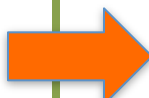


Virtual Marketing Blueprint

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”.

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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
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).

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
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	1300				
18	dog training biting	Medium	1600	1000				
19	dog training schedule	Medium	1600	1000				

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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).

Objective 4 Analyzing Keywords: Finding Gold Nuggets

Keyword Master Excel.xlsx

Search in Sheet

Home Layout Tables Charts SmartArt Formulas Data Review

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E2 dog training

	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								
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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.

Objective 4 Analyzing Keywords: Finding Gold Nuggets

Keyword Master Excel.xlsx

Search in Sheet

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Font:Calibri (Body) 12 Alignment:abc Wrap Text Number:General Format:Conditional Formatting Styles Cells:Actions Themes:Themes

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18	dog training biting	Medium	1900	1300				
19	dog training schedule	Medium	1600	1000				

Ready Sum=0

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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.

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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