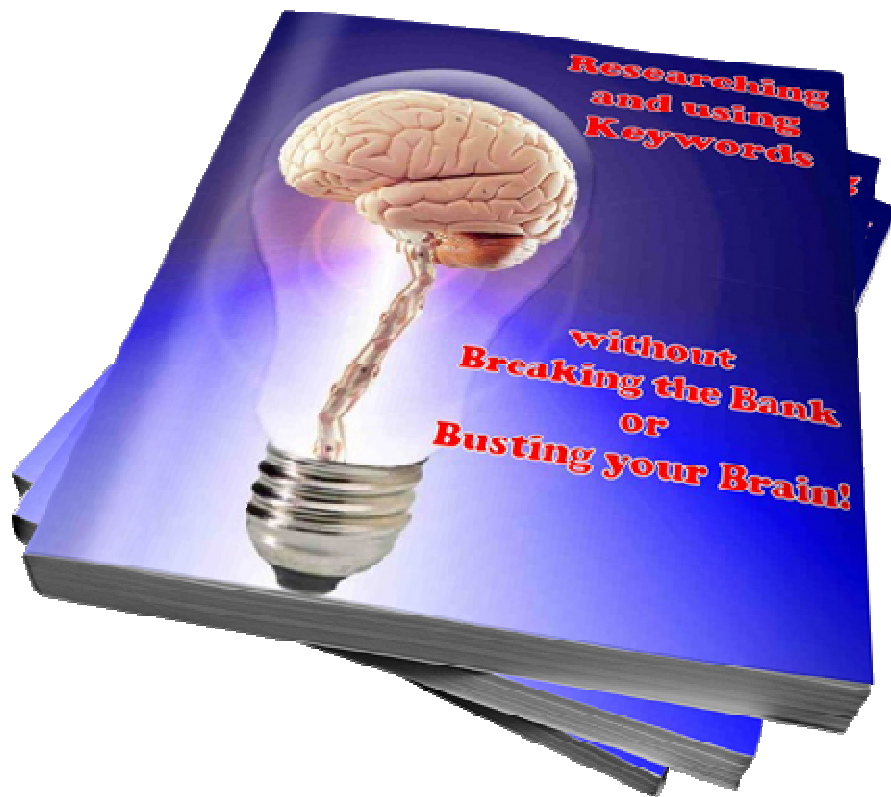


The Write Article

Researching and Using Keywords without Breaking the Bank or Busting your Brain



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In short – THINK before you act.

Now that the legal babble is over, let's get on with it...

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Researching and Using Keywords without Breaking the Bank or Busting your Brain

I should say before I start the methods that I will outline below work for me. The learning curve was quite a steep one; I started internet marketing out of desperation.

Unlike many new marketers, I did not have the frustration of buying several “guru guides” or coaching programs to find they weren’t for me. Quite simply I couldn’t. With a mountain of debt, credit somewhere in the sewer and indeed no internet other than the local library at one point; buying even a domain name was impossible.

I had to find a way, and I discovered article marketing – more specifically the [Bum Marketing Method](#).

I found by some trial and error that there were gaps in the keyword research outlined in the method. Plus, I was not overly happy “researching” by rewriting existing articles. I won’t disrespect Bum Marketing – it works, I made my first money online using it.

Enough about me – the point I am making is if you are prepared to put in the leg work, you can do your keyword research with tools freely available on the internet. Finding those tools and using them effectively is what I want to tell you about today.

Shall we start at the beginning?

What is a Keyword?

A keyword is a word or phrase that a person types into a search engine search box when they look for information online.

Why Use Keywords?

Knowing what words your potential readers, customers and site visitors are using means you can target your articles and online content for them to find in the search engines. At least that is the plan!

Not all keywords are created equal though. How you select your chosen keywords will vary slightly on what you are using them for.

The Basics of Keyword Research

When you start researching keywords, you are trying to discover three things:

1. What words people are using in the search box to find information in your niche
2. How much competition there is for these words

And, the third reason many people overlook is...

