

## Mine the Gold ~ Find Nuggets in Keyword Research

### How To SEO for Real Results

#### Part II

First of all, welcome and thanks for coming this evening.

Before I start, I want to tell you that everything that I plan to go over is presented in a PDF that is available online, so the only really important note that you should write down is this URL.

<http://katstudios.com/google-seo-classes.html>

From there, you can download the PDF. This way you won't have to take notes on all of the information, but instead, just get the main points and then study the manual at your own pace. 😊

So let's talk this evening about 'Keyword Research' on Google. If you have a website or blog, or even a Facebook and/or Twitter account that needs a little help getting noticed, then you should be able to get better results by the end of this class.

Just so that everyone's on the same page, keyword research is the process of finding out the actual search terms that people use when conducting a search online.

"Well that sounds great, but what does that really mean?" It means that you want to know the EXACT words people use to find your site and more importantly – will you be able to compete for those traffic-grabbing words.

"Why would I want to know that?" you might ask.

Without this information you are taking a stab in the dark as to how to get [more] people to your specific website. "Are people searching for white or red widgets this year?" Without any data, you are only guessing and how effectively can you market with just a guess? The casinos are paying better odds in Vegas - you may want to go there instead. 😊

"Alright, I've got my interest, but how do I find these keywords?" I'll go over a couple ways that you can do this for free, then I'll show you what I use.

How's that sound? Fair enough, let's get started.

## Mine the Gold ~ Find Nuggets in Keyword Research

### How To Do Keyword Research For Free ::

Find Your Edge.

The first rule of business is to "Find a Want or Need and Then Fill It", but where do you start?

You can search [Google](#) and find a huge amount of pages [47.2 Million] regarding keyword research. It's a powerful and mysterious subject that few will share, but I will. ☺

I'll discuss two ways to get free and easy keyword research. The first one uses your website's stats and the second uses Google's brain. The keywords you get from your website's log files can also be used in Google. Let me explain further. ☺

Your hosting company provides a control panel for your domain. You may not have accessed this 'other' side before, so let me walk you through it.

In this example, I will refer to the process for a [GoDaddy](#) account. Different hosting companies call things by different names, but the process is pretty much the same.

You will log in with your hosting username and password. If you've forgotten, either look for the email receipt for your website, or click the "Forgot password" link and reset it.

Once inside, navigate to domain manager or something similar [on the left a few lines from the top]. From there, you have to click on the domain that you want to access. If you only have one domain, than this will be real easy. Click on Manage; it's under Related Products on the right hand side and at the end of Hosting.

### Related Products

Hosting: Hosted here.

[Manage](#)

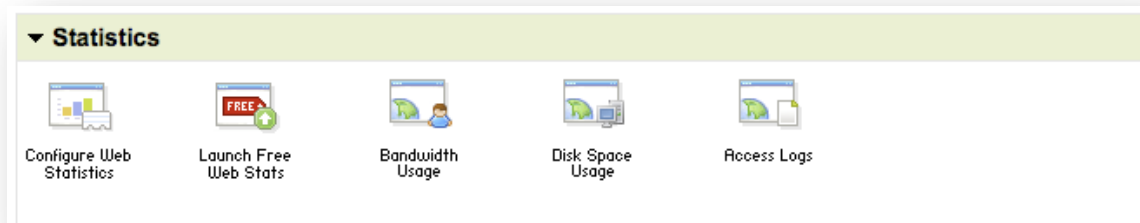
## Mine the Gold ~ Find Nuggets in Keyword Research

Look for Control Panel and click on the link that says Manage Account.

Hosting Account	Control Panel
<input type="checkbox"/> <a href="#">zacknoble.com</a> Economy Hosting - Linux - 2 years	<a href="#">Manage Account</a>
Hosting Account	Control Panel

You're almost there. It will now prompt you for your username and password to access the control panel. It should be the same as what you just used to log in, but it may be different. If you have no clue, try what you have. If that doesn't work, check your emails from your hosting company and finally, call them if you have to. 😊

Hopefully, you've got access and we can move forward. Where you are now is the backend of your website, or hosting account. You should be seeing a Home page and down the page there is *Statistics*; click. It will open and you will choose *Launch Free Web Stats*.



