

Find The Cash Sucking Keywords That Will Bring You Loads Of Targeted Traffic!

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OK, so we have decided on our niche, and now we have to find the keywords that are going to bring us traffic from the search engines. In other words, we want to rank for these keywords, on the first page of Google, to get natural, organic traffic.

And keep in mind that we will initially get traffic from articles for these keywords, but the whole goal is to get our pages ranked. Articles will most likely die off, so we want our real estate (our sites) to gain value and go up in the search engines.

Finding The Keywords

Here is exactly how I do keyword research, and the reasons I do it this way:

1. First, I open a new Excel spreadsheet and I list out in column A all "buying" keywords. I like to think of keywords in terms of how motivated somebody is to buy a product, 1 being the most motivated and 5 being the least motivated.

- Level 1 – these are keywords that I feel people would type in to the SE's if they want to buy a product. They typically include 1) the product names I am promoting, and 2) combinations of the words "buy" and/or "purchase." So, for example, if I were selling Jamorama (a guitar course), I would list:

buy jamorama
buy jamorama guitar course
purchase jamorama
purchase jamorama guitar course

- Level 2 – these are keywords with the product name + “review” or “reviews” after them. Again, using Jamorama as my product I would have:

jamorama review
jamorama reviews

- Level 3 – these are just the product name by themselves, for example, Jamorama.
- Level 4 – these include other keywords (not including the product name) + “review” or “reviews.” For example, “learn guitar course reviews.”
- Level 5 – all other keywords related to my niche

Now, of course, there are exceptions, but these are the general guidelines I follow.

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2. Next, I go to the affiliate sections of the vendors sites I plan on promoting. Most vendors will have a fairly good affiliate section full of banners, sample email templates, other graphics, and yes, keywords. Take these keywords with a grain of salt though because I have found that they are generally just generic keywords. I take these keywords from each vendors site and I paste them into my Excel spreadsheet vertically in column A below my keywords in Step 1.
3. I then go to the Google external keyword tool at <https://adwords.google.com/select/KeywordToolExternal?forceLegacy=true> and I do a "Website content" search for EACH of the vendors websites. I take every one of the keywords I get and paste them into column A of my spreadsheet.
4. I then go to Google (home page) and type in my keyword to see what the Suggested keywords are. I make note of these and put them into my spreadsheet.
5. I then go to SEObook at <http://tools.seobook.com/keyword-tools/seobook/> (register for an account, it's free, and a great keyword tool) and I type in my "root" keywords, The root keywords are my main important keywords. I take these keyword results and paste them into my Excel spreadsheet like the other lists. Don't worry about search volume or anything like that yet.
6. I then go to [Micro Niche Finder](#) and do the same keyword search as I did in SEObook. I take the keywords I get from Micro Niche Finder and paste those into my spreadsheet.

[You Can Get Micro Niche Finder Here](#)

So, now I have a really healthy list of keywords.

7. I then go back to the Google free keyword tool at <https://adwords.google.com/select/KeywordToolExternal?forceLegacy=true> but this time I do a "descriptive words or phrases" search with my newly generated keyword list. I simply take my list from Excel and paste all of them into the Google Keyword tool search box.
8. This filters out all of the duplicates and gives me a nice keyword list, with synonyms, to work with. I take this list and export it to a new Excel spreadsheet, including search volumes.
9. I then do a couple things. I create a couple of column headers titled as follows (right next to the search volume column): 1) Intitle/Inanchor, 2) Average Page Rank, 3) Incoming links and 4) Social Page 1. NOTE that I do not look at keywords in "quotes" because I have found this has little, if any, relevance in ranking.

Here's what they mean -

- Intitle/Inanchor - this displays the search results, in quotes, with typing in the "intitle" and "inanchor" operators. This tells me how many search results there are for my search term in the title of a page and the anchor text of a page. This gives me an idea of how many pages are actually optimizing for my keyphrase.

An example of what this would look like is as follows:

intitle:"jamorama review" inanchor:"jamorama review"

- Average Page Rank - this is the average page rank of the web pages in the top 10 (first page) search results on Google (searched without quotes or any operators).
 - Incoming links is the number of links a certain page has linked to it.
 - Social Page 1 - this means when you do a non-quote and non-operator search in Google, are there any social sites, like Ezinearticles, Go articles, Articlesbase, Digg, weebly, etc. on Page 1 of the results. If there are, this is a great indication that you can get on Page 1 fairly easily.
10. Now, I take my big list of keywords and I sort them according to search volume. I only pay attention to the Global Search Volume and not the Local Search Volume. So, just delete the "competition" and "Local Search Volume" columns.
 11. Next, I get rid of all keywords with less than 800 searches per month. You can adjust this as you see fit, but I have found some great, low competition keywords at 800 or so searches a month that have been goldmines. Some people go lower than 800, some go higher.
 12. I then scan my list for any keywords that "look good." What does this mean? To me it means they make sense and sound like someone who is looking to spend money. For example, if I am targeting people who want to learn the electric guitar online, "learn electric guitar online" is a slam dunk keyword for me to target. But, "learn acoustic guitar online" is not a good one. I highlight these for further research.
 13. I also get rid of all the "junk" keywords or keywords that don't make any sense. For example, one that shows up for my guitar keywords is "guitar learn online." In my opinion, this is jibberish. It may show that it gets 10,000 searches per month, but it does not make sense that someone would type this into the SE's. So, I just get rid of them.
 14. I try to find 10-20 (or more, if possible) good keywords that fit my target market.

