

Keyword Research A Complete Walkthrough

Forward

I have spent a very large amount of time learning to do keyword research; I have seen countless new comers ask the same questions over and over again. It seems that most of the online marketing crowd simply does not know how to do proper keyword research. This book is an attempt to sort that out and give some clear and concise guidance on niche selection, keyword list creation and competition analysis. I sincerely hope it helps you in your online marketing efforts.

It is completely possible to do this all by hand, but if your anything like me (or would like to be able to scale up your operation) you would like to handle things in bulk.

I am going to suggest a few tools that will significantly increase both the scope and ability of your keyword research methods.

Scrapebox

<http://www.scrapebox.com/>

Market Samurai

<http://www.marketsamurai.com/>

A Linux Shell

<http://www.udshells.com/whmcs/cart.php?gid=4>

Private Proxies

<http://www.yourprivateproxy.com/535.html>

Again these are not necessary but will help with productivity.

We will be covering the following topics:

- #1 List generation**
- #2 List selection, Permutations & Additions**
- #3 Traffic Estimation**
- #4 Broad, Phrase, Exact Match**
- #5 Intitle, Inurl, Allintext, Seo Competition**
- #6 Good Target Selection**
- #7 Top Ten Analysis**
- #8 Selecting a Winner**
- #9 Choosing a Domain**

Keyword List Generation:

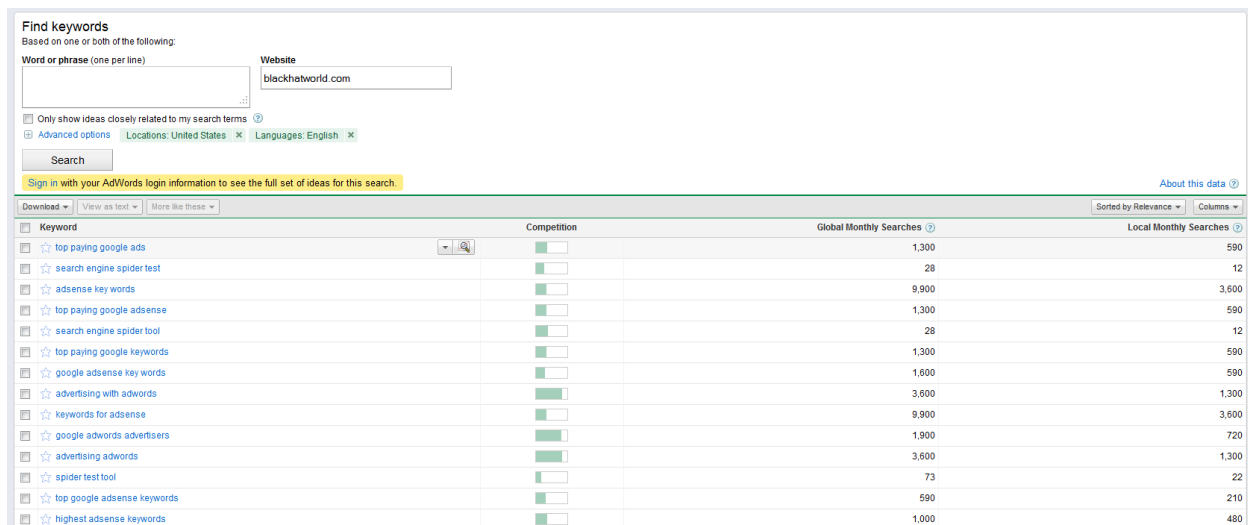
There are many ways of coming up with a list of keywords. Once you have a niche selected the easiest way to start is to find your competitors (take the top ten results for the main keyword in your niche) and grab their keywords. I'm going to start with the "by hand methods" for those of us not fortunate enough to have software to help.

Using the Google keyword tool:

<https://adwords.google.com/select/KeywordToolExternal>

Google provides monthly search volume as well as a bunch of other data on keywords, the beauty about this is that you can input a web address and have Google return to you relevant keyword results.

