WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts

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 <u>key</u> 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

Objectives:

➡ **1) Keyword Research Overview**

2) Initial Keyword Research (Broad Match)

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4) Analyzing Keywords: Finding Gold Nuggets

5) Creating Your Keyword Tree

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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.
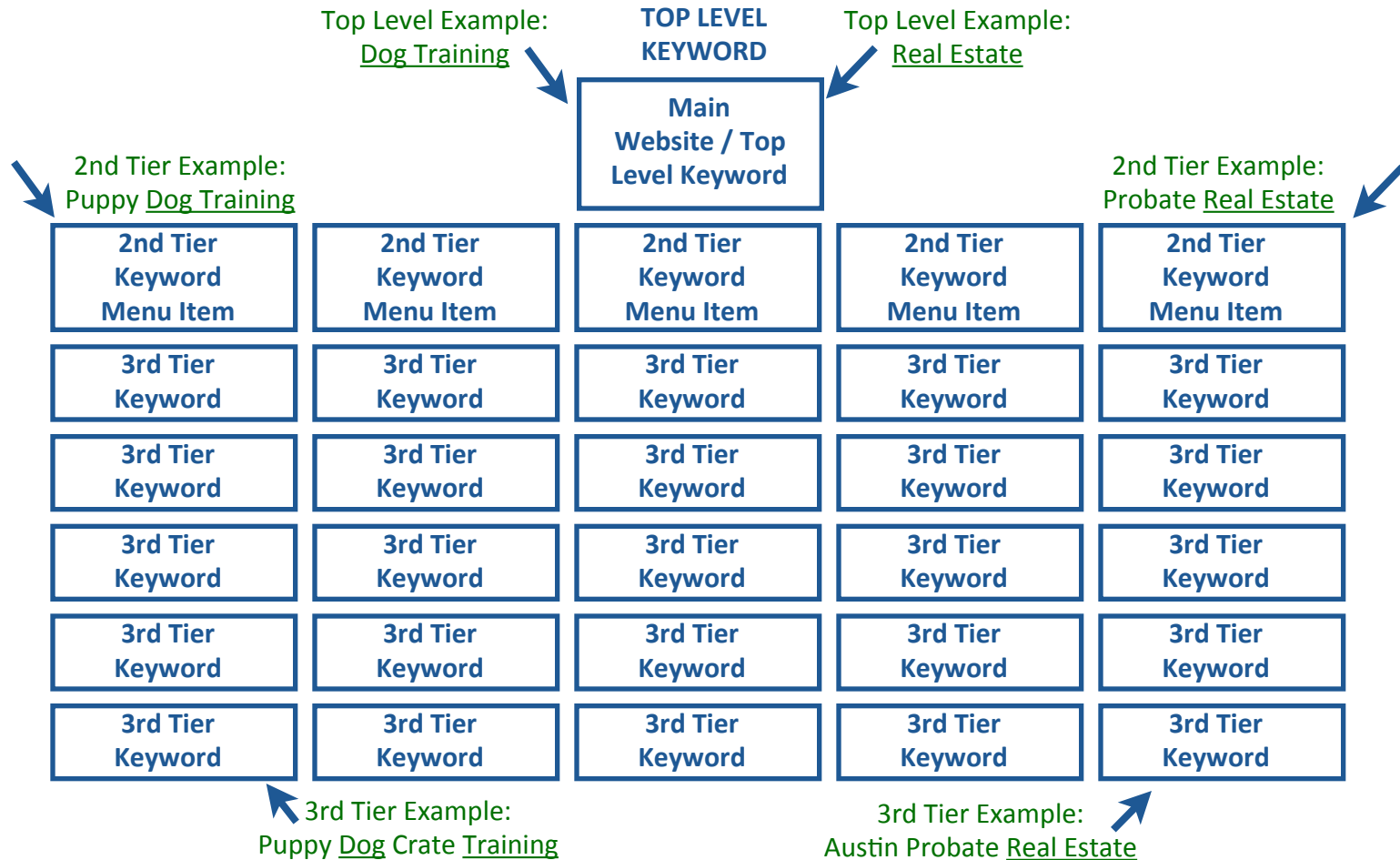
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Introduction to Keywords
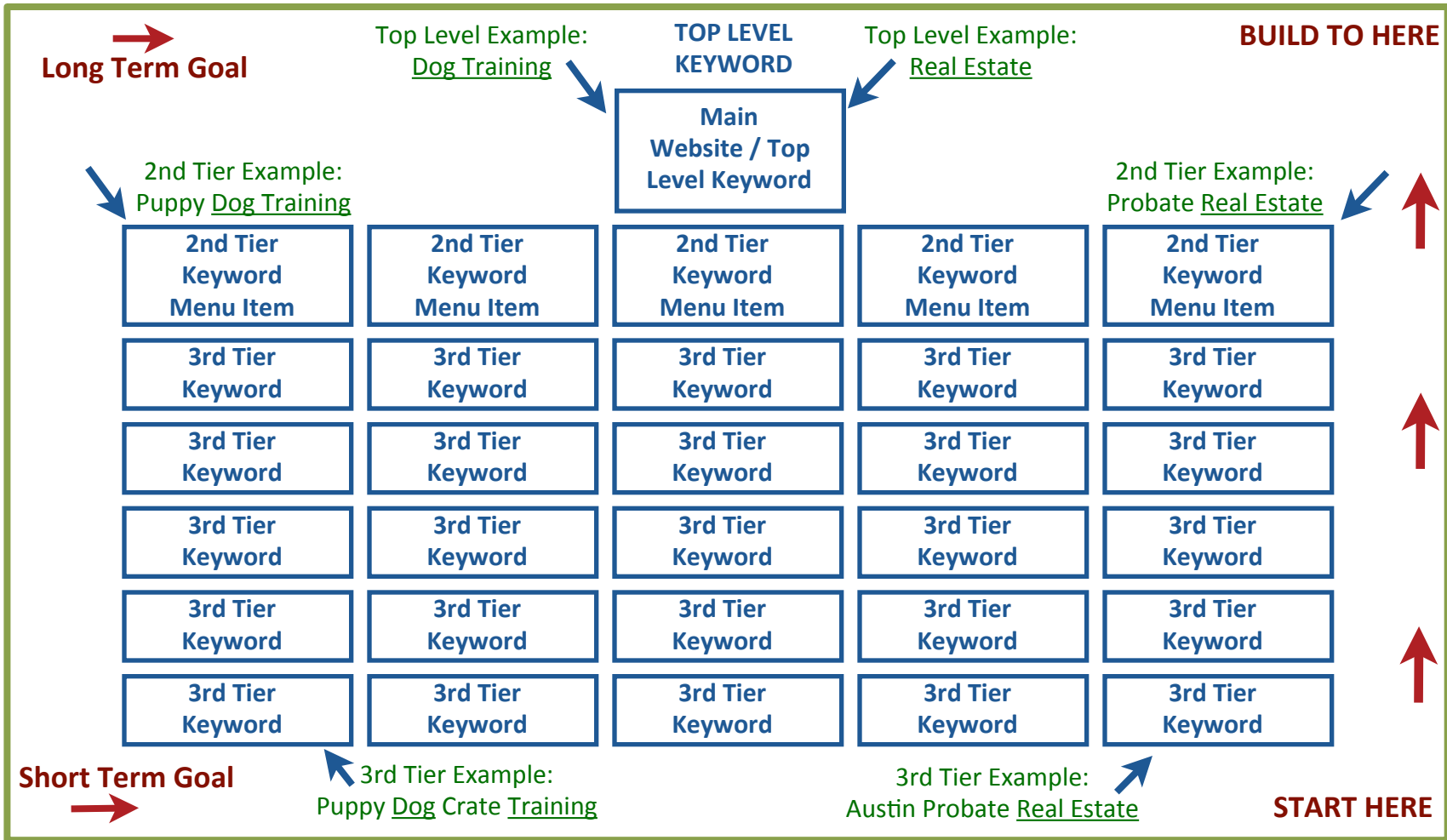
Keywords

Why Are They Important?