3. Are these people potential buyers?

For article marketing, reason 3 is nice but not overly essential. Most of the time, your reader will view your articles on a third party site.

If your reader is a “buyer” and there are ads on the article directory/blog/website where you are published, guess where they are likely to click... You need a very strong resource box to encourage clicks back to your site in this scenario.

The exception to this is if you are writing articles to create content on sites such as Squidoo, where your affiliate or product link is the focus of the content. Using “buyer” keywords will help increase your click through rates directly to the merchant.

Your own online content on your website however, should be mainly targeting “buyer” keywords. Point your article links back to those pages. These back links will increase the perceived popularity of your page and therefore help you in the search engine rankings.

A Quick Word About...

Article marketing and search engine optimization (SEO) work together. Article marketing should form part of your long term SEO strategy.

How does article marketing help your website SEO? The back links from your resource box and your articles are essentially “votes” for your site.

The more “votes” you have, the more relevant and popular Google thinks your site is. The more internal pages you link to, then the Google gods will assume your whole site is popular, not just the “home” page. However, some votes are worth more than others.

Anchor links using your targeted keywords are worth more than those that don't. Links incoming from authority sites and those with a high page rank are worth more than a site newly indexed. Links from a variety of sources are much better than many links from a single source... and more

I'll talk about keywords and SEO a bit later on. Let's get on to researching our keywords.

Researching Keywords without Breaking the Bank

Keyword research is very much a trade off. You either put in your time and effort or your money. You CAN effectively research your keywords with free tools and this is the method I am going to talk about now.

The next thing to remember is that keyword research and use is not a science. There is not one single formula that you can use for perfect results 99% of the time.

While we will be doing some number crunching, the results should be thought of as a guide – a pretty good one, but still a guide to help you make a decision.

It doesn't matter if you use free methods or pay a small fortune for time saving tools – there are *never any guarantees* that the keywords you discover will work like magic.

The first step is to...

Generate a List of "Root" Keywords and Phrases

The first step is to generate a list of keyword ideas. You can do this using a number of methods.

You can go to eBay or Amazon and check out the best seller guides. Simply using Google search suggestions and keep a note of the suggested phrases works too.

Or check out what keywords others are using in their articles. If the keywords aren't shown as tags (they do on some directories) then right click on the article and "view source". Scroll until you see the Meta keyword tag – it will be near the top before the <body> tag.

All you are doing at this point is getting ideas to work with.

Using the Google Adwords keyword tool works pretty well. At the time of writing, Google are making some changes to this tool which actually makes it *more* useful. If it isn't rolled out in your Country yet – click on the "New Take a look at the New Keyword Tool (beta)" link to check it out.

Let's say we are making a website about building and buying dog kennels. (I like dogs!). We'll start with Google, but as outlined above – why limit yourself to just one source?

[Google Adwords Keyword Tool](#)

1. Type in your base keyword or phrase – e.g. dog kennel
2. tick “use synonyms”
3. make sure you are looking at the territory you want to target – Google evilness sets it as your country as default – use all territories
4. put in the code to prove you’re human
5. click “get my keywords”

So, we are looking for keywords related to “dog kennel” but without repeating the phrase for the moment.

As a secondary check for quick ideas, I use [Word Tracker](#) or [Keyword Discovery](#) because they search across several search engines and return daily results.

Why one or the other? They both work in a similar way. Keyword Discovery likes my sloth speed net better than Word Tracker – but I prefer the Word Tracker tool.

You can do the whole process using one or the other too rather than Google – it’s your personal choice.

So far, our keyword choices we have:

Dog kennel
Dog crate
Dog boarding
Dog resort
Boarding kennel
Pet kennel
Dog pens
Dog run
Dog cages
Kennels for dogs
Boarding dogs
Canine kennel
Puppy kennel
Kennel for dog
Dog fence kennel
Dog house kennel

Our fictitious site is about building and buying dog kennels, so we can discount a few of those keywords straight away:

Dog boarding
Dog resort
Boarding kennel
Boarding dogs

Those phrases relate to sending a dog away for boarding. That leaves us with 12 root keywords to consider:

Dog kennel
Dog crate
Pet kennel
Dog pens
Dog run
Dog cages
Kennels for dogs
Canine kennel
Puppy kennel
Kennel for dog
Dog fence kennel
Dog house kennel

If you are lazy like me, [Google Adwords Keyword Tool](#) is the way to go – just cut and paste the whole lot in.

