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Wealthy Web Writer

Learn the Basics of Keyword Search

Speaker: Justin Deaville

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Denise Ford: Hello, everyone. Welcome back to the Wealthy Web Writer. Today, we have a very special presentation. As you can see, we're going to be talking about Wordtracker, and we're going to be talking with an expert in the system: Justin Deaville. Justin is the Chief Communications Officer for Word Traffic.

Wordtracker recently launched a link building and strategizing tool. You probably know them best as the main keyword research program. Justin has been with them for a couple of years and was a Marketing Manager at one of the world's largest financial publishing companies before joining this group.

He's a graduate of the London School of Economics -- which adds another dynamic to his experience. And, he's done a lot of freelancing work and teaching over the years. His role in the continuing development of Word Traffic is essential to its success. And it is our great pleasure to welcome him to this webinar today.

Hello, Justin.

Justin Deaville: Well, hello there, Denise. Thank you very much for that introduction. You've been doing some research into my background. [Laughs]

Denise Ford: Yes, sir. [Laughs] Very impressive.

Justin Deaville: Well, it's a few years since I was at the LSE. But, yes, thank you very much. That's right, I've been with Wordtracker for over a year now, and it's been a fantastic experience working with them. I've learned so much about internet marketing and it's been a great learning experience.

And so while I'm by no means an expert in search marketing, I will be able to talk to you today about some of the work we do around keyword research. And what I can do, then is kick off. I see there's a good number of people already in with us today. And, what I'm going to be doing-- as I say--is introducing the topic of keyword research.

If you've already spent some time researching keywords for your site -- if you've got a site or thinking of setting one up -- then that's great. And I'm sure we'll cover some ground that you haven't yet encountered. And, if you're fresh to keyword research, then we'll be starting with some basics. And, I'll be showing you how to find new keywords for your site using Wordtracker's Keyword Tool, and then how to assess the potential usefulness of those keywords by

looking at the relationship between the search volume on those keywords and the competition that you face.

If you've got any questions at all during the session, then please let us have them. And you can use the Q&A box or the chat. And when we come to a natural break, I'll do my very best to answer them. Also, as we go along, I'll be pasting some web addresses into the chat box so that you can then copy them and paste them and save them for future use. So, look out for those coming as well. And throughout what I will be doing is I'll be showing you some screen shots to illustrate how Wordtracker's Keyword Tool is used. But you wouldn't see anything during the presentation that isn't in the tool itself. It's just the easiest way of showing you.

So, let's start then with some basics with the simplest question of all in keyword research: What is a keyword? Well, just so we're all talking about the same thing, I'll give you my definition. A keyword is simply the words that people enter into a search engine when they're looking for something. So, they might type in "pizza" or "camera" or as in the case I'm going to show you now, the keyword here is "allergy." There we go. So, this is a page from Google, which I'm sure you're all familiar with.

And the terms I've just mentioned, terms like "pizza," "camera," or as in this case, "allergy," these are what we call single-word keywords. And they don't tell you really very much about what the search is looking for. And generally, if you wanted to set up a website that was targeting one of these single-word keywords, we'd face a huge amount of competition. And much more interesting to most businesses, are longer phrases. So, two-word keywords such as allergy treatment or three-words or four-word keywords and so on.

And why they're more interesting? Well, two reasons really. First, they tell you a little bit more about what people are really looking for and second, they're easier to optimize for because there's less people chasing those longer phrases.

You see, a keyword such as allergy, it doesn't really tell you very much. It doesn't tell you why the search is interested in allergy or what it is that they're looking for. And then it's pretty hard as a marketer in this situation to know what you should be optimizing for and what sort of content you should be creating to meet that need.

On the other hand, a longer keyword phrase such as, "natural allergy treatments," which we see here, it tells you that the person is interested in allergy, but also that they're looking for treatment and that they want a natural treatment. And so, there's something very specific there that you can start to create content for and optimize your page for.

And so, what are the other reasons why you should be interested in keyword research? Well, a starting point is that if you rank well in the search engines by targeting keywords, you can get lots of free traffic to your site. If your site's optimized well, then the chances are that there'll be people who are already looking for products like yours.

And so before we begin our keyword research, we need to understand how search engines work and therefore what it is that search engines are looking for, because, in a way, the search engine is our customer when we're doing our keyword research. We're trying to present pages that the search engines think are relevant.

So, when we type in "natural allergy treatment" into Google, what the search engine does, it finds the pages that are the best match between your keywords—the one you've typed into the box and the pages it has indexed in its massive database. And then it finds the closest matches for that phrase and then it come to the top of the search engine which you can see me pointing to here.

