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



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.



Introduction to Exact Match

Refined Keyword Research: Exact Match

Why Is It Important?

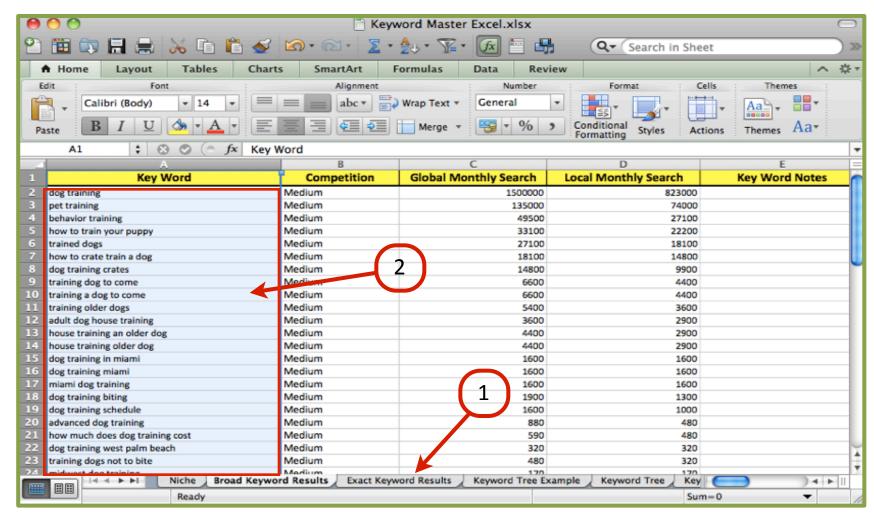
Short Term Planning

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.



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)



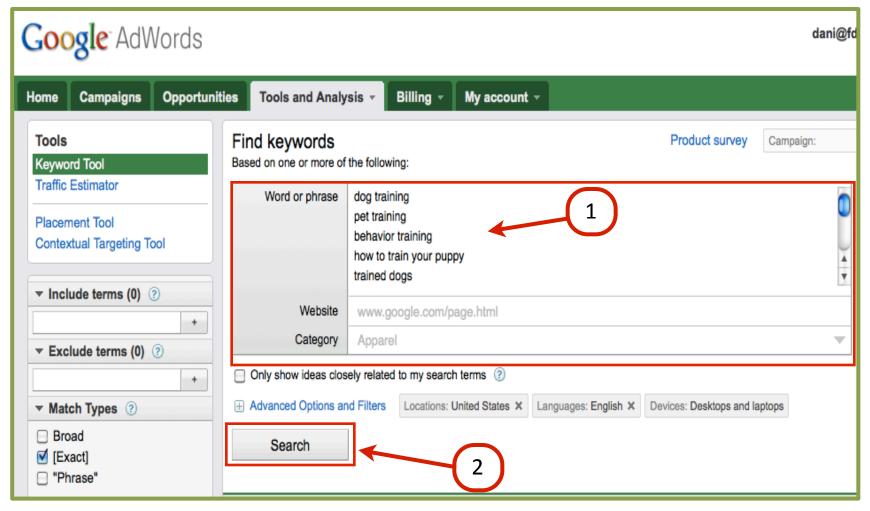


Go to https://adwords.google.com/select/KeywordToolExternal.
On the left hand side under "Match Types", deselect Broad and select Exact.

Google AdWords								
Home Campaigns Opportunities Tools and Analysis ▼ Billing ▼ My account ▼								
Keyword Tool Bas	Find keywords Based on one or more of the following:							
Placement Tool Contextual Targeting Tool	Word or phrase							
▼ Include terms (0) ②	Website Category	WWW.google.com/page.nam						
Only show ideas closely related to my search terms ② + Advanced Options and Filters Locations: United States × Languages: English ×								
▼ Match Types ② □ Broad ☑ [Exact] □ "Phrase"	Search Add keywords Dow	nload ▼ Estimate search traffic View as text ▼ More like these ▼						



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".



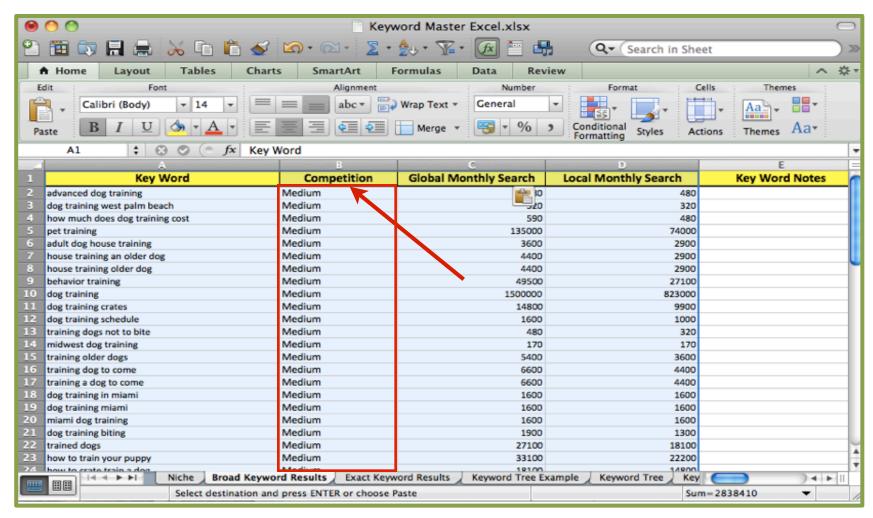


Make notes in your keyword master excel next to each keyword phrase about the competition and monthly search numbers. Pay most attention to zero, low & medium competition but don't ignore high.

☆ [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

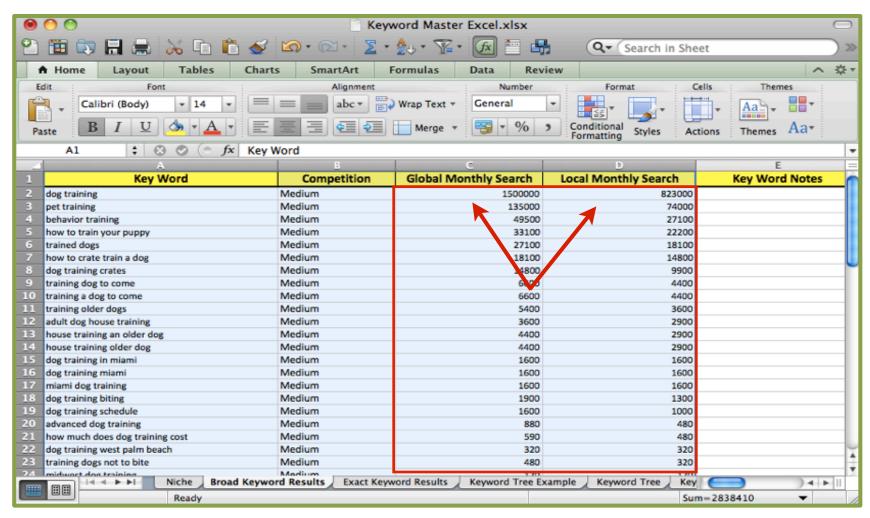


When finished with your keyword research, go back into your excel and highlight all keyword combinations and sort them by "Competition" so that all lows are together, all mediums are together, etc..





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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Next Video...

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