1. tick “use synonyms”
2. tick “phrase”
3. Make sure you are looking at the territory you want to target – Google evilness sets it as your country as default.
4. Make sure you have “Global avg search volume selected”
5. If you are writing for an adsense monetized site show the avg CPC
6. put in the code to prove you’re human
7. click “get my keywords”
8. Export everything to csv for excel including the related words at the bottom.

If you don’t have excel, [Open Office](#) has a spreadsheet tool and it is free to download.

You can use Word Tracker or Keyword Discovery, just cut and paste your selected words across. They only list the top 100, which is ok for our purposes at the moment. Obviously you won’t have CPC costs – but that’s ok too unless you are writing for adsense income where you would want to know and target the higher CPC keywords.

Another thing to remember is that both tools give DAILY search volumes, so multiply the searches by 365 and divide by 12 for a rough monthly search volume. That’s easy to copy and paste the calculation in down the column in your spreadsheet.

We now have a pretty large list of keywords and phrases. This is when we need to decide for what and whom we are writing for. You will choose different keywords for different tasks

Your site content – high search volume, low competition, exact, buyer keywords

Article marketing – low competition, fairly high volume (not as important), long tail keywords

AdSense income site content – high search volume, low competition, high CPC keywords

PPC advertising – high search volume, low advertising, low CPC, buyer keywords

The first step is to shortlist your keywords depending on what you will be using them for.

Things to consider...

For pages on your own website (or Squidoo lens etc) you want to choose specific “buyer” keywords.

Would your visitor who wants to know how to build a dog kennel search for “dog kennels” or “dog kennel plans” or “building a dog kennel” etc. Obviously if they look for “free dog kennel plans” they are not looking to buy an e-book on how to build a kennel!

Similarly if your visitor is looking to buy a pink luxury dog kennel, they wouldn't just type in “dog kennel”. It would be pink dog kennel or even (brand name) dog kennel etc.

Pages for specific brands etc are much easier to make if you have a blog. But, you should be thinking about optimizing each page of your site around a set of keywords, not just concentrating on the “home” page.

The same would apply for AdSense web sites. The difference being you would target the keywords with the higher avg CPC once you have taken into account expected traffic and competition.

Article marketing is much easier. You target very specific searches – long tail keywords. They are phrases of at least three, usually more words. Normally they have relatively low traffic – but that's ok because you will have several articles written and distributed around several sets of keywords all pointing back to your pages.

An example would be an article about “galvanized dog kennel panels”. That article would then be linked back your page about building dog kennels using one of the page keywords as the anchor link.

Still confused about choosing materials to build your custom made dog kennel? Choose the best for your dog and use one of our pre-designed [dog kennel plans](#) visit www.buildadogkennel.com today!

Quickly done off the top of my head, but you get the idea! Dog Kennel Plans could be the keyword for a secondary page on your site. There is still the main URL in there so readers can find your main page.

PPC isn't an area I've ever been involved in, so I really can not comment!

But how do you know if you are choosing “buyer” keywords?

Some keywords are pretty obvious. As previously mentioned, a person looking for anything “free” is not a buyer. This type of keyword may work well for an adsense site though – it depends on the average CPC and the niche.

Other words are really obvious too:

Buy
Purchase
Cheap
Discount
Sale
Review

People using those sorts of search terms are waiting with money to spend it somewhere! Generally, if people search for a specific brand name, make or model they are looking to spend too.

But what if it isn't obvious?

Well, there is a cool free tool at MSN AdLabs that predicts the probability of a keyword being a “buyer”. It is not perfect! You can help improve it by letting it know if it has made an obvious error. It does help you get an idea though.

[MSN AdLabs Commercial Intention Free Tool](#)

What about the Competition?