Incidentally, the colored listings here in the box are, as you may know, advertising and all you do is pay Google to appear in that space. And, it's an alternative way of getting to the top of the search engine rankings, but it can be very, very expensive. And what we're really interested in today is how we get to the top of the rankings here for free. And to do that, you're going to need to pay good attention and make good use of keywords in your site. And you should pay particular attention on your site to the title tags and the headlines, and you need to place your keywords in those two prime positions on any page. So, here we see the title tag, which is the bit of the text that appears at the top of the browser and tells you what the page is all about, and here we see the headline, and you'll notice how on this page where it should come to the top for Google rankings, "natural allergy treatment" is in both the headline and the title tag of that page. So, you see how important it is to have relevant keywords in those places. And, if you're not putting those keywords in the right places on your page, then chances are the search engines are going to ignore you and you'll lose traffic to your competitors.

And, what I'm going to show you now is the homepage of a site which belongs to a couple friends of mine who own a fantastic company, which teaches people presentation skills and management and communication skills; now a couple of consultants who have a fantastic business. But as we'll

see, they're not brilliant search marketers. And they own a company called The Forum Partnership. And I'm sure they wouldn't mind me showing you this site. I was looking at it with them last week and they were saying, you know, "We're not getting any search engine traffic to our site." And here's a good reason: the title tag, which I've highlighted there, contains the phrase The Forum Partnership—which is what a lot of businesses will put in their title tag because that's their homepage and the business is all about them. But the only people in the world who are going to find this business are people who already know about it, because they would need to type in "The Forum Partnership" in the search engine to be able to find this site.

We also look here, as well as the title tag, we looked at the headline and there you see "It's helping you get things right the first time." Again, it's not telling you anything about this business. And these are the category pages, which we see along the top here. None of the text alongside these category pages tells us anything about the business which is all about, as I said, communication skills and presentation skills. No one is going to find this site by searching on the phrase "testimonials."

So, that's an example, really, of how not to optimize your site. And, if I tell you how much traffic this site got from search engines over the past month, it's probably the same number of people as were in this webinar at the moment. And no one is going to get very rich off the back of that.

So, what we're going to do today is to work through a real example of keyword research. And you're going to imagine that you've just developed a tremendous allergy treatment based entirely upon natural ingredients and you

want to set up a website to sell your great invention to the world.

Now many people, they would start their search around the solution—the idea of natural ingredients, what it is that makes your product different? And that's a very good place to start. But if you optimize your site just around those keywords, you'll probably only find a very small market niche. And like many online businesses, you may succeed, but you're probably not going to thrive. And that's because you concentrated on selling the solution before you fully understood what all the people on the internet are looking for that's relevant to your products and all the different niches that exist in your market.

So, in a second we're going to start looking at some keyword research. But before we do that, we're just going to think about site structure. The site structure is crucial to success in search marketing. And keywords research is about more than finding just keywords to target. If you're doing your keyword research properly, it will provide the entire structure for your site and it will be based upon what people are looking for. So, you'll be providing content that directly matches what people are interested in.

And so, to get search engine traffic from keywords, you must use them on the pages of your website. But you don't want to use all your keywords on the same page, and different pages shouldn't be targeting the same keyword. So, there's a certain amount of planning involved to make sure that you're getting the right structure for your site. And if we oversimplify a point slightly, we can say that each target keyword has its own page, and that the page must be then optimized for that keyword.

And what we've done on the site here is that we've got the homepage which you'll recognize, but then we've organized all of our content pages into what we call categories, here. So, you're not just finding keywords to target, you're in the process of building a website based upon your keyword research. And it's the keyword research that helps you plan the structure and content of your site. And so keeping things very simple in our sample site here, we have a homepage, we have category pages and we have content pages, which might be articles or product pages about the things that we're selling.

And so, on our next slide, we can see a very simple structure mapped out in the same way for a site that is selling tea. And so you see the homepage is targeting the keyword "tea"; the category pages, again very simplified are targeting different types of tea... so green tea in this instance. And then the product pages about green tea benefits, is obviously a sales page about green tea. Chinese green tea might be a product page about Chinese green tea, obviously. But, you know, the green tea benefits page might be to attract people in; the Chinese green tea page might be to sell. And so the pages are performing different functions. But what you see, what this structure does, it allows us to target one keyword in the homepage and then a sub-set of that keyword, what we call the "keyword niche," on our category pages. So, we're still talking about tea on our category pages. And when Google looks at this site altogether, there's no mistaking the fact that this site is all about tea because tea is mentioned on every single page. And so the chances are that if someone searching for the term "tea," that Google is more likely to send them to this site just because it knows the whole site is about tea.