Analyzing The Keywords

So, we have our spreadsheet with 10-20-30-however many keywords. If you find lots of good ones from the previous steps, great, use them. If you only have 5 or so though, go back and find more. Our goal here is to further narrow down our list to 5-10 keywords we will initially target. I like to find 10 total, but then pick 5 to target. Once I saturate those 5, I evaluate and move on to the other 5, etc.

1. First, we want to go back to the Google search box and type the keyphrase in as follows (using the Jamorama review example):

intitle:"jamorama review" inanchor:jamorama review"

This will tell us how many pages have our keyphrase in the title.

Notice there is no space between the : and ", but there is a space between " and inanchor. Again, this tells us how many pages are specifically optimizing for our keyphrase by putting it in the title and anchor text. Go to the end of the results and record what you find in the "Intitle/"Inanchor" column.

Now, let's pause for a moment so I can explain something. Ultimately, we should only be concerned with how strong the 1st 10 results are in Google when doing a normal search (ie without quotes or operators) because this is where we are trying to rank. So, is the above not important?

I have heard some say that this first Step does not even matter because we should only be concerned with the first page results BUT, I like to look at both the results in Step 1 and the Steps I outline next. This is because if I find that the 1st page results are weak competitors, but there are 300 pages optimized for my keyword, I will still have a tough time ranking. As a result, I like to look at a combination of the above Steps with the following Steps. Ultimately, you have to do what you are comfortable with, this is simply the way I do it and what has worked for me.

For the next 2 steps, go and download a cool free software from Ryan Deiss called **Cherry Picker**. You can get it here:

[Cherry Picker Software Download](#)

2. In this Step, we are focusing ONLY on the 1st page results. So, you go into the Cherry Picker Software and type in your keyword. We are looking at the Page Rank of each of the results on the 1st page. If you are not familiar with Page Rank, it is basically how important, on a scale of 1-10, that Google thinks a website is. The higher the page rank, the more important in Google's eyes. Add up the page ranks of the 1st 10 results and divide it by 10 to get an average.

ONE IMPORTANT THING - do not add into the results any results such as Ezinearticles, Goarticles, Articlesbase, Zimbio, Digg, or any other social type site. This is because their page rank could artificially inflate our average. AND, we can publish on these sites too. We are really looking for websites other than these types of sites.

So, if you look at the 1st page results and you have 8 "regular" old websites and 2 Ezinearticles, you would add up the page rank of the 8 sites and divide by 8 to get your average.

3. Next, I take note of the incoming links to the particular pages that are ranked to see how difficult it would be to rank. This is in the Cherry Picker results.

4. Next, I simply scan the 1st page results we got in Step 2 for these social type sites. You can really do this step in conjunction with Step 2. The reason for this is that if there are Ezinearticles or other sites like Digg on the 1st page results (WITHOUT quotes or operators), I know I have a really, really good shot at getting on the 1st page also because I can put content on these sites as well. So, on my spreadsheet, I just make a notation that there are some of these social sites on page 1 and which sites they are.

You'll go through these steps for each of your keywords.

How To Interpret What You Have

So, we have all these numbers in front of us and we need to pick the ones that we think we will have the best shot at ranking for.

I am going to give some guidelines below on what to look for, but the absolute most important thing to remember is that you have to not get frozen in choosing your keywords and determining which ones to target. ALOT of people get frozen with fear at this point because they worry if they are doing it right or wrong...

DO NOT DO THIS, and don't make it overly complicated. It's not rocket science!

Pick what you think is best and get to work with your site and content because as you gain experience and confidence, you will start to know pretty quickly what you will be able to rank for and what you won't be able to rank for. Just remember, keep moving forward.

OK, the guidelines I follow are as follows:

1. intitle/inanchor results below 20-25, the lower the better
2. Average page rank < 3
3. Low incoming links (< 150-200)
4. A social site on page 1 results

These are my "ultimate" guidelines, but I am flexible because I can't always have my cake and eat it too. If you meet 1 & 2, but not 3, it's probably fine. If you meet 2 & 3, but not 1, you'll probably be OK.

I have ranked on page 1 for phrases with 200 intitle/inanchor and I have ranked when no social site is on page 1. These are simply guidelines.

Good luck finding those cash sucking keywords!!!