By now you should have a shortlist of keywords that are ideal for the type of use you will put them too. Checking out the competition is where we need to do some leg work and number crunching.

For article marketing, don't think too hard! If there are lots of results returned, just check out what sites are in the top 10 results. If they are authority sites then move on and choose another long tail keyword.

For a quick easy way to check difficulty try:

[SEO Logs Keyword Difficulty Free Tool](#)

Traffic Travis also has a free version that will give you a “difficulty” score. You can not save your findings in the free version though.

[Traffic Travis Free Edition](#) or try [Traffic Travis Pro for \\$5](#)

Traffic Travis does a hell of a lot more too – you can research your keywords, assess your competition etc. Unfortunately the free version does mean no saving your work.

Sometimes, particularly when you have found a lot of “difficult” keywords, you want to really check out the competition.

What you need to look at are the following factors:

- Number of search results on Google
- The top sites – age, PR, incoming links, title and tags
- The keyword Index

Now, Traffic Travis will analyze the top 20 sites for any given keyword but by territory – again you can’t save your results on the free version.

You can also use one of the SEO toolbars from either [SEOBook](#) or [SEOQuake](#) to find page rank, domain age, back links etc.

To check on Google which sites are targeting a specific keyword, use the operator command: `intitle:"keyword phrase"`

Another useful one to check is: `inanchor:"keyword phrase"`

As you can see from the Traffic Travis report below, the term Dog kennel will be hard to crack.

SEO Analysis

Phrase to Analyze

dog kennel

Search Location

United Kingdom

Analyze Top

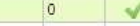
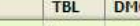
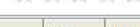
10 results

Analyze

Save report

Difficulty rating:

Extremely Difficult



Rank	Website	PR	Age	BL	BLS	TBL	DMOZ	YAHD	Title	Desc	H1 Tag	GCA	CEXT
1	http://www.bitsforpets.com/	3	4	478	1426	0	✓	✗	✓	✗	✓	1	45
2	http://www.petplanet.co.uk/dept.asp?dept_id=619	3	10	14	48443	0	✓	✓	✓	✗	✓	1	27
3	http://www.ideas-4-pets.com/	3	7	1370	2065	0	✓	✗	✓	✗	✗	1	83
4	http://www.caninekennels.com/	2	8	695	781	0	✓	✓	✓	✓	✓	7	378
5	http://www.dogkennel.org.uk/	2	4	17	17	0	✗	✗	✓	✗	✓	8	2
6	http://www.reeveskennels.co.uk/	2	6	1538	1918	0	✓	✗	✗	✗	✗	-	1290
7	http://www.yorkshirepetshop.co.uk/	2	4	2045	2097	0	✗	✓	✓	✗	✓	1	49
8	http://www.petplaypads.co.uk/	2	0	242	320	0	✓	✗	✓	✗	✓	1	62
9	http://www.kenneldesign.com/	3	9	6445	6572	1	✓	✗	✗	✗	✗	6	36
10	http://www.dogtrailers.co.uk/	3	8	130	226	0	✗	✗	✓	✗	✗	-	84

Even though PR isn't high for the top 10, the sites are very well established. The top 5 have their pages targeted to the keyword in the title and header tags. Just to make it more difficult they have significant back links too.

You will see a huge difference between that and the term "large dog kennel"

SEO Analysis

Phrase to Analyze: Search Location: Analyze Top:

Difficulty rating: Relatively Easy

Rank	Website	PR	Age	BL	BLS	TBL	DMOZ	YAHD	Title	Desc	H1 Tag	GCA	CEXT
1	http://www.bitsforpets.com/	3	4	478	1426	0	✓	✗	✗	✗	✗	1	45
2	http://www.ideas-4-pets.com/	3	7	1370	2065	0	✓	✗	✗	✗	✗	1	83
3	http://www.bidupsheds.co.uk/quality-kennel-large-traditional-style-p-247.html	0	0	0	3	0	✗	✗	✗	✗	✗	7	0
4	http://www.amazon.co.uk/Quality-Traditional-Swedish-Restricted-Delivery/dp/B000MDY376	1	12	0	218226457	0	✓	✓	✗	✗	✗	7	0
5	http://www.petplanet.co.uk/dept.asp?dept_id=619	3	10	14	48443	0	✓	✓	✗	✗	✗	1	27
6	http://www.caninekennels.com/	2	8	695	781	0	✓	✓	✗	✗	✗	-	374
7	http://www.petplaypads.co.uk/	2	7	242	320	0	✓	✗	✗	✗	✗	-	65
8	http://www.ukdogcages.co.uk/	2	5	2987	3233	0	✗	✗	✗	✗	✗	5	2830
9	http://bigdogkennel.tripod.com/	2	8	4	5	0	✗	✗	✗	✗	✗	6	0
10	http://www.largedogkennel.org/	0	0	0	0	0	✗	✗	✓	✗	✗	8	0

Only one of the sites in the top 10 has attempted to optimize the page for "large dog kennel". That's a new site, obviously spotted an opening here!

One Last Thing... Keyword Effectiveness

There is only one last thing to consider and that is the Keyword Effectiveness Index. That is just a simple comparison between the number of searches and results found.

Word tracker uses the calculation

$$(\text{Monthly Searches})^2 / (\text{Number of web sites found})$$

There are several variations on that formula. The thing to remember is that it is just a comparison tool. Whether you use the number of monthly searches in quotes, or the number of websites found targeting the keyword in the title doesn't really matter.

All you are doing is producing a number so you can make a more accurate comparison between keywords. So make sure you use the same formula or variant with all of your selected keywords!

The higher the number, then the keyword is more attractive. So here's a small selection of our keywords that we've used the above formula on.

=SUM(H2^2/I2) is the formula in excel where H2 is the monthly search cell and I2 is the pages returned cell. The row number will change as you move down the list. Just copying and pasting down the row will automatically change the formula to the correct numbers.

Keywords	Monthly Search	Pages Returned	Index
dog kennel	673000	2,150,000	210665
dog crate	550000	1,160,000	260776
pet kennel	22200	4,430,000	111
large dog kennel	22200	2,250,000	219
wooden dog kennels	8100	382,000	172
dog exercise pen	8100	219,000	300
outdoor dog kennels	5400	1,140,000	26

We have already established that it will not be easy to rank for the keyword dog kennel. Dog crate gives similar results.

Dog exercise pen and large dog kennel are easy enough to optimize your site for. Whether you choose to go with those keywords would be a decision you would have to take basing your judgment on all of the above factors.

8000 visitors will work out at around 260 per day. Not all will land on your site, maybe 5% being generous. You will get more if you make the top 3 in the rankings, less if you rank lower.

Converting at 1% you would be looking at around 1 sale per week. That's not a lot. But what if you have several sites all selling 1 item per week – it adds up.

Now you know how to find your keywords, you need to know HOW to use them!

Using Keywords without Busting your Brain.

When writing your articles, keep things nice and simple. For short articles, it's fine just to use your keyword:

- At the beginning of the title
- In the summary
- First paragraph of the main article
- Last paragraph of the article body

For longer articles (400 words and up), use the keyword sprinkled naturally through the article. Start close to the top and work down. Don't keywords stuff! Working at around 1-2% keyword density is fine.

Don't forget to use related words through your article too. Not sure what the related terms may be?

Well the Google gods make this easy for us. Type in your keyword in Google and at the bottom of the results page is a list of related keyword searches.

Or use Googles Wonder Wheel, which is pretty cute!

Google [Advanced Search](#)
Search: the web pages from the UK

Web > Wonder wheel Results 1 - 10 of about 47,100 for gal

› All results
[Images](#)
[Videos](#)
[News](#)
[Blogs](#)
[Updates](#)
[Books](#)
[Discussions](#)

› Any time
[Latest](#)
[Past 24 hours](#)
[Past week](#)
[Past year](#)

8 gauge dog cage hot dip
galvanized dog runs
galvanised kennel runs
wire mesh welded wire powder coated

[galvanise](#)
[Galvanise](#)
If you can't
[galvanize](#)
any size. C
[www.reeves](#)
[Cached - S](#)

[Galvanise](#)
[by Forsh](#)
You are he
Enclosure .
[galvanize](#)
[www.forsha](#)
[/dog-enco](#)

Don't forget to link back to your website using targeted keywords for that page!