So anyway, today, what we're going to do is we're going to follow a process that we think works well in terms of keyword research, and it involves four steps.

So, we're going to start with a single idea in our market for natural allergy treatments. We're going to explore the market around that. As I say, we're going to explore all the keywords about natural allergy treatments. We're going to sort the keyword results into groups of people who are searching for similar things.

So for example, what problems are your potential customers trying to solve? We want to create a number of pages to answer those problems. But it's very obvious, as well, that the person who enters the keywords "when does the allergy season start?" will be trying to solve a very different problem to the person who enters "I'm allergic to dogs."

So, our keyword research will help us identify the problems that our potential customers want to solve. And that will then give us ideas for the content we should be creating. We're then going to dig deep into each of these groups, each of these areas, to find specific problems that you can solve. And we're going to find as many keywords as we can for each of these problems. And then finally, we're going to create some content that addresses those problems and allows us to target those particular keywords.

And the important point to remember, if nothing else on this page, is not to create content until you've done your keyword research. Now, all of this thinking is laid out in a little bit more detail in a book that we produced at Wordtracker, which we call *Keyword Basics*, and you can read the articles in that book. And I'm just about to copy and paste that link into the chat box here ... there you go. If you visit our academy, we have lots of articles there,

all about keyword research and search marketing, generally. And that link there, would take you to a number of articles about keyword basics, where you'll be able to get a little more detail about this approach to keyword research.

Okay, so we're going to talk a little bit more about keywords a little later on. But for now, let's start looking at Wordtracker's keywords tool.

So, the tool that we have on our site, which you can find at www.wordtracker.com, is a keyword research tool and its aim is to help you find the most effective keywords for your business. And so, what you would do is you would log in. And this is the dashboard page that you would see in front of you. We have within the tool a number of help videos. I think there's about ten different videos which will take you through the keyword research process and help explain how to use the tool. And so you see the first one here on the dashboard page. Then what you would do is click on "Start Your Keyword Research" down at the bottom and you would be logged straight in.

And what you can see here is the main Keyword Tool that we have as default. And you start your keyword research just by typing into this box here and then clicking on the search button. But, let's not do that just yet because that's what people who aren't attending this webinar would be doing. And you're here, I believe, because you'd like to get ahead of the competition.

So, let's think then, first of all, let's go back to thinking about why you're researching for keywords. What it is that you're trying to achieve? Well, for most people it's to attract more traffic to their site and in the end, to get more sales. And it's a fact that the more keywords, you have the more pages you can optimize for, and eventually the more people who will come along and visit

your site. And if you're trying to build a website that gets lots of visitors, you're going to need lots of keywords; not just twenty or thirty keywords but hundreds. And for the larger more successful sites, you're going to need thousands of different keywords. And the idea of this tool is that it can help you find the keywords that you're going to need. And as you're going to be looking for hundreds of keywords, we suggest that you start by casting your net as widely as possible.

So first, we're going to create that list of ideas, and then later, we'll take each idea and we'll explore the market around it as much as possible. And the best way of expanding your ideas using this tool, is with what we call the "Related Keywords Tool". And within the interface here, what we're going to do is click on "Show". And when you do this, you see the Related Keywords Tool slide in from the left, and that's the orange tool here, and it's ready to use immediately. And all you would do is just type in your seed keyword into the box here and then click on "Search".

Now, this can be any word or phrase that's relevant to your business. But in this case, we're going to use the term "allergy". And what this tool then does, it gives you up to 300 suggestions for keywords that may be useful to you. And so using this related keywords tool, it can expand your thinking about which keywords to use or even which entirely new niches you want to be targeting. So, let's take "allergy" as our first keyword to look into. And we click on "Search" next to the box and then that then gives us our list of related terms. And you can do this for as many keywords as you choose to, and you can save all of these lists as well using our "Search and Save" function. And as I say, you get up to 300 suggested related keywords each time you search. And so from the first 100 alone, I

did this piece of research and I found terms like "hay fever, eczema, allergens, rash," you can see some up there, "anaphylaxis, asthma," within the list here as well. And they're all terms that you might not have thought of immediately even if you are an allergy expert. And so, it's just helping you find those terms as quickly as possible, because as we all know, time is money.