For example we will use blackhatworld.com:



Keyword	Competition	Global Monthly Searches	Local Monthly Searches
top paying google ads	Low	1,300	590
search engine spider test	Low	28	12
adsense key words	Low	9,900	3,600
top paying google adsense	Low	1,300	590
search engine spider tool	Low	28	12
top paying google keywords	Low	1,300	590
google adsense key words	Low	1,600	590
advertising with adwords	Low	3,600	1,300
keywords for adsense	Low	9,900	3,600
google adwords advertisers	Low	1,900	720
advertising adwords	Low	3,600	1,300
spider test tool	Low	73	22
top google adsense keywords	Low	590	210
highest adsense keywords	Low	1,000	480

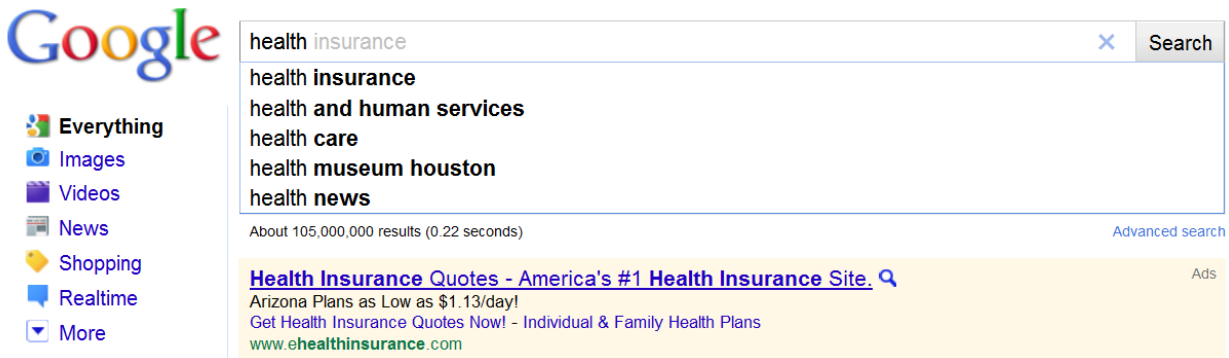
If you put in the web address and hit Search it will come back with relevant terms related to that site as well as some information about how many people are searching for them and Adwords competition.

If you take your top ten competitors for your niche, and run them through this tool and save the results this could give you a good basis for further keyword generation or some possible targets for your site and content. Although this will only be a few hundred which isn't the greatest selection especially considering every one doing IM is out there using this tool to pull keyword ideas.

Once you have this base list there are quite a few tools you can use to expand the selection or you can analyze these using the steps later on.

Scraping Keywords with Scrapebox:

As I suggested earlier if you have Scrapebox you can be using both the “Wonder Wheel Scraper” and the standard “Keyword Scraper”. What the scraper is doing is going out and grabbing the most searched keyword phrases starting with your base keyword, we have all seen this before:



The Standard Keyword Scraper:

What the standard keyword scraper is doing is taking the list of keywords you provide and pulling out all of the Autocomplete phrases that Google has to offer.

E.g entering “**Soccer**” would return the following:

Soccer
soccer games
soccernet
soccer bible
soccer quotes
soccer drills
soccer rules
soccer city
soccer positions
soccer jerseys
soccernet
soccer games

With this tool I would tend to take the list we made earlier and drop it into this scraper to get more results closely related to your target market. This is normally for when you know what niche you’re getting into and just want to pick out some gems that have high search volume and low competition.

The Wonder Wheel Scraper:

(This has been removed from Google but may return)

The Wonder Wheel scraper on the other hand is a new Google tool that is not known to broadly, it provides words and terms that are related to your base term, both linearly and laterally. For example entering "soccer" here would return (a much much larger list as Scrapebox can go 5 levels deep):

```
3d soccer games
basketball games
basketball pictures
bcc baseball
cool soccer videos
cristiano ronaldo soccer videos
download soccer videos
euro soccer wiki
football games
football pictures
football rules
football wiki
free kick soccer games
funny soccer pictures
funny soccer videos
high school soccer rules
```

These are just a very small snippet of the terms you get back.

