

Keyword Research 101



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What is Keyword Research

Keyword research is a practice used by search engine optimization (SEO) professionals to find and research actual search terms people enter into the search engines when conducting a search.

What this means is that when people get online and want to find information they will bring up a search tool. These search tools are referred to as search engines and the most common ones are Google, Yahoo, MSN, Ask and AOL. I'm sure that you have used these same ones many times before. So when you are searching for a particular subject or want to find answers to a question, you type in what you are wanting to know. What you type in to ask the question are called keywords.

Research shows that around 85% of the people online today will use a search engine to locate information! 78% of those people will use Google which means that 78 people out of 100 will look for information you create via Google.

The Almighty Google

Understanding Google can be rather overwhelming but here is what you need to know. It's a computer program that has a way of reading a web page. It checks out your page, decides what it's about and then ranks it in their index. It literally has billions of pages that are indexed and those change constantly. Your goal is when you create content (articles, website, blog posts, Squidoo lens, etc.) online, you need to learn how to tell the search engine what your page is about.

Understanding Keywords

Where and what words you put on your page is crucial for helping the search engines

understand what your page is about. When someone types their search words in Google, your content will show up hopefully within the first couple of pages for them to see. It should be your goal to always have your content land on the first page and as close to the top as possible. This will pretty much guarantee that more users will click on your subject and read your page. So how do you accomplish this task?


The main objective of a business is to attract potential buyers and convert them into paying customers so by using relevant keywords, this allows you to fulfill this primary objective. The more relevant the keywords, the more business you will do.

You can do this a couple different ways. By using short term keywords and long tail keywords. Let's use the example of dog food. If you were to do a Google search for just "dog food" you would come up with over 60 million searches for those keywords. What this means is that the keywords "dog food" are very competitive and it would be extremely difficult for you to compete with those keywords and rank high in the search engines.

If you search for a long tail keyword such as "premium dog food" or "natural dog food", this can help you dominate a particular market and expand your search for people who are just searching for the term "dog food". You want to be as targeted as you can.

The best way to conduct a keyword search is by using a keyword research tool such as [Google](#). This will help you identify different keywords you can use that are not as competitive but still in terms of what you need. Google's keyword tool is free and can give you some pretty good information to go on. There are plenty of keyword research tools that will provide much more in depth information but those sites do charge a fee. Google's keyword research tool is extremely helpful though and a great tool to start with.

Using Google's keyword search tool, I have given you an example of the keywords "dog food" and will now explain to you what each column means.

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/> diet dog food	 	90,500	74,000	
<input type="checkbox"/> organic dog food	 	33,100	27,100	
<input type="checkbox"/> dry dog food	 	201,000	165,000	
<input type="checkbox"/> premium dog food	 	27,100	27,100	
<input type="checkbox"/> natural dog food	 	135,000	110,000	
<input type="checkbox"/> dog food brands	 	33,100	22,200	
<input type="checkbox"/> hypoallergenic dog food	 	12,100	8,100	
<input type="checkbox"/> healthy dog food	 	33,100	22,200	
<input type="checkbox"/> dog food recall	 	33,100	27,100	
<input type="checkbox"/> holistic dog food	 	27,100	22,200	
<input type="checkbox"/> raw dog food	 	49,500	33,100	
<input type="checkbox"/> innova dog food	 	60,500	60,500	
<input type="checkbox"/> homemade dog food	 	49,500	33,100	

Competition:

This column shows the number of advertisers bidding on each keyword relative to all keywords across Google. The shaded bar represents a general low-to-high quantitative guide to help you determine how competitive ad placement is for a particular keyword.

Global Monthly Searches Volume (Previous Month):

This column shows the approximate 12-month average of user queries for the keyword on Google.com and the Google Search Network. This data is specific to your

Keyword Match Type selection.

Local Monthly Searches:

This column shows if you specified a country or language for your search, this is the approximate 12-month average number of user queries for the keyword for those countries and languages. It is specific to your Keyword Match Type selection.

Local Search Trends:

This column shows a keyword's fluctuation in traffic over the past 12 months. Each bar represents a different month. This statistic is specific to your targeted country and language as well as your Keyword Match Type selection. Search volume data is approximate.

This little keyword tool alone can save you a lot of time just trying to guess what your target market may or may not want. This is an actual tool created by Google to keep a record of how many people are searching for particular keywords. You can see why this is a powerful tool to have.

Where to Place Your Keywords

As far as how to use your keywords and where to place them depends on what type of advertising and marketing you are doing. For instance, if you are writing an article or blog post, you want to be sure and put your keywords in your title twice. Yep, I said twice. You also want to be sure and place them throughout your content at least three to four times. For articles, your main keywords also need to be placed in your resource box. Keep your articles and post short with lots of valuable content. Articles should consist of 300 to 500 words.

If you are creating videos, again put your keywords in your title as well as in your description. Write out a description which explains what your video is about and put your keywords in the description as well. Don't forget to also include them in your tags.

If you are creating your own website, your software will have a section where you can place your relevant keywords. Always remember that you also want your relevant keywords in your URL as well. When people are online searching for those particular keywords, you want your site to show up when they search for your particular keyword phrase. Always remember to test, test and test different keywords and different content until you see what pulls the best.

More Great Free Tools

Another great free tool to use is [SEO Book](#). For your first initial visit you will have to sign up for a free account in order to access the keyword tool. Basically what information this tool provides is who has been searching for your particular keywords within the past 24 hours in Google, Yahoo, MSN. It also will give you other relevant keywords that you may want to use as well. All of this information is on a daily basis.

[PPC Webspay](#) which was created by Brad Fallon, is another cool tool to use. This program will allow you to spy on and uncover anyone's Google adword keywords while you browse Google in real time. There is a free version which allows you to gather only 10 keywords or you can upgrade to the premium version which use to be \$97 but I'm sure the price has gone up. With the upgrade you will have access to around 100 keywords. It's a truly amazing tool and boy does it come in handy. Just check it out because you can always use just the free version.

Paid Keyword Search Tools:

Although Google's free keyword search tool is extremely helpful, as you grow your business you will want to invest in a paid keyword search tool. The reason for this is you will be able to again, spy on your competition to see if the keywords you are going after are too competitive. The keyword tool I use is [Micro Niche Finder](#) and it's \$99.99 for the software. It's a onetime fee but they continuously upgrade the service as Google changes it's algorithms.

I hope the information within this report has been helpful and beneficial to understanding more about keyword research. Remember, do your research and find what people are searching for. Then include those keywords in your title, the body and elsewhere that is relevant!

To your success!

Adrienne Smith

Resources Mentioned

[Google](#) - free keyword research tool used to enter one keyword or phrase per line to see what related word searches your ad will show on.

[SEO Book](#) - free keyword research tool that helps you learn which keywords you should be targeting to increase your website rankings, traffic, and profit.

[PPC Webspay](#) - allows you to spy on other people's adwords keywords in real time.

[Micro Niche Finder](#) - allows you to see what your competition is doing and how competitive your keywords may be.