And so what you'll then do once you've started building up this big list of keywords and saving them, is you'll start to sort those keyword results into groups of people who are searching for similar things. And then you'll start to investigate each of those niches in more detail.

And so what I did was I found the term "pollen," down to the bottom here, in a related keyword list. And what I do is I just click on the term "Search" here and that automatically places the term "pollen" into a "Find Keywords" box and it runs a search. And what I then get back is another 1000 keywords, or up to 1000 keywords, containing the word "pollen" for my database. And so this is what I'm talking about. So, I'll just click in the right place here down at the bottom. You'll then see a list of up to 1000 keywords, all of them containing the word "pollen." And so you can see all the keywords there in front of you. And what you can also do is you can export that list into a spreadsheet or however you want to use it and share it with other people. And what you can then do is you can go through term by term from the related keywords tool and start building lists of all containing those keywords. And very, very quickly, you can build lists of keywords that you group together in terms of areas of interest.

And, that's not really working in the way that I wanted it to. And hopefully, you can see that a little bit better now, that list of keywords that we've got there.

Okay, so these are all allergy terms on the left, and then the number of keywords in each of those lists. So, we've saved some projects there. So, that's the very start of our keyword research. We've begun and that's fantastic.

So, let's take a second just to recap where we're up to. And if you've got any questions, then please let me have those, as well, and I'll try to answer them over the next thirty seconds or so.

Denise Ford: So, as a reminder ladies and gentlemen, look to the upper right hand corner of your screen for the Q&A panel, the button with the little question mark. And if you click on that, a dialog box will open. If you can't see that, just click on the "chat" tab and we'll make sure that Justin gets your question.

Justin Deaville: Thanks very much, Denise. And so while I'm just waiting for any questions to come in, let's have a quick recap on the thinking, in terms of keyword research at least, that we've had so far. And the fact is that you're going to need hundreds of keywords if your site is to be successful. And that means that we're going to start our research by casting our net as widely as possible. And within the Wordtracker keywords tool, we use the orange related keywords tool to do that, because that suggests keywords that we scout the internet for and which we know are relevant to your market. And only once you've built up that list of keywords, everything you can think about around your market then do you start to dig into what we call the "Long Tail," which was the 1000 list that we started looking at just. So, I can't see any questions in my Q&A box. So, if there's any questions?

Denise Ford: Nope. I don't see any at the moment.

Justin Deaville: Okay. Well, I'll press on and we'll stop again for questions shortly. So, if there's anything

that comes up, then please fire the questions through as you think of them. So, I'll come back to the presentation. And I just started talking about the "Long Tail." And so what do we mean by the "Long Tail?" It's a term that gets talked about a lot in search marketing terms, and it's very important to understanding how best to do your keyword research.

And what we're typically referring to, when we talk about the "Long Tail" are the longer keyword phrases that are very specific to what your website's selling and what people are looking for. And so here are some examples of Long Tail Keywords. We have "Head Keywords" and "Long Tail Keywords." And the Head Keywords are the one-word keywords that we talked about at the beginning. So, terms like, as we have here, "cribs," and the Long Tail Keyword is "convertible wood baby cribs." Now, if I'm selling cribs, I know which of those terms I'd much rather be optimizing for, because I can be selling something very specific if I know someone is searching for "convertible wood baby crib," and the same for mountain climbing. I mean "mountain climbing" is a search that can be about almost anything. But "California mountain climbing tours" is very, very specific, and it's something there that I can be talking about, either selling or I'm just attracting traffic to advertise to.

And the fact is that the Long Tail of keyword research is going to be fundamental to your online success. You see, most of the searches that are conducted on the internet are Long Tail keywords. Most people, they go to a search engine because they're looking for something and they want to get the best possible response from the search engine. And so they type in a longer phrase because they know exactly what they're looking for, and they hope to get the answer they're looking for with just one click. And so most

searches are Long Tail Keywords, and so most people who come to your site, if you're optimized properly, will come from a Long Tail Keyword. And there's some proof of this.

It was a couple of years ago, back in 2008, there was a guy called Bill Tancer and he was an internet expert out of a company called Hitwise. And he did an investigation of all the searches that they had in their database. And he concluded that the Long Tail of search is basically so long, that the head is almost no significance. And you can see that on the chart here. There's very few searches in the head, so terms like "allergy" are searched very little, but longer terms, so "natural allergy treatments," is far more of those types of searches. And so what Bill said was, and he put it like this, he said, "If search was represented by a tiny lizard with a one inch head, then the tail of that lizard would stretch for 221 miles. And that's the relative proportions of the head versus the Long Tail."