In the left column, there is a link for *Search Word Report*; click on that.

Now you should have a list of keywords that people typed in to get to your website. If some of your major keywords are low on the list, then you will need to promote these more by writing another blog post, or by properly including them into your title, h1, or meta description tags. At the very least, you should have a better understanding of keywords and how they relate to your website. 😊

Other hosting companies may offer Cpanel or Plesk. Somewhere there will be an icon that says *Webalizer*. There may also be a *Webalizer FTP*, but we don't want that one. Inside my control panel on [Host Excellence](#), I have to click on *Stats* first, then *Webalizer* to get to the same place. In any case, you may have to poke around in there in order to find it, but it's in there and well worth finding.

Let's take a minute and log into your host provider and find your web stats.

## Mine the Gold ~ Find Nuggets in Keyword Research

### QUESTIONS?

1

The second way is a little more 'user-friendly' since it does not matter what host company you are with since you will be using Google's interface.

The still free, yet easier way to do keyword research is to use [Google's External Keyword Tool](#). I would recommend bookmarking the page once you find it since you will be referring to it immensely. To find it the first time, just type [google external tool](#) into Google's search bar. It should be the first result.

There are other more complex and expensive research tools out there and having tried most of them myself, I still use Google's. There is a close second that I use for more in depth research, but I'll get to that in a moment.

Google's tool will save you tens of thousands of dollars in lost time due to promoting the wrong keyword phrase or domain name.

Teaching you how to use Google's Keyword Tool to its fullest could take weeks and since this tool is geared towards helping websites to advertise on Google and we're using it the other way around [we want advertisers to pay us], Google doesn't offer an instruction guide for that. ☺

The basics are that you type in a general keyword about your subject, like [dog breeding](#) for example. Check the box marked Use synonyms, type in the captcha [the tricky letters in a box] and click the Get keyword ideas button.

Google will return a [sometimes long] list. Next, click on the Show/hide columns drop-down box that's to the right and below of where you just clicked.

You want to choose the Show All choice from the box just to make it easier for now. Later, you can get fancier and choose only the columns that you really need.

So now you have a bunch of data in front of you. Click on the heading Global Monthly Search Volume and this should sort it from large numbers to small. If not, just click it again.

From this snapshot of the results, we can see that the phrase [dog breeding](#) [at the bottom] has roughly 135,000 search results per MONTH. That's a lot.

Just for a little background, the columns that says Estimated Avg. CPC and Advertiser Competition can be used to gauge the profitability of the keyword. In this example the green bar is full meaning a lot of competition and people are willing to pay \$0.51 per CLICK to be in the number 1 to 3 spot. If you were to be able to afford and get all of the monthly traffic for this phrase, you would be spending roughly \$68,850 a MONTH. Traffic [135,000] times Price [\$0.51].

Anyhow, that should help you decide which keywords are better [more

## Mine the Gold ~ Find Nuggets in Keyword Research

profitable] than others. For example, I would not use nickel keywords. I also wouldn't use only the expensive ones either.

Calculate estimates using a different maximum CPC bid: US Dollars (USD \$) Recalculate Choose columns to display: Show/hide columns

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: February	Global Monthly Search Volume	Search Volume Trends (Mar 2009 - Feb 2010)	Highest Volume Occurred In	Match Type
Keywords related to term(s) entered - sort by relevance								
dog breeds	1 - 3	\$0.36		1,000,000	1,220,000		Jan	Add
breed dog	1 - 3	\$0.52		673,000	1,000,000		Jul	Add
dog breed	1 - 3	\$0.52		673,000	1,000,000		Jul	Add
dogs breeds	1 - 3	\$0.37		165,000	301,000		Sep	Add
breeds of dogs	1 - 3	\$0.30		90,500	165,000		Sep	Add
dogs breed	1 - 3	\$0.39		110,000	165,000		Jul	Add
dog breeding	1 - 3	\$0.51		74,000	135,000		Jul	Add

This is the easy part -- looking at figures and seeing what is good. Next, you want to see if you can actually rank and complete for this keyword.