What about Using Keywords on Your Website?

Each page of your website should target a set of keywords. Treat every page as a "home page". Use your main chosen keyword(s) in the title tag.

```
<head>  
<title>Dog Kennel Plans | Build a Dog Kennel</title>  
</head>
```

Also in the head section, include a description using your keywords and a list of keywords targeted. Now, Google apparently does not take the keyword list Meta tag into account – but other search engines still do. It's worth including – there is more to the Internet than Google.

Google will not always use your description either – but more likely a related paragraph on your page.

Your description should be short – less than 150 words.

```
<head>
<title>Dog Kennel Plans | Build a Dog Kennel</title>
<META NAME="description" CONTENT="The best dog kennel plans to build a
dog kennel AND add some blurb to make it interesting!">
<META NAME="keywords" CONTENT="dog kennel plans, build a dog kennel,
building kennels for dogs, and some other related words you have used...">
</head>
```

The first paragraph in the main <BODY> should have a title which includes your keywords in the <H1> tags. Heading tags show the search bots that these words are important, so no titles such as "Welcome to my website!"

```
<H1>Build a Dog Kennel using our Custom Dog Kennel Plans</H1>
```

Your first 50 words should include your keywords too. Don't forget to sprinkle them naturally through your content.

Search engines look for CONTENT, they read words not images, video or flash animation etc. Make sure you have words on your page, at least 500 of them!

When you do use images, put your keywords in the ALT tags.

```

```

Also make use of the anchor link title when you link to other pages and offsite content.

```
<a href="link URL" title="Dog kennel plans outdoor dog runs">fencing for outdoor
dog runs</a>
```

What if I have a Blog?

Install a SEO plug-in which allows you to define the <title> <description> and <keywords> of each post. On WordPress "All in One SEO" is good.

Don't forget to use your keywords as post tags and to add the image alts and anchor titles in your post!

[Expert WordPress](#) is a great tool to download and install your blog with all the SEO plugins you need. There's a free "download and self install" option, or you can get the experts to do it for you at a minimal cost. The offer isn't available at the same price inside ☹️ so don't just click continue without thinking!

It's a Wrap!

Well this started out as a blog post... It got upgraded to a newsletter as the pages increased. And, finally published as a short report! Thank you to those people who have mailed me and who inspired me to put all this info in one place.

You will notice I haven't said things like "if there are more than 123 searches and less than 456 results then do xyz". Unfortunately finding and using keywords is not an exact science.

It does depend on your niche, what you are promoting, your site, how well optimized your competition is etc etc.

If you are promoting a high priced service or product, having just a few searches per month may be worth optimizing for. Low commission items that sell like hot cakes may be worth it too.

I hope you have enjoyed this short report. Remember - Take everything into consideration and don't forget to write for people, not just for robots!

Resources.

Keyword Research Sites

[Google Adwords Keyword Tool](#)

[Word Tracker Free Tool](#)

[Keyword Discovery Free Tool](#)

[SEO Logs Keyword Difficulty Free Tool](#)

[MSN AdLabs Commercial Intention Free Tool](#)

SEO Free Browser Toolbars

[SEOBook](#)

[SEOquake](#)

Keyword Research Tools

[Traffic Travis Free Edition](#) or try [Traffic Travis Pro for \\$5](#)

[Micro Niche Finder](#) – the ultimate in professional keyword research

WordPress Plugins and Installation

[Expert WordPress](#) – Free download with self installation (video guides available free too!) or get the experts to install for you.

Free Spreadsheet and Office Tools

[Open Office](#)

From The Write Article

[Confessions of an Article Marketer](#) – free short report. Discover how to write an article, the real reason why people read your articles, the truth about duplicate content and more.

Article Marketing Free Basic Guides

The original [Bum Marketing Method](#)

[PotPieGirls The DAM Way](#)