And it means that if you're not targeting Long Tail Keywords on your site, you're missing out on about 95% of possible traffic. And I think it's just worth stopping there in case anyone has got any questions about the Long Tail, because it is, certainly when I started looking at search marketing, it took me a while to grasp the importance of the Long Tail. And so, if there's anyone who's got any questions about that, then I'm happy to answer them now.

But really what it means is that 95% of people searching on the Internet will be using a Long Tail term. And so, you need to find a way of targeting those Long Tail terms on your site, but in a way that's economic. Because it's very easy to get traffic for a Long Tail term, but you may only get one search a year and so therefore, it's not

worth producing the content. And so, you need to be looking at how to create keyword niches where you've got lots of pages about related products, so that you're collecting traffic from a whole niche, rather than just targeting every simple keyword at a time.

And there's an interesting article about the Long Tail by a friend of ours who is called Steven Mahaney, and he talks a little bit more about the Long Tail. And I think it's worth checking that out, so I've just pasted it into the chat box as well. And he gives three good reasons to target Long Tail keywords. And as we see in the graph here, one good reason is that if someone is searching on something very specific, then there's a very high chance that they'll convert and you'll be able to get a sale from them because they're looking for something specific. If you're providing that something specific, then there's a much better chance of getting a sale - but yes, check out that article, as well.

There's another article by Mark Nunney who works for Wordtracker, and he follows up as well on the Long Tail. And that's called *Long Tail Keyword Research*. And as I say, this is such an important concept to understand, that I think it's worthy of more investigation, and something that we're going to be able to cover in enough detail today.

And Mark calls that *The Long Tail Of Keyword Research And Why Single Keyword Are For Losers*. And so, that's how strongly he feels about it. And he's a search engine expert. So anyway, let's continue with our keywords research and our keywords tool. And we'll continue taking the allergy keyword as our example.

And so, we're looking again, we're looking at the results from our related keywords tool. And we've been

expanding our keyword list and we want to start saving some of those keywords that we found, and that's very easy within the tool. As you can see here, all you do is click on "Search," and then "Search and Save" and you are able to save all of those lists within the tool, so that you can then come back and investigate them in more detail later on. And what you would do is you save to what we call "a project." And a project might be all the keywords you're collecting for a particular site. And if you're working on your own site, what you might do is save a project for each of those category pages we mentioned earlier. And so you're really using the keywords tool to organize your keywords so they mirror what's going on in your site, and then you've got a record of all the keywords that you're targeting across your site.

And so once you've searched and saved within the tool, you'll get a notification at the top of the page. And that tells you up here, about all the lists that you've got saved, how many keywords are in each. And so you can really see then the number of keywords that you've got on your site and the areas that you still need to develop content for. And so you see the name of the last project, the list you worked on, up at the top there. And you can show all the lists and investigate all the different projects that you were working on.

Now, I'm not going to go into any more detail today because as I say, there's some videos within the tool which will show you how to use projects and lists within the tool much more easily. I suppose my main point today is just to say, let's not kid ourselves; keyword research can be hard work. But spending a little bit of time at the beginning of the process to create properly labeled and organized projects, lists that contain the keywords that you want to target, it means you can easily carry on adding keywords as

your site grows, and you've got an organized and methodical approach to the work, which means Google's a computer in the end and it appreciates a methodical approach to site optimization. And just as importantly, a methodical approach really helps you to work out what content you could be creating to attract traffic.

So, let's assume we've done some keyword research, we've found some great keywords. Now we've got thousands of them. Which ones do we want to target? We've got to have some way of ordering all these keywords so that we know where we're going to start work. Most of us are in business of one sort or another and in the end we want to make a profit. And so we need to do the least amount of work for the largest amount of return. And so let's start looking at some of the numbers that the Keyword Tool gives us, which allows us to prioritize our workload.

So, when you first search on a keyword, you'll get a list of keywords and also you'll get a number alongside it which we saw earlier on. And the number is the number of searches for that keyword. And that's basically the number of times that the keyword appears in the Wordtracker database's searches. And we've got two countries that we focus on: the US and the UK. And for the US, the database that we have in the Wordtracker tool, it consist of about 1% of US search over the last year, and that's about 550 million different searches, all by real people, and that gets updated daily.