Generally using this tool I will scrape a few tens of thousands of keywords this will give us a much broader set of terms to work with as we move into the next steps. You will require some proxies for this, using private proxies (a good source was given in the introduction) will help considerably but you do not need them as scrapebox can scrape its own public proxies and use them.

Permutations and Additions:

We all know it's much easier to rank for localized and long tail terms. Sometimes it makes sense to append things to the beginning of the keywords. There are some good ways on the command line to handle this (I use the command line and not a web tool as some of the lists we generate are going to be very massive). I will show you options for both.

SEO Book has a decent tool for small lists: <http://tools.seobook.com/keyword-list/generator.php>

If you have larger lists (and you should) here are some command line options:

A Linux shell with bash has many tools that can help you with list generation, permutations and sorting.

Namely: **cat**, **awk**, **sort** and **uniq** will be your friends.

Here is an example of a one-liner for adding a word to the beginning or end of a list of words:

If your list is space delimited you can use the following: (the \$# value represents which block of text to print, if you have three words "Search Engine Optimization" \$1 will print "Search", \$2 will print "Engine", and \$3 would print "Optimization")

```
cat words.txt | awk 'BEGIN { FS = " " }; { print "wordtoadd" $1 $2 $3 }'
```

You can also print the whole line by setting the delimiter to a new line using "\n"

```
cat words.txt | awk 'BEGIN { FS = "\n" }; { print "wordtoadd" $1 }'
```

If you have a list that may contain duplicates and you would like only the unique values you can do something like this as well:

```
Cat words.txt | sort | uniq > wordsclean.txt
```

This is a VERY basic overview of some tools you can use, I suggest if you're going to be doing a lot of text manipulation, you get a shell account and learn how to use it. You can purchase one here for about \$4 per month: <http://www.udshells.com/whmcs/cart.php?gid=3>

Traffic Estimation

Once you have a good large list of possible keywords related to your niche you're going to want to know how much traffic it could possibly bring you.

Get the monthly search values for your keyword list will help with narrowing down what keywords you will want to check the competition for. There really is no great way to check a large list, tools like Market Samurai can help but it certainly is not perfect. I prefer to break my list up into chunks of about 2500 (the maximum amount you can do at a time for the traffic estimator in the Google Keyword Tool). You can simply drop your keyword list into an excel spreadsheet and grab 2500 at a time and copy and paste them into the traffic estimator, I then sort by the global monthly search volume and export the csv file. Clear your download folder as you will end up with quite a few files. Run your whole list through and then open up each export and aggregate them.

Broad, Phrase, and Exact Match

A few words about search match types. This can be confusing for new comers, I hate to admit it but I didn't understand the full concept of these until well after I made my first few sites and failed so I am going to clarify for everyone.

Broad Match

– Any search that contains both or either the words “Broad” and “Match”

e.g: Match

Broad, A Match Broad, Match This

Broad

Broad match keyword: Results May Contain:

	tennis
	shoes
tennis shoes	buy tennis shoes
	tennis shoes photos
	running shoes
	tennis sneakers

“Phrase Match”

– Any search that contains “Phrase Match” in that order

e.g: This is a Phrase Match, Phrase Match of This, Finding Phrase Match Searches

Phrase match keyword: Results may show: Results won't show:

	red tennis shoes	shoes for tennis
"tennis shoes"	buy tennis shoes	tennis shoe
	tennis shoes photo	tennis sneakers

[Exact Match]

– Any search that contains exactly “Exact Match” and only “Exact Match”

e.g: Exact Match

Exact match keyword: Results will show: Results won't show:

		red tennis shoes
[tennis shoes]	tennis shoes	tennis shoe
		buy tennis shoes

When getting traffic values (monthly search volume) it is best to go with exact match, as this will be a much more accurate representation of the amount of possible traffic you could get if you were ranking highly for the term. This will also help with domain selection as the keyworded domain you select will contain an exact match keyword, for example, <http://www.yourkeyword.com> , more on that later.