- <u>Keywords are the foundation of your website</u> 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.

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Introduction to Keywords

Top Level Example: Dog Training

TOP LEVEL KEYWORD

Top Level Example: Real Estate

Main Website / Top Level Keyword

2nd Tier Example: Puppy Dog Training

2nd Tier Example: Probate Real Estate

2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword

3rd Tier Example: Puppy Dog Crate Training

3rd Tier Example: Austin Probate Real Estate

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Keyword Tree

Long Term Goal →

Top Level Example:
<u>Dog Training</u> ↘

TOP LEVEL KEYWORD

Top Level Example:
<u>Real Estate</u> ↙

BUILD TO HERE

Main Website / Top Level Keyword

2nd Tier Example:
Puppy <u>Dog Training</u> ↘

2nd Tier Example:
Probate <u>Real Estate</u> ↙

2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword

Short Term Goal →

3rd Tier Example:
Puppy <u>Dog</u> Crate <u>Training</u> ↖

3rd Tier Example:
Austin Probate <u>Real Estate</u> ↗

START HERE

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Keyword Tree

The Power of SEO is that the entire site works together.

Top Level Example: Dog Training

Top Level Example: Real Estate

HOW? All tier 2 & 3 keywords have the top level keyword contained in them.

Main Website / Top Level Keyword

2nd Tier Example: Puppy Dog Training

2nd Tier Example: Probate Real Estate

2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item	2nd Tier Keyword Menu Item
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword
3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword	3rd Tier Keyword

3rd Tier Example: Puppy Dog Crate Training

3rd Tier Example: Austin Probate Real Estate

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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)**
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Introduction to 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

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.

Virtual Marketing Blueprint

INTRO ▾   VIRTUAL MARKETING BLUEPRINT ▾   SOCIAL MEDIA FASTTRACK   ALUMNI ▾   VMB FORUM ▾

WEBSITE BUILDING

WEBSITE CUSTOMIZATION

COPYWRITING

CONTENT CREATION

VIDEO CREATION

LEAD GENERATION

WEBSITE OPTIMIZATION

DRIVING TRAFFIC

VMB BONUSES   ▸

Q & A

RESOURCES

SEO BONUS: KEYWORD RESEARCH

SEO BONUS: COMPETITION ANALYSIS

Hi Flip & D

Welcome to   We are excited to have you on board and we are looking forwarded to interacting with you in this commu

Below is a   through the membership site.

A few highl

1. Classes   ass Webinar Registration links are on the corresponding Class Welcome Page.
2. BE SUR   stars.com" since all communications will come from that address.
3. ALL co   rship site.
4. You car   of the course you are enrolled in.
5. Since w   ars, all Q & A can be asked on those calls so bring your question

1

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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.

Keyword Master Excel.xlsx

Keyword Foundation Overview

Main Market	Example: Real Estate
Niche	Example: Selling Unsellable Houses
Target Market	Example: Distressed Sellers Who Have Little, No or Negative Equity
Location	Example: Austin
Hopes	
Dreams	
Aspirations	
Fears	
Frustrations	

Niche Broad Keyword Results Exact Keyword Results Keyword Tree Example

Ready

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

Keyword Foundation Overview

Main Market	Example: Real Estate
Niche	Example: Selling Unsellable Houses
Target Market	Example: Distressed Sellers Who Have Little, No or Negative Equity
Location	Example: Austin
Hopes	
Dreams	
Aspirations	
Fears	
Frustrations	