And that information, it comes from our partner search engines which are www.metacrawler.com and www.dogpile.com and they give us a feed of all the searches that take place on their search engine. And so that represents then 1% of the market. And it gives you an indication of what sort of searches people are making. And it works in a very similar way to Google's keywords tools because Google doesn't give

you an absolute number for all the searches on its search engine either; it just gives you a sample. And so we're both working in exactly the same way. And as we'll see in a second, we also have Google data within our tool, so you can compare the two sets of data.

But what's important about this information is that all the searches in the databases are presented as they were typed in to a search box by a human user. And as you'll see, there's lots of spelling mistakes in there. You know, you can tell these are real searches by real people. And I include that information, really, just as background. Because what we get a lot of people saying, "Well, you've got Google's figures, you've got Metacrawler data." They see large differences between the two sets of figures and they wonder what's going on. And what we say is, "Don't worry." Just don't worry too much about the exact numbers that you are seeing. Everybody is giving you a sample of the whole market. It's just market research. Really, no one is able to give you an exact figure. And so what you should be doing is doing this bit of market research and then applying common sense to the numbers that you see.

Okay, so if anyone has any questions...I'm just checking up. So, no one's fired anything through, but please do if you feel a need. And we will continue.

Now, you see, what we see here is all the keywords that I saved, or at least the top ten keywords that I saved, anyway, when I clicked on the "allergy season" keyword. And you can see most popular keywords, "allergy season," here at the top. And then you see the number of searches is 1448. And again, don't worry about the exact number. But what that tells you is that that's the number of searches over the past year that appears in our database for the term "allergy season;" a lot of people with allergies searching on that term.

And then what you see as we move down the list is that Number 3 here, we've got fewer people, 44, searching over the course of the year for the term "when does the allergy season start?" And lower down, we've got "when does the allergy season end?" And so, you can see you're starting to get an idea already of some content that we could be creating that fits with those searches.

You see, and then there's a little bit of magic within the tool, because as you see the results here of those allergy season searches. And what we can do is click on the "Search" button here. And we've talked about how important the Long Tail is to online marketing. And with each of these keywords, when you click on the word "Search" there, you dig even deeper into keywords Long Tail. And then you use down here, the "Search and Save" button and you can save the secondary list into a new project. So, you're digging longer and longer and longer into the Long Tail. And you can carry on digging just for as long as you like and you'll find more and more terms that potential customers are using.

Very briefly, just here, we see there's a number of options when you're searching within the tool. We've got the option of Wordtracker data, as I said, but also of the Google data which is the data that you would get in the Google keywords tool. But as you'll see, we put some more metrics alongside it so you can investigate it a little bit further than you can in Google's Keyword Tool.

And so, there's an elementary question from Beverly here, who's asking, "How do we know what keywords people have used to get to our site?" And I'm not sure that's an elementary question, Beverly, but I'll do my best to answer it anyway. What we use on our site, Wordtracker, is we use Google Analytics which is a free service from Google, if you haven't used it already. And that will tell you, it

will give you a breakdown of the keywords that people are using to get to your site. And if you haven't already got a site, then keyword research here is essential. If you've got a site and you've got some indicators from Google Analytics of the sort of areas where keywords are coming from, then those are absolutely fantastic clues Beverly, as to where you should be directing your keyword research. Because what you know is, if you're already getting some success from certain keywords, then it's much easier to build on that success than it is to start searching for new keywords from scratch.

So for example, if you're already at Number 10 on Google, it's easier to get from Number 10 on Google search results up to Number 1, than it is to go from four million up to Number 1. And so those keywords that you're getting from, if it's Google Analytics, or Yahoo has index tools, as well, which will give you those list of keywords to help people get into your site. And that's really, a fantastic place to start your keyword research. And as I say, it'll give you indicators. It may even, if you've got ecommerce and goals set up on the site, then that would give you an indication of which keywords are bringing you the most money.

And another question here from Christopher, "Can keywords be researched by commercial interests?" If I can just put that on hold for a second, Christopher, because we will come to looking at some of the metrics that we have in our tool, which I suppose, they give some indication of commerciality. And I'll talk you through that in a second, if that's okay.

So, let's just quickly again look at those search options. We had the options of Google data or Wordtracker data, so you've got two different sets of information to look at. As I said before, you can look at misspellings,

you can look for plurals, adult keywords, if that's your thing, and then you can choose the territory, either the US or the UK. And those are the country limitations we have at the moment.

And I'm really not going to talk too much about the differences between the Google data and the Wordtracker data, other than to say, that really not to worry too much about the differences in the figures. You're really only ever looking in the broadest possible way of whether a keyword gets lots of searches, a few searches or no searches. If you think about it in those terms rather than worrying about the specific numbers, then I think that you'll be in a much better position to know how to act. Because whether something gets 1000 searches or 1200 searches a month, it doesn't make any difference to the actions that you're going to take. And that's what's most important, is you're doing this research, not really to know the exact figures, but to know how to run your business more effectively.