When in the Google keyword tool – traffic estimator make sure you select the following:

Advanced Options and Filters

Locations and languages ? Location: [Edit](#)
United States

Match types

As entered ▼

- As entered
- Broad
- Exact
- Phrase

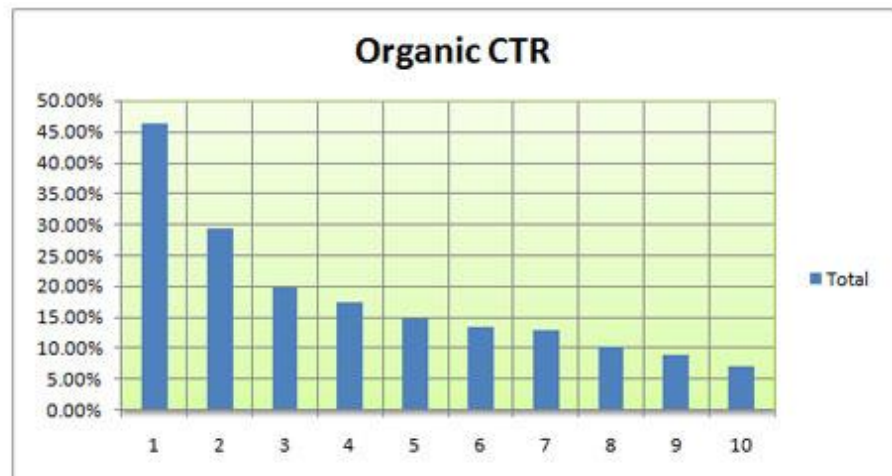
Estimate

This will give you the exact match monthly search volume for your keywords. You will notice that these will be considerably smaller than the phrase and broad match due to the reasons outlined above.

How Much Traffic Will I Really Get?

It is well known that these numbers are not very accurate and for good reason, Google uses these to sell ad space not to help SEO's, affiliate marketers, or webmasters. Not to mention that you are sharing that front page with 10 other results. Based on multiple studies you can break down the average click through rate (and therefor estimation of traffic) for organic listings as follows:

Row Labels	Average of CTR
1	46.37%
2	29.43%
3	19.81%
4	17.45%
5	14.88%
6	13.37%
7	12.85%
8	10.35%
9	9.06%
10	7.14%
Grand Total	20.98%



This means if you are targeting a 4000 search per month exact match keyword and you obtained the first position in the organic listings you could receive up to roughly 1850 visitors per month for that keyword. You also have the paid listings to contend with which can take up to roughly 30% of the searchers.

Again these numbers are purposely misleading as it makes advertisers assume their keywords are more valuable than they are. We can use this to help nail down more specific numbers if you have a little bit of a budget to spend.

Setting up an Adwords campaign on a few good selection keywords can give you real traffic values for those search terms over the course of a week or so, unfortunately you will have to set you bid prices high enough to make sure you end up on the first page. One cool trick around this to save money is to put an ad up that is unrelated to the keyword you are targeting to help deter people from clicking it. This also comes with a warning though as Google sometimes will charge more for ad copy not related to the target keywords. Its game you have to play for more accurate results.

Intitle:, Inurl:, Allintext:.. And SEO Competition

One you have the list of keywords related to the topic or niche you are trying to rank for you will want some metrics on how many competing pages you're going to have to fight for the top position. We only use these metrics to trim down the list, as the most important aspect of keyword research will be the top ten competitive analysis where we check out the competition factors for the results on the first page of Google for each keyword.

Intitle:"keywords in title"

This Google operator will tell you how many pages there are with the exact keywords in the title, this is valuable to know considering we are going after the exact match of the keywords (what we selected when doing the monthly search volume research)

Inurl:"Keywords in url"

This operator will tell you how many competing pages have the keywords in the url, this is also a very good metric because URLs that have either an EMD (exact match domain) or the exact keywords in the title will rank higher than those that do not (generally).

Allintext:"keywords in text"

This operator will show you how many results contain the keywords only in the body text of documents and ignoring links, URLs, and titles. It's similar to the intext: search command, except that it applies to all words that follow, while intext: applies only to the single word directly following the command. This can be valuable for narrowing down the list of keywords as well.

SEO Competition

You will also want to know the total number of competing pages for the exact match of your keyword, simply typing it in quotes into Google will give you the number of results. This is just one more metric to help narrow down the list.