

# 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

Rei Rockstars

# 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.*

Rei Rockstars

# 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.

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	150000	82300	
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	
midwest dog training	Medium	170	170	

Rei Rockstars

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)

The screenshot shows the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. The left sidebar contains 'Tools' with options like 'Keyword Tool', 'Traffic Estimator', 'Placement Tool', and 'Contextual Targeting Tool'. Below this are sections for 'Include terms (0)', 'Exclude terms (0)', and 'Match Types'. The 'Match Types' section is highlighted with a red box and contains three options: 'Broad' (unchecked), '[Exact]' (checked with a red arrow), and '"Phrase"' (unchecked). The main content area is titled 'Find keywords' and includes a search form with fields for 'Word or phrase', 'Website' (www.google.com/page.html), and 'Category' (Apparel). There are also checkboxes for 'Only show ideas closely related to my search terms' and 'Advanced Options and Filters'. At the bottom of the search area are buttons for '+ Add keywords', 'Download', 'Estimate search traffic', 'View as text', and 'More like these'.

Rei Rockstars

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)

Google AdWords

dani@fd

Home Campaigns Opportunities Tools and Analysis Billing My account

Tools

- Keyword Tool
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool

Find keywords

Product survey Campaign:

Based on one or more of the following:

Word or phrase	Website	Category
dog training	www.google.com/page.html	Apparel
pet training		
behavior training		
how to train your puppy		
trained dogs		

Only show ideas closely related to my search terms

Advanced Options and Filters

Locations: United States Languages: English Devices: Desktops and laptops

Search

Rei Rockstars

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.

Objective 3 Refined Keyword Research (Exact Match)

<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

Rei Rockstars

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..

Objective 3 Refined Keyword Research (Exact Match)

The screenshot shows an Excel spreadsheet titled "Keyword Master Excel.xlsx". The spreadsheet has five columns: "Key Word", "Competition", "Global Monthly Search", "Local Monthly Search", and "Key Word Notes". The "Competition" column is highlighted with a red box, and a red arrow points to the word "Medium" in row 2. The "Global Monthly Search" and "Local Monthly Search" columns contain numerical values. The "Key Word Notes" column is currently empty.

Key Word	Competition	Global Monthly Search	Local Monthly Search	Key Word Notes
advanced dog training	Medium	480	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	

Rei Rockstars



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)

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			

Rei Rockstars

# 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

*Rei Rockstars*