So open a new tab in your browser [Control-T on a PC or Command-T on a Mac] and type your keyword phrase into the search box [dog breeding].

Below you see another snapshot of Google's results. At this time there's 2.15 Million webpages about dog breeding.



Web [Show options...](#) Results 1 - 10 of about 2,150,000 for dog breeding. (0.30 seconds)

To get a better idea of your stiff competitors, we do the search again, but this time we put quotes around the keyword phrase. Even though no one searches that way [at least not the regular Joe], you want to see the EXACT match for those two words in that order; hence the quotes.



Web [Show options...](#) Results 1 - 10 of about 498,000 for "dog breeding". (0.31 seconds)

This time there are 498 Thousand webpages. Better than 2.15 Million, but still too competitive for you and me.

Here's a **secret**. You are looking for a keyword that produces less than 1 Million results on the 'no-quote' phrase [the first time you search for the term]. Anything over that and it will take a considerable amount of time [and content] to rise up from the basement to the penthouse. You have better things to do

## Mine the Gold ~ Find Nuggets in Keyword Research

than take on [Amazon](#) head to head. ☺

Not that you cannot succeed with that keyword, but there are others that are easier to rank for and will generate interested customers quicker -- not just window shoppers.

To digress, yes you want traffic, but you do not want 'tire kickers'. There's enough free information out there [[Wikipedia](#)] that you do not have to provide it all over again. First, you're using your own resources – hosting, bandwidth, time – and you don't want Google to say that you're producing duplicate content that some other high-ranking website already provides.

Here's a little more info about duplicate content. The trick is that the first RECOGNIZED publisher gets credit and everyone else gets penalized -- even if you are the REAL creator of the content. Because your site does not have enough trust with Google, Google sides with the big boys like [Ask](#) or [About](#). This also ties in with growing your site slowly and steady to gain this trust with Google. The system is not perfect, but that's all we have to right now, so you might as well know the rules. ☺

Okay, back to the research side of things now that you've gotten a side of qualified traffic. You're still not done yet. Once you find a decent keyword phrase that is under 1 Million search results on Google, you can use it in your marketing efforts.

This may also include purchasing another domain to funnel traffic back to your site. If this is you, you'll want to see if such a domain exists. Go ahead and open another tab in your browser and go to [GoDaddy](#) or any other domain name registrar like [DomainCheapsters](#). You want to find the Bulk Domain Name Registration section [usually under Domains] and type in your keywords. Now select the radio buttons for only com, net and org. Nothing more; then click Search.

It will kick out which ones are already taken and show you what's left. Most of the time, there will be .net and .org remaining as most .coms are long gone. You do not need both of the domains [net and org], only one. Which one you choose is up to you.

Generally .net is cheaper than .org, but Google tends to like .orgs slightly more and with any sort of coupon, you can generally get any of the three main domain extensions for around \$7.67 each. So price aside, I'd personally go with the .org over .net, but that's up to you. ☺

QUESTIONS?

2

## Mine the Gold ~ Find Nuggets in Keyword Research

"More Meat Please!"

- If you do not have any idea as to where you should start your new keyword research, let me give you a few pointers that will help to get the ideas flowing.

Find a competitor's home page. View their source code by typing **Control-U** for PC, or **Command-U** for a Mac. Inside this new window is a bunch of HTML code. If you do a 'find' [usually it's **Control-F** / **Command-F**] search and type in the words **title** it will highlight the **title tag** without you filtering through the page. Do the same thing, but this time search for **description** and it should show you the **meta description tag**. Once more, search for **keyword** and the **meta keyword tag** should appear. All three of these have valuable keywords that you can use to begin brainstorming.

