



KEYWORD PRIMER

What Are Keywords?

The term Keyword refers to a word or a phrase used by Internet users to find information on-line. For example, Joe wants to find information about hotels in Spain. He goes to Google and types in

Hotels in Spain

to find the information he needs to know. So he used the keyword phrase 'Hotels in Spain'.

Why Are Keywords Important?

Keywords are very important in Internet marketing because it allows marketers to **know what people want**. As we all know, that kind of information is worth a lot! Off-line marketers can also benefit from knowing what people search for on the Internet because it provides an insight into **consumer desires** and requirements.

Finding Popular Keywords

Search engines are the best source of information for finding popular keywords because Internet users use search engines to find information. Search engines log all the search statistics and they have all the information they have collected from billions of searches over the past few years.

Some of the search engines do offer tools to provide this information. The most popular among these is the Overture Keyword Suggestion Tool (also known as Overture Keyword Selector Tool). This is located at

<http://inventory.overture.com>

Google offers a similar tool at

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

There are more tools offered by other search engines or other companies who get their data from search engines and ISPs. Examples include WordTracker and Keyword Discovery.

Keyword Search Popularity

It is simply not enough to know what phrases people usually type in, it is also important to **know which phrases** are **more popular**. For example, what

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Power Tip

Are you tired of reading all this? Instead, are you just looking for an affordable system that will simply let you do what you know best? There are two good options...

You already have products and services to sell, but want a better marketing system...

The Marketing Dashboard from Marlon Sanders simplifies your Internet marketing by walking you step-by-step through a complete A to Z system.

You can find details at...

<http://mytoolpad.com/r/mdb/>

You want to create and sell your own products...

The Info-Product Dashboard from Marlon Sanders is a point and click system that will walk you through your own product creation process in six weekly steps. It includes everything from product brainstorming to taking your very first order...

You can find details at

<http://mytoolpad.com/r/ipd/>

was searched most...

Hotel Spain or Hotel Madrid?

According to Overture (US) Hotel Madrid was searched over 8000 times in April 2006 and Hotel Spain was searched over 4000 times.

The number of searches for a keyword, during a month, a week or even a day, normally specifies keyword search popularity.

Keyword search popularity will vary depending on search engines, regions, and languages. It is also some times **seasonal**. For example, searches for 'Halle Berry' will increase when her movie is about to be released.

Keyword Search Counts - How Accurate Are They?

One of the most common questions regarding keyword data is about the **accuracy**. Many people are confused because different sources show **different search counts** for the same keyword phrase.

There is nothing surprising about this!

It simply is **not possible** to know the exact number of searches done for any keyword phrase. On-line tools base their data on a small fraction of the actual searches that actually take place.

Overture keyword selector bases its data on the searches done on Yahoo network during the previous month (this is currently frozen as of January 2007). This data is **skewed** because of the large number of **automated queries** done by Internet marketers and also because the keyword phrases themselves are merged to include both singular and plural forms of words. Also, Overture doesn't bother about the placement of words in the phrase (the data for 'ripe apple', 'apple ripe' and 'apples ripe' are all merged).

Wordtracker bases its result on searches done on Dogpile and Metacrawler. This, according to NetApplications.Com accounts for 0.63% of all searches across all search engines (quoted from Wordtracker website). This is not a bad thing. We simply need to realize that the keyword data is just an estimate based on a small fraction of actual searches.

Keyword search data are simply rough estimates

While doing any keyword research, simply **treat the data as rough estimates**. Use these numbers to pick a set of suitable keywords and test them in real to see if you get any traffic. This can be done by setting up a test Google Adword campaign for the keywords. Run the campaign for a few days to see the actual impressions for each keyword phrase. It is indeed possible to do this without spending much.

Keyword Result Supply

You could think of keyword search popularity as a sort of demand for whatever market is represented by that keyword phrase. So it will be important to know what kind of supply exists for the same market.

Since it is very difficult to measure the supply, most people simply use the total number of web pages in a search engine's index to approximate the

KEYWORD PRIMER

Summary

Keywords tell you what your customers are looking for.

You should always have a clear idea about all the possible keyword combinations your customers are likely to use while searching the Internet.

