

KEYWORD RESEARCH



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You are permitted to share this PDF if it remains unedited. Why? Because everyone should know this... Things like this shouldn't be a secret... Simple things like this can be the difference between success and failure. We want everyone to succeed. We were only kidding about the top secret stuff...

<http://www.MarketCrush.com>

<http://blog.DonAndJeremy.com>

SO WHY IS KEYWORD RESEARCH SO HARD?

The truth is... for us it isn't...

The truth to making big money in affiliate marketing, or even promoting your own products multiple products producing...

We don't focus on one site until we are blue in the face and ready to jump off a bridge head first. We go through things fast... get things done... what works... works... What doesn't... doesn't...

So with keywords you can't be spending 4 hours or 4 days looking for that magic holy grail of a keyword...

10-30 minutes per niche... that is all the time you should be spending on keyword research...

“Come on Don... You Are Completely Out of Your Mind!”

I know... you read too many forums and too many ebooks... that make it sound like keyword research is something that takes massive time, massive tools, massive work to be successful...

THAT IS COMPLETE AND UTTER BULLS@#T!

I don't care what so called Guru told you that... or what so called Guru is some kind of testing... If people are telling you this crap... they are slowing you down, and wasting your time.

There are few things we do... especially after that last May Day update of Google's that made it even easier to rank now... yeah you heard me... even easier to rank now.

- 1) Figure out a common phrase someone might use to start searching for what you are trying to promote...**
- 2) Type that into Google's Keyword Tool**
- 3) Set the options for whatever country you want and whatever language and put a checkmark where it says to “only show ideas containing my search terms.”**
- 4) Run the search... look for phrase 3 words long and longer... preferably 4... 4 always seems to be a magic number for us.**
- 5) Run some it through Google using inanchor and also as a normal search and**

compare the results.

- 6) Take a quick view of the 1st page results for your keyword in bold in that exact order.

So to but it briefly...

- 1) Go to the Google Keyword Tool right now...
- 2) Type in the search phrase your thinking about that people might type in to look for the offer you want to promote.
- 3) Click the “only show ideas containing my search terms” checkbox
- 4) Click advanced options
- 5) Pick the country/language you are wanting to target
- 6) Click search
- 7) Look over to the left and take the check out of broad and put a check in exact
- 8) Click the “Local Monthly Searches” text... This will sort the column... we want it to go from highest search volume to lowest...

Look for some 4+ word phrases... You can do 3 word ones but 4 words or better seems to give Google more to go on and rank easier... (thus the term longtail keywords)

Now grab some of those keyword from like 1k-6k ish.... (sometimes I will even go way lower down to like 300 but that depends on what I am doing... if I am doing a lead gen for leads we sell then I can go much lower because about 1 in 14-25 people will fill out the form for actual leads when it comes to financial, legal, etc..)

But if you are selling a straight up product and not just trying to capture information in a opt-in form... look for like 800+ for the search volume...

- 9) Go to Google and type your phrase in Google and click search (unless you have Google instant on... then you won't need to)
- 10) now open another window or tab and go to Google and type your phrase in using the inanchor operator: (Example: inanchor:”My Phrase”)

11) Now compare the inanchor results with the normal results

12) The domains that appear on both pages are targeting your keyword phrase with backlinks that have anchor text containing that exact phrase.

13) Now look at the results where you just typed the search phrase in normal and see how many sites you see listed that have your exact phrase in bold...

This means if you were targeting:

Make Money Online From Home

Take a quick scan of the page and see how many listing have that exact phrase in bold... Not "Make More Money From Home Online"

We want it to say exactly... well we don't want it to say it but we want to see how many have exactly that phrase: "Make Money Online From Home" The less that have it the happier we are hehe...

Anyway...

If you type the phrase in normally just like:

Make Money Online From Home

And you type it in using inanchor:

inanchor:"Make Money Online From Home"

And you only see a few sites that are targeting that phrase that is good...

Now when look at the normal search results where you just typed the phrase in normally and you only see a couple sites using that phrase exactly... your doing good...

Let's say this for an example:

I have two browser windows open...

When I type in the phrase normally in Google I see only the top two sites targeting my exact phrase...

When I do the inanchor.. I see those two sites and I see a few others...

But those other sites aren't showing up on the normal search...

I am taking that keyword... IF... I can buy the exact match domain name for it...

So I want to find that exact match domain preferably without dashes in a .com, .org, or .net <--- in that order...

I prefer the .com first...

The .org second...

And the .net third...

Now if you can't find that exact phrase free... but you can find it with something like: blog, online, now or whatever small word at the end of it... you can use that as well...

But the exact phrase match will rank higher faster. If you have to buy it with a word after it (NOT BEFORE IT) it will take a bit more linking and time...

The first wave of backlinks I do are going to have anchor text where possible that is the exact phrase...