So, let's move on and look again within the tool. And you'll see that you can select keywords, "All" or "None" or you can filter keywords. So, you might for example, in our next shot here, you can select a particular keyword. So, in "allergy" you might want to select all keywords that contain the word "food" because then you can target the food allergy keyword niche. It would also pick up longer phrases such as, "symptoms of food allergies." But really, you're honing in on a particular area.

And if I can just go back one page there, you can see also the "Get Additional Metrics" button, and that will start to answer your question, Christopher, about what are the metrics we have in the tool. And so I'm just going to speed through. And then you see another screen shot there where the "Get Additional Metrics" comes up. And that takes

you to a page here, where it explains what all the metrics are about. But that's something that I'm going to do now anyway.

And what happens is you've then got your keyword list as before, with all the keywords down the left hand side, which we've already seen. And then you get lots and lots and lots of numbers [Laughs] all the way across the page. Now, don't worry about those, they're really just indicators. And I'm going to take you through and explain what they are there for, which is mainly to help you.

So, as I said before, the important thing here is to look at the numbers relative to one another rather than as absolute figures, and it gives you better insight. Let's look at them column by column. So, searches, here, as we already discussed, is the number of times that a keyword has been typed into a partner search engines. So, you see that "allergy season" gets far more searches than the term "when does the allergy season start?"

Now, next column, "In Anchor and Title," which we've highlighted here. And that sounds a little bit complicated but it boils down to something very simple. In "Anchor and Title" number, it tells you the number of pages on the Internet that have been optimized for each of those keywords. So, it's really a measure of how much serious competition you're facing. And the higher the number, the greater the competition.

And so we see here at the top, "Allergy Season." Look at the level of competition, 1155 have got the keyword "allergy season," both in the title tag, which we looked at earlier at the top of the browser window, but also within links that point to that page, the text "allergy season" appears in that link.

And so that tells you that someone has seriously optimized that page, either by chance, or more likely, intentionally, they've created a page with "allergy season" in the title tag. It's probably in the headline, as well. But also, they've got other people to link to that page or people are volunteering to link to that page because they think it's important and a useful resource. And so you've got an awful lot of competition there that you've got to get out of the way, to get to the top of the Google rankings.

But let's look a little bit lower down at the next term, "allergy season calendar." It gets fewer searches, but look at the "In Anchor and Title" number. There's far fewer pages that are competing with you to get to the top of the Google rankings. There's only three. So, with a little bit of work on your part, it should be quite easy to get up the Google rankings and get on that front page, which is where all the traffic comes from.

So, all these numbers are doing, they're starting to give us some idea of the potential of each of these keywords. Now, there's another article that I will refer you to, which explains in a bit more detail, how to use these metrics within the tool. If I can get the chat box open. I'm just pasting it now. It's an article by Mike Mindel who is Chief Executive of Wordtracker. And it's always a good idea to mention your boss's articles whenever you are doing a webinar. So, I've included his article here, which is called, *Finding Profitable Keywords Just Got Easier*. And that tells you, in a bit more detail, how to use these metrics.

But the simple way of thinking about it, the searches is the number of people searching, the amount of demand, and In Anchor and Title is the amount of competition you're facing. And what lots of people are looking for, really, is

a mismatch between the two. They want to find a keyword that gets lots of searches, but where there's very little competition.

And these keywords, when you find them, they can be a gold mine, because there's lots of people that are coming to your site and no one else is really competing with you. And so in our example, we know with "allergy season calendar" that there's a reasonable number of searches there. You know there's definitely interest in that term, but hardly anyone is optimizing for that term. So, there's an opportunity here to move yourself quite quickly up the Google rankings.

Now, if anyone has got any questions about those metrics, then I'm very happy to answer them.

Denise Ford: Justin, I think metrics are a bit like, well, they're more complicated than balancing your check book. I think until folks really get in there, if folks on the call have not done this, they may be not sure what to ask. But it's a very important aspect of looking at those numbers.

Justin Deaville: Yes, yes. And what I can probably show you then is a shortcut with the next metric. Because what KEI does, the KEI metric which is called "Keyword Effectiveness Index," it's a way that Wordtracker -- it's just a number that Wordtracker has created, which is a formula that helps you to find keywords you should be looking at.