There is no real way to exactly estimate how many relevant searches will take place for any keyword.

Always treat keyword search count data from any and every third party resource as rough estimates.

The best way to estimate potential traffic from the top search engines is to run a test pay per click (PPC) campaign on the same search engine.

keyword supply.

For example, for the keyword Hotel Madrid, Yahoo has over 14 million results.

Keyword Demand and Supply

On-line marketers often brainstorm and find profitable niche markets using Keyword Demand vs. Supply. You may have found a profitable niche if...

- A lot of Internet users are searching for a particular keyword phrase (indicated by a high keyword search popularity).

- The number of web page results returned for that keyword phrase is too few, are of low quality, or is not relevant to the search query.

Of course, it could also mean that the particular niche is simply **not profitable** and most people have kept away.

Automated Niche Research

Many automated tools exist for searching and finding keyword phrases that have 'high demand' and 'low supply'. These tools provide an index number (some times called **Keyword Effectiveness Index** or KEI) indicating how profitable a particular niche is.

The fact is that millions of **automated junk pages** with random text exist on the web. These are created by automated scripts and software to lure visitors and then to make them click on one of the advertisement links on the page. This makes any analysis based on the count of web pages not so effective. So **KEI is no longer an accurate indication** of quality supply.

Niche Research Requires Common sense and Not Automation

It is wise to **use your own judgment** while determining what is a good niche and what is not. As already mentioned above people have been indiscriminately using automated tools to fill a large part of Internet with low quality web pages. In some cases there may be many search engine results for a keyword phrase with high search popularity, but most of them may be **poor or low quality sites** created using automated tools. It is not possible for any software to automatically analyze the quality of web pages.

Another reason for not depending too much on automated niche research is that it is possible to compete and succeed in niches that seem to have a lot of web page results. In some areas there may be a lot of web pages, but none of them may provide the right answer to the searcher. The automated tools will of course, not find these.

A good niche researcher should always check the quality of the web pages that seem to cater to the demand.

I Know Which Keywords Are Popular, Now What?

Once you know which keywords are important, you can create web pages that target the users who use those keywords.

When a user searches for information on a search engine, the search engine

KEYWORD PRIMER

MyToolPad Power Tip!

Run Google Adword test campaigns to find potential traffic and viability of your products and services. This is one of the best and cheapest methods to quickly find out possible problems and to identify profitable niche.

You can use a software like **Keyword Strategy Studio** to find the keyword lists for your test campaigns. The keyword brainstorming tool in KWSS is extremely powerful and can generate 200-700 related keywords from a single base keyword phrase. KWSS will not only generate additional keyword phrases but also instantly tell you all about the competition for that keyword phrase including the top ranked sites, URLs, and the web page titles! Get a free trial download from...

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

will return a list of web pages. If you have a website, your aim is to get listed at the top for all popular keywords in your site category.

You can do this by creating web pages that the search engines will determine to be a good fit for the popular keywords.

Summarizing, your job is to...

1. Create web pages that are **targeted** to what people have in mind when they search the Internet.

2. Convince the **search engine algorithms** that your pages are the best possible results for those keyword searches.

Making Your Sites Rank At The Top

For this you need to create what are called search engine optimized pages. In other words, you **tweak and adjust the web page contents** in ways that will cause it to be ranked high. This is often not easy and depends on a number of things. There is an entire industry called Search Engine Optimization Services to cater to this.

Search Engine Optimization will be discussed in another primer.

Pay Per Click Advertising

There is another way to get ranked high in search engines...Just pay them!

Most search engines like Google, Yahoo and MSN offer a **Pay Per Click** (PPC) program that allows you to get ranked in search engines depending on what you are willing to pay per click.

More about PPC programs and search engine advertisements in another primer...

Conclusion

This document covers the very basics on Internet Keywords. This knowledge is sufficient for simple website planning and development. If you wish to do pay per click advertisements or search engine optimization of your web pages you need to learn more. Please visit our sites for more information, articles and software tools.

Your Feedback

Your feedback is always welcome and we are anxious to hear your ideas and opinions. Please do contact us at

<http://www.softnik.com/icenter/contact.php>

USEFUL ONLINE RESOURCES



Keyword Resources and Software

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

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