Next time around I will break it up a bit and use other relevant phrases...

Now I added the inanchor option above because it is better when you are strapped for cash and want to make better educated decisions on which domains you pick... But often I will only scan the normal page and see how many are in bold...and that is it... But those will be a lot more hit and misses... But I don't want massive time spent on research...

I want 5 pieces of content, a disclaimer, privacy policy, contact us page...on the site now... If I am planning on just backlinking that site and trying to rank it...

If I am building traffic funnels that push traffic to that site... I just want the site setup and pushing the product with a sales pitch or a story...

Live example done on 11/7/2010

Here is an example of a domain I bought on 11/7/2010... Since I am showing it here who knows if I will do it now lol... but everyone reading it needs a live example... So here we go...

I typed in car insurance in the Google keyword tool...

I actually picked a keyword with rather low search volume in there...

cheap car insurance in florida

**The CPA offer I planned to use for this is: 2insure4less
Just because it always does well...**

Anyway....

The stuff that popped up was like crazy as hell for a normal search...

**www.cheapcarinsurance.net
www.cheapcarinsurance.net
www.cheapcarinsurance.net
www.cheapcarinsurance.net
www.cheapcarinsurance.net
www.cheapcarinsurance.net**

6 Friggin times cheapcarinsurance.net showed up lol then the following...

**www.thegeneral.com
www.autosinfo.com
www.carinsurance.com
www.unitrindirect.com
www.directgeneral.com
www.cheap-autoinsurance.com
www.affordablecarinsuranceinflorida.com**

Now using the inanchor operator these showed up:

**www.cheapcarinsurance.net
www.carinsurance.com
www.cheap-autoinsurance.com**

www.cheapautoinsuranceinflorida.com
really-cheap-car-insurance.com
www.jdifg.com
cheapcarinsuranceinflorida.org
mipagina.univision.com
www.blogsconcausa.org

So... we have:

www.cheapcarinsurance.net
www.carinsurance.com
www.cheap-autoinsurance.com

That showed up with both normal search and inanchor...

However...

www.cheapcarinsurance.net

Was the only one that had content targeting my exact phrase that I saw from a quick scan of the page...

Now I wasn't really worried about the 5 or 6 listings of the same domain in Google... that is just because right now they just figure that is the best choices... even though it is extremely odd to see the same domain listed that many times... However I am not going to tear that site apart to try and reverse engineer it... why? Because it is a waste of time...

In 10 minutes I said...

Worst case scenario I am in 4th place... Best case scenario I am in 2nd place...

4th place because 3 other sites are targeting my phrase with backlinks...

Best case scenario 2nd place because only 1 of those domains are targeting my exact phrase with content... hey don't have an exact match domain name, they don't have content with that exact match keyword, etc...

And the really worst case scenario (Which I doubt will happen in this instance)... I don't rank on the first page... oh well... you win some you lose some... However you win a lot more when you aren't wasting time.

So this whole method that we use takes you about 10-30minutes... Yes you could spend time tearing the competition apart, spending days evaluating... and talking yourself out of it... but what happens?

You don't do anything then... and you don't get anywhere...

This is why we get stuff up and producing fast... we don't waste time...

We don't listen to anyone else... we test it ourselves...

Now if you listen to me... and you do this and so it right and can make just 1 out of 10 sites produce income... your good to go... eventually you will get better and your percentage of success will get better... There are some things you just get a feel for that can't really be explained in words.

Just get cranked up and ready to GO GO GO GO... as corny as the phrase is... It is still true... "You need to...Take Action!"

BTW: Yes I bought cheapcarisuranceinflorida.net

Since I showed that in here I don't know if we will develop it or not... but just so you know... when checking at namecheap .com,.org was taken... .net wasn't at the time.

Also... Some people have asked me this in the past...

If all the domains are taken that I see for many of the keywords I am checking... Why aren't those guys ranking...

Simple:

Most are autoblogs with no unique content, or domain resellers, or people that don't have a clue, and don't backlink etc...

The other question I will get is... what if it isn't targeting my exact phrase but it is an authority site?

You don't even have any idea how many sites Jeremy and I have knocked off doing this method with our little PR0 5 page sites... no trick to this... it is just common sense... Something Google's algorithm can't grasp... because it is just an algorithm...not a human... it isn't some GOD out there that is all all knowing...

Google is just software, it is mistake prone... it is just a tool. It is meant to perform a lot of tasks humans would otherwise have to perform... Just like any backlink building automation software you might buy. It is only as good as it can be at this moment... it doesn't have artificial intelligence... You can beat it...

Quit over thinking things and make money!

Also one other thing... commercial intent is right in front of you in Google's keyword tools... The competition bar by each keyword is the PPC competition... I don't need to run to Microsoft's ad center to see commercial intent... and in most cases I just use common sense for it anyway.

Later.....