

- ★ 70% of traffic clicks on the top 3 organic google spots.
- ★ The other 30% are split on everything else (PPC, lower positions, etc).
- ★ If you find an [exact] keyword that has a measly 200 local searches a month and it has low competition. What if you only got 10% of that traffic because you were able to rank on page 1 of google in weeks or even days. That would mean 20 people were visiting your site every month from that one keyword.
- ★ What if you did that again for 10 more keywords that had low search numbers & low competition. That would be 2000 people every month searching for keywords you are ranking for and if you only captured 10% of them, that's still 200 people visiting your site every month from 10 keywords.

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TIP

Your Tier 3 Low to No Competition Keywords can be a potential goldmine!

Objective 4 Analyzing Keywords: Finding Gold Nuggets

It's A Numbers Game...

- ★ What if you did that for all 25 of your 3rd tier keywords. In this example, that's 5000 people every month searching for keywords you rank for and if you only captured 10% of those searchers, that's 500 people visiting your website every month.

In Summary...

- ★ If a keyword gets 100+ searches a month and it seems pretty easy to pop on page 1, do it!
- ★ In fact, if a keyword only gets 50+ searches but it's super easy to pop on page 1, I'd still do it!
- ★ You can add as many keywords as you want to your website which will continue to drive more and more free targeted traffic.

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Virtual Marketing Blueprint

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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Virtual Marketing Blueprint

Keyword Research

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 **5) Creating Your Keyword Tree**

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Introduction to the Keyword Tree

Objective 5 Creating Your 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

Objective 5 Creating Your Keyword Tree

Understanding The Keyword Tree Layout

TOP LEVEL KEYWORD - Broad, More competitive & More traffic Long Term Goal										
2nd Tier Keyword 1 Less Broad, Less Competitive, Less Traffic Mid-Term Goal	2nd Tier Keyword 2 Less Broad, Less Competitive, Less Traffic Mid-Term Goal	2nd Tier Keyword 3 Less Broad, Less Competitive, Less Traffic Mid-Term Goal	2nd Tier Keyword 4 Less Broad, Less Competitive, Less Traffic Mid-Term Goal	2nd Tier Keyword 5 Less Broad, Less Competitive, Less Traffic Mid-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.				
3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	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.				
3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	Example: Puppy Dog Care 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 keywords. Make note that in my example to the left, my main keyword and 2nd tier keyword is still "contained" in the 3rd tier keyword.				
3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	Example: Puppy Dog Social Training					
3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	Example: Puppy Dog Leash Training					
3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	3rd Tier Keyword Specific, Not as competitive, less traffic Short Term Goal	Example: Puppy Dog Training Videos					

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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.

Objective 5 Creating Your Keyword Tree

The screenshot shows an Excel spreadsheet titled 'Keyword Master Excel.xlsx' with the 'Exact Keyword Results' tab selected. The spreadsheet has columns for Key Word, Competition, Global Monthly Search, Local Monthly Search, Most Relevant Key Words, Competition, Traffic (local or global), and Key Word Tier Level Notes. Red circles with numbers 1, 2, and 3 are placed over specific cells, with red arrows pointing to them. Circle 1 is over the 'Competition' cell for 'dog training crates'. Circle 2 is over the 'Key Word Tier Level Notes' cell for 'dog training crates'. Circle 3 is over the 'Most Relevant Key Words' cell for 'dog training crates'.

Key Word	Competition	Global Monthly Search	Local Monthly Search	Most Relevant Key Words	Competition	Traffic (local or global)	Key Word Tier Level Notes
dog training	High	1500000	823000	dog training	High	823000	Top Level
how to crate train a dog	Low	18100	480	puppy dog training	Medium	22200	2nd tier
training older dogs	Low	5400	3600	how to crate train a dog	Low	480	3rd tier
dog training in miami	Low	1600	1600				
dog training miami	Low	1600	1600				
pet training	Medium	135000	74000				
behavior training	Medium	49500	27100				
how to train your puppy	Medium	33100	22200				
trained dogs	Medium	27100	18100				
dog training crates	Medium	14800	9900				
training dog to come	Medium	6600	4400				
training a dog to come	Medium	6600	4400				
adult dog house training	Medium	3600	2900				
house training an older dog	Medium	4400	2900				
house training older dog	Medium	4400	2900				
miami dog training	Medium	1600	1600				
dog training biting	Medium	1900	1300				
dog training schedule	Medium	1600	1000				

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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.

Objective 5 Creating Your Keyword Tree

The screenshot shows an Excel spreadsheet titled 'Keyword Master Excel.xlsx' with the 'Exact Keyword Results' tab selected. The spreadsheet shows a hierarchical structure of keywords. The top level is 'Top Level / Main Market Keyword'. Below it are five 'Tier 2 - Info Seeker Menu Item' cells, followed by five 'Tier 2 - Researcher Menu Item' cells. Below these are five 'Tier 3' cells, followed by five 'Tier 3' cells, and finally five 'Tier 3' cells.

Top Level / Main Market Keyword				
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
Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
Tier 3	Tier 3	Tier 3	Tier 3	Tier 3
Tier 3	Tier 3	Tier 3	Tier 3	Tier 3

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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.

Objective 5 Creating Your Keyword Tree



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Final Thoughts

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.

Objective 5 Creating Your Keyword Tree



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Virtual Marketing Blueprint

Keyword Research

Objectives:

- Keyword Research Overview
- Initial Keyword Research (Broad Match)
- Refined Keyword Research (Exact Match)
- Analyzing Keywords: Finding Gold Nuggets
- Creating Your Keyword Tree

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VMB: Keyword Research Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Initial Keyword Research
- 2) Refined Keyword Research
- 3) Analyze Keywords: Finding Gold Nuggets
- 4) Create The First Draft Of Your Keyword Tree

**I will be releasing a Competition Analysis Module by Monday where I will teach you how to analyze the STRENGTH of your competition so that you can fine tune the final draft of your keyword tree and have a complete business plan for your website finished. This is where I'll teach you about the final tab on your master excel: Analyzing Competition.*

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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