Step 4

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

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

Keyword Master Excel.xlsx

Search in Sheet

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

Edit · Font · Alignment · Number · Format · Cells · Themes

Calibri (Body) | 12 | General

Paste | B *I* U | Align | % | Conditional Formatting | Styles | Actions | Themes | Aa

B6 | fx

Keyword Foundation Overview

	A	B
1	**Keyword Foundation Overview**	
2	**Main Market**	Example: Real Estate
3	**Niche**	Example: Selling Unsellable Houses
4	**Target Market**	Example: Distressed Sellers Who Have Little, No or Negative Equity
5	**Location**	Example: Austin ←
6	**Hopes**	
7	**Dreams**	
8	**Aspirations**	
9	**Fears**	
10	**Frustrations**	

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

Ready | Sum=0

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

Keyword Master Excel.xlsx

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

B6

	A	B
1		**Keyword Foundation Overview**
2	**Main Market**	Example: Real Estate
3	**Niche**	Example: Selling Unsellable Houses
4	**Target Market**	Example: Distressed Sellers Who Have Little, No or Negative Equity
5	**Location**	Example: Austin
6	**Hopes**	←
7	**Dreams**	←
8	**Aspirations**	←
9	**Fears**	←
10	**Frustrations**	←

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

Ready   Sum = 0

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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.

Step 8

Go to <u>www.google.com</u> 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.

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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.

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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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 ▾

Product survey

Tools
Keyword Tool
Traffic Estimator

▾ Include terms (0) ?
[   ] +

▾ Exclude terms (0) ?
[   ] +

▾ Match Types ?
☑ Broad
☐ [Exact]
☐ "Phrase"

Find keywords
Based on one or more of the following:

Word or phrase | One per line

Website   www.google.com/page.html
Category   Apparel   ▾

☐ Only show ideas closely related to my search terms ?

⊞ Advanced Options and ...ers   Locations: United States ✕   Languages: English ✕   Devices: Desktops and laptops

Search

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.

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

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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.

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 ⑦

⊞ Advanced Options and Filters | Locations: United States ✕ | Languages: English ✕ | Devices: Desktops and laptops

Search

Sign in with your AdWords login information to see the full set of ideas for this search.   About this data ⑦

Download ▾ | View as text ▾ | More like these ▾   Sorted by Relevance ▾ | Columns ▾

⊟ **Search terms (1)**

	Keyword	Competition	Global Monthly Searches ⑦	Local Monthly Searches ⑦
☐	☆ save your home	Low	18,100	14,800

Go to page: 1   Show rows: 50 ▾ ⊮ ◀ 1 – 1 of 1 ▶ ⊯

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

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)

Objective 2 Initial Keyword Research (Broad Match)

Helpful Tips

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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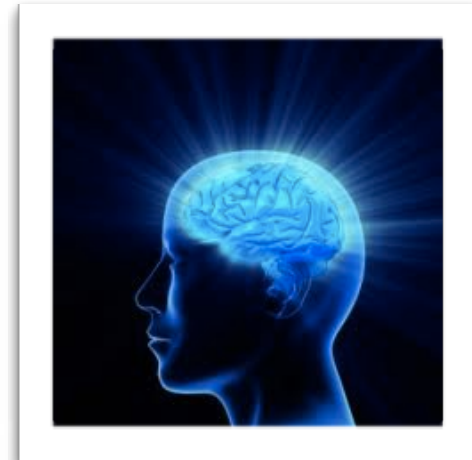
More Keyword Research Tips

Google AdWords

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...