Once you have a competitor's URL, go to [Alexa](#) and type it in. Alexa is good for many reasons, but some of their specialty features are **Clickstream** -- which shows you the websites that people come FROM and GO TO after the site in question, **Related Links** -- shows you similar sites, **Audience** -- demographics, **Search Analytics** -- search terms and **Traffic Stats** -- top visited pages.

You can do the same with [Quantcast](#). Quantcast's specialty is demographics; right down to what hobbies the visitors have and how much money they make per year. It's scary, but also useful. 😊

Still looking for keyword ideas? Here's another **secret**. Try mis-spellings. Not everyone is 'ed-u-ma-cated' and most of us mis-type words that we know how to spell all the time. Mis-spellings are a huge money market.

Once you find the keywords you want, the following list should help you to know where to insert them effectively. 😊

Keywords Go Here:

- anchor text
- in clickable images as alt and title tags
- headlines
- body text copy [content]
- title tag
- meta description tags
- meta keyword tags

You can also download and read my PDF on [How to SEO for Real Results](#) where I go over all the places you can easily insert your newly found keywords into your website's structure.

## Mine the Gold ~ Find Nuggets in Keyword Research

If you are on Facebook and/or Twitter, you can now generate posts with more power by using these keywords -- which are exactly what people are searching for.

If you don't believe me, head over to [Google](#) and type in your keyword into the search bar. Now click on the [Show options...](#) link. This is found next to the plus symbol which is under the thin blue line. Now there are divisions. The first two are [>All results](#) and [>Any time](#). If you click on [Latest](#) under [>Any time](#), you will typically see Twitter posts, sometimes Facebook posts -- front and center.

Now you can see the reason to include keywords in your posts. ☺

### QUESTIONS?

3

### Use What The Professionals Use ::

Save Your Time for Something Fun.

I started doing keyword research the same way that I just showed you. Actually, it was a bit rougher than that. For years I struggled with spreadsheets only to become paralyzed in the end because I wasn't sure if a certain keyword was a good one or not.

I kept on making the best guess that I could. I bought some domains and past on others. It's hard to say whether or not I made the right choices, but that's all I knew at the time.

I did see some reviews about this tool that I'm about to share with you, but for one reason or another, I just didn't get around to getting it even though I had seen a video of what it could do and how fast it did it.

I did finally get the program and now I can tell you that I've wasted a lot of time that I really didn't have to. The program almost kicks you to act when it finds a winner keyword. I couldn't ask for a better tool to streamline my time.

It's called [Micro Niche Finder](#) and although it's a lengthy title, it does the job in seconds versus what I can do with several browser tabs opened and me cutting and pasting between them all.

I do recommend it if you are planning on doing keyword research for any length of time, or in multiple niches like soccer and kayaking – where keywords don't necessarily overlap.

[Micro Niche Finder](#) is a PC only program and although I'm primarily a Mac user, I do have a PC that I use for AutoCAD, so I am able to utilize both worlds [and programs]. ☺

## Mine the Gold ~ Find Nuggets in Keyword Research

I have spent far more on lesser quality products than the \$97 price tag with free lifetime upgrades. You can hardly beat it. As a side note, the programmer lives in Charlotte, North Carolina and it's always nice to support small local businesses too. 😊

Check it out if you're serious about keywords.

QUESTIONS?

4

### Summary ::

You do not have to completely understand the steps in keyword research, but I hope that you can see their benefits. It has taken me years to become proficient in finding keywords and even more time in properly utilizing their use. The important thing to know is where you can get help when you need it.

In addition, I have color coded the text in this PDF. There are [examples](#), [secrets](#), [links](#) and [terms](#). If you are unfamiliar with the terms, you may search [Wikipedia](#) or [Google](#) for more background information.

If you have any questions, please do not hesitate to email or call me. I would be glad to hear from you and to help clarify or add to this document.

Sincerely,

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