So, rather than worrying too much about searches and competition, we're saying, if you get a number with a high KEI then that's probably something you should consider in your campaigns, so then you don't need to worry about any of the other stuff that's in there. And so that's one way

where we're, you know, trying to simplify the process. But as you say, at the beginning, then maybe we needn't worry too much about the numbers altogether. All we're saying is here's a way of finding lots of keywords for your site. And absolutely, you're right, that if you're phased by the metrics, then don't worry about them because the most important thing is that you start getting out there and creating some pages, because Google loves lots of content, and that you see what results you get. And as we said, your analytics data will then be able to tell you what keywords people are using to come to your site, and you can build on success that way.

And so I wouldn't spend too much more time on these metrics then. And probably the simplest thing to be looking for, if there's one thing you want to take away with you, is that you look for a keyword with a high KEI number, because that's the way that Wordtracker has devised of finding keywords that have got a lot of searches but very little competition.

And so I think, really, rather than take you through all those metrics in much more detail, it may be best to point you in the direction of some of the other resources that we have available on Wordtracker's Academy, so that you can consider those in your own time.

As you see here, the Wordtracker Academy, as I said earlier on, has got a large number of articles which will take you through this basic process of keyword research. We've got a number of books that we publish. We're just about to publish a book on the whole keyword research process. And you could see there's other books there on how to build links into your site, and blogging techniques, on blogging, all that kind of stuff. So, that's worth checking out. And if you prefer watching videos, then there's tutorial videos as well, which will take you through the

process of keyword research. We have what we call a *Profit From Keyword* series, and that takes you through seven days. You can watch a video a day. And it takes you through and it shows you how keyword research can help your business.

And so, I don't know if there are any other questions on anything we've discussed.

Denise Ford: While folks are writing questions, I think I also recall there's a wonderful tool in Wordtracker. Is it simply called Wordtracker Questions?

Justin Deaville: Yes, there's Wordtracker's "Keywords Questions Tool", which if you go to the, I haven't got the link in front of me, but if you go to our homepage, you'll see a list of all the Keyword Tools there. And you know we produce free tools as well as the premium tools that I've been showing you today. And yes, "Keyword Questions," you can type in a word and it would tell you about all the questions that people are searching for on the internet. So, some of the—

Denise Ford: Yeah.

Justin Deaville:—we looked at just about, when did the allergy season end? And if you type in "allergy," it will give you all those sorts of questions that people are asking. And, of course, you answer those questions on your website and you're going to start attracting traffic.

Denise Ford: Yeah, it's a great tool. It's like sort of a, if you will, a dynamic FAQ sort of function.

Justin Deaville: Yes, yes. I mean it's a great fun tool anyway. If you type in a few words, you see sort of some of the questions that people are asking. [Laughs]

Denise Ford: Yes.

Justin Deaville: I mean without going into too much detail. Some people are very cruel to their pets. Those

sorts of questions they're asking on there. And you think, well, where on earth did these come from? But there's really useful stuff in there as well, which will be useful ideas for content that you'll be creating.

And I think with all keywords, that is one of the great uses of keyword research, is coming up with content ideas, you know, where you're producing content and attracting traffic where people will then want to come and read about what you're writing. I've got a question here from . . .

Denise Ford: Yeah, go ahead.

Justin Deaville: I've got a question from Maureen, about, what's the difference between KEI and KEI3, which I kind of skipped over. And I think, Maureen, they both do a very similar job, in that they're helping you to find keywords for your site. They both use a slightly different formula. So really, what we're always talking about is indicators. If something gets a lot of searches and there's not much competition and it gets a good KEI score and it gets a good KEI3 score, then you're thinking, "Well, there's lots of different reasons why that keyword's working for me." And so what we're trying to do is just give you different indicators that help you find the keywords that are going to work best for you. But again, don't rely just upon the numbers. You have to use common sense with all these things and think, "Well, is that keyword relevant to what I'm selling? Or does it look like a spam term?"

Sometimes you see keywords and they've got this huge amount of traffic and you think, "Oh wow! No one is competing for that." And then you see there's kind of a spelling mistake or something within the term and you think there's no way that that looks reasonable. Someone's got a robot out there and it's spamming the search engines for

whatever reason. And so you just need to be using common sense in all this keyword research, and what seems reasonable that people would be searching on.

And so the KEI3 and KEI, they just use different formulas for doing the same thing. If you get a good high KEI number, you know that it's worth looking at that keyword in a bit more detail. So, I hope that answers your question, Maureen. Thanks everyone!

End of transcript