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Step 13

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

Keyword Master Excel.xlsx

	A	B	C	D	E
1	**Key Word**	**Competition**	**Global Monthly Search**	**Local Monthly Search**	**Key Word Notes**
2	advanced dog training	Medium	0	480	
3	dog training west palm beach	Medium	320	320	
4	how much does dog training cost	Medium	590	480	
5	pet training	Medium	135000	74000	
6	adult dog house training	Medium	3600	2900	
7	house training an older dog	Medium	4400	2900	
8	house training older dog	Medium	4400	2900	
9	behavior training	Medium	49500	27100	
10	dog training	Medium	1500000	823000	
11	dog training crates	Medium	14800	9900	
12	dog training schedule	Medium	1600	1000	
13	training dogs not to bite	Medium	480	320	
14	midwest dog training	Medium	170	170	
15	training older dogs	Medium	5400	3600	
16	training dog to come	Medium	6600	4400	
17	training a dog to come	Medium	6600	4400	
18	dog training in miami	Medium	1600	1600	
19	dog training miami	Medium	1600	1600	
20	miami dog training	Medium	1600	1600	
21	dog training biting	Medium	1900	1300	
22	trained dogs	Medium	27100	18100	
23	how to train your puppy	Medium	33100	22200	
24	how to crate train a dog	Medium	18100	14800	

Tabs: Niche | **Broad Keyword Results** | Exact Keyword Results | Keyword Tree Example | Keyword Tree | Key

Select destination and press ENTER or choose Paste   Sum = 2838410

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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.
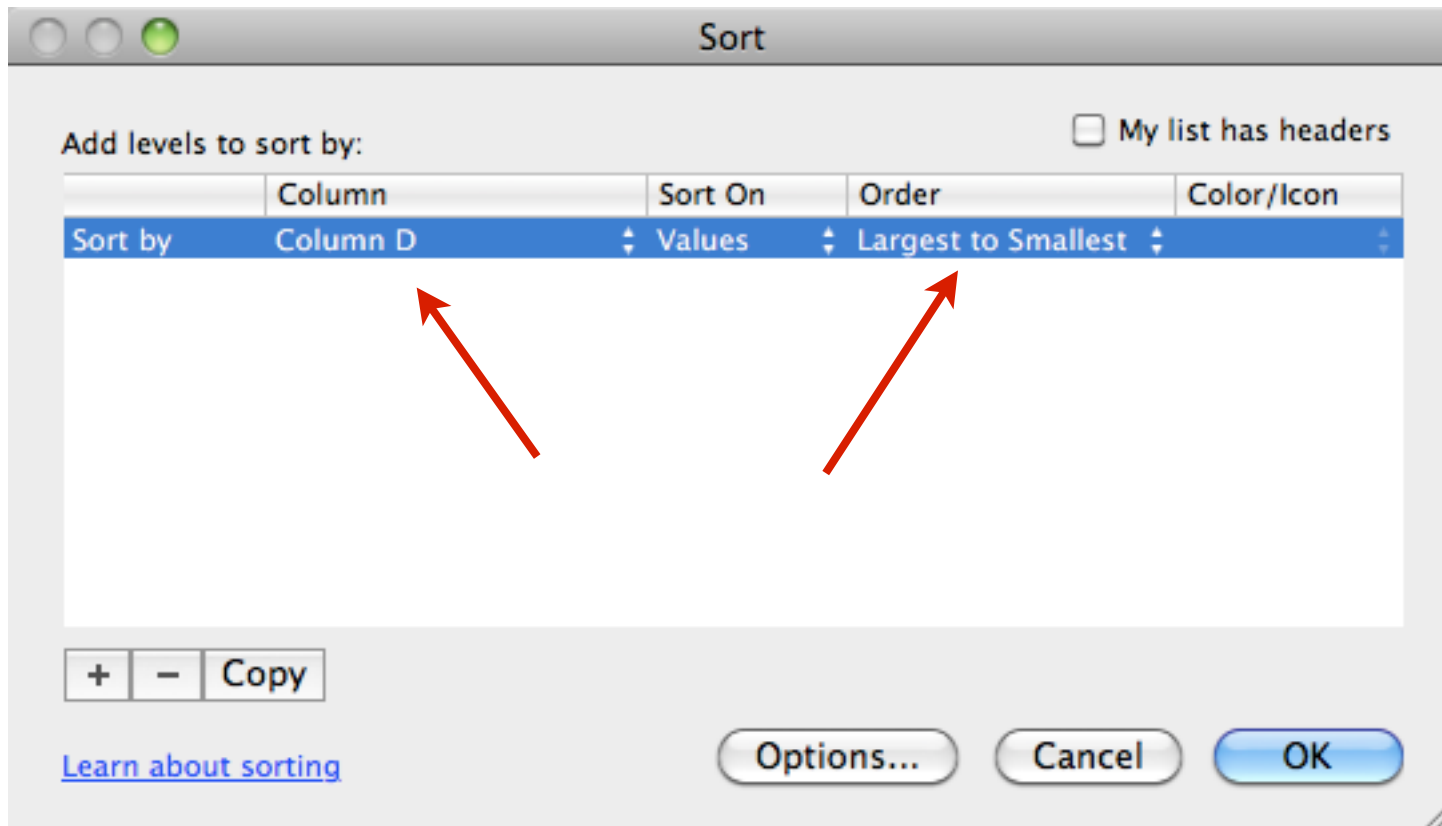
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Step 16

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.

Keyword Master Excel.xlsx

	Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
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	midwest dog training	Medium	170	170	

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

Sum = 2838410

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Virtual Marketing Blueprint

Next Video...

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Virtual Marketing Blueprint

Keyword Research

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Introduction to 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

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)

Keyword Master Excel.xlsx

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

Edit | Font | Alignment | Number | Format | Cells | Themes

Calibri (Body) 14

B I U

Paste

Wrap Text | General | Conditional Formatting | Styles | Actions | Themes

Merge | %

A1 | Key Word

	A	B	C	D	E
1	**Key Word**	**Competition**	**Global Monthly Search**	**Local Monthly Search**	**Key Word Notes**
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	midwest dog training	Medium	170	170	

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

Ready | Sum=0

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

Google AdWords

| Home | Campaigns | Opportunities | Tools and Analysis ▾ | Billing ▾ | My account ▾ |

Tools

Keyword Tool
Traffic Estimator

Placement Tool
Contextual Targeting Tool

▾ Include terms (0) ⑦
[   ] +

▾ Exclude terms (0) ⑦
[   ] +

▾ Match Types ⑦
☐ Broad
☑ [Exact] ←
☐ "Phrase"

Find keywords
Based on one or more of the following:

Word or phrase

Website   www.google.com/page.html

Category   Apparel

☐ Only show ideas closely related to my search terms ⑦

⊞ Advanced Options and Filters   Locations: United States ✕   Languages: English ✕   Device

Search

✚ Add keywords | Download ▾ | Estimate search traffic | View as text ▾ | More like these ▾

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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.

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

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

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

Select destination and press ENTER or choose Paste · Sum=2838410

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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.

Keyword Master Excel.xlsx

	Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
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	midwest dog training	Medium			

Niche Broad Keyword Results Exact Keyword Results Keyword Tree Example Keyword Tree Key

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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
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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".

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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.

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Step 2

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

Keyword Master Excel.xlsx

100%

Search in Sheet

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

Edit | Font | Alignment | Number | Format | Cells | Themes

Calibri (Body) | 11

General

Paste | B I U | Wrap Text | Merge | % | Conditional Formatting | Styles | Actions | Themes

E2 | fx | dog training

	A	B	C	D	E	F	G	H
1	**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
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				

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

Ready | Sum=845680

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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.

Keyword Master Excel.xlsx

	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
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				
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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				

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

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

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

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:

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Virtual Marketing Blueprint

Keyword Research

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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.

Objective 5 Creating Your Keyword Tree

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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

Search in Sheet

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

Edit | Font | Alignment | Number | Format | Cells | Themes

Calibri (Body) | 11

Paste | B I U | General | Conditional Formatting | Styles | Actions | Themes

I6

	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.

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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.

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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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