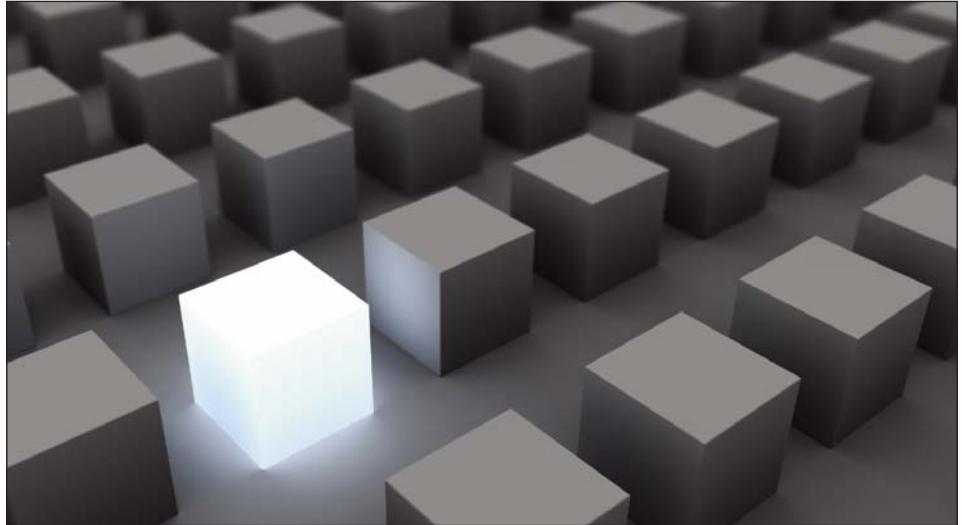


Choosing Your Best Keywords



So how do you choose the best keywords from the many that can be generated using Wordtracker? The next article in this series will look at how to use your best keywords to create high ranking pages.

In the previous lesson, **The Keyword Matrix**, we developed two spreadsheets for chocolate and related terms, one of 85 search terms using the free trial and one of over 5000 terms using the full version.

The spreadsheets gave a prediction of the **daily searches for each term**:

Keyword generated for 'chocolate'	Predict
chocolate	7925
hot chocolate	1497
chocolate chip cookies	1231
charlie and the chocolate factory	1135
chocolate and dessert recipes	1111
chocolate chip cookie recipe	1007
lg chocolate	830
chocolate cake	794
chocolate phone	741
chocolate labrador	735
chocolate fountain	677
chocolate labs	636
chocolate booty	631

“As with all things in search engine optimization, you have to use a mixture of solid data and human intelligence.”

The ‘predict’ figure is the first metric you should look at. High scoring keywords will be the most popular words in your marketplace—the words people use when they’re searching for your products—so ‘gifts’ for a luxury chocolate site, ‘cheap flights’ for a travel site.

There is of course a problem. Because the keywords are popular, lots of sites will use them. You will face a lot of competition, and much of that competition will be good at search engine optimization.

An experienced SEO will welcome this challenge and apply skill and hard work over a number of months to compete effectively. But a novice SEO will find it virtually impossible to compete for these highly popular keywords. What then should the novice do?

Strategies for a novice SEO

I think there are three strategies you should follow:

- (i) **Include the most popular keywords in your website copy**, even though you may not rank well for them. Your customers will expect to see these keywords, and search engines will take note of them. By including them, you lay a foundation for the long term: slowly but surely as you add more content, your rankings will rise.
- (ii) **Use the most popular keywords along with ‘qualifiers’**, either geographic or sector specific. So while it might be difficult to rank well for ‘chocolate gifts’, it is not such a challenge to rank well for ‘chocolate gifts Buffalo’ targeting a geographic area or ‘corporate chocolate gifts’ targeting the business sector.
- (iii) **Look for niche keywords or markets that others haven’t yet found.** Such keywords have the magic combination of being relatively popular searches with little competition.

Wordtracker provides a measurement for this—KEI or keyword effectiveness index. Many SEOs adopt this niche keyword strategy: John Alexander and Robin Nobles explain the approach in detail in this excellent article—[An Ingenious way to Use Wordtracker](#).

Wordtracker provides you with a number of metrics to help in these strategies. You can see them here in the full version (similar metrics are available with the trial):

Your keyword list

Keyword	Searches	Predict	Google	Google KEI
1 chocolate	6,706	11,827	128,000,000	0.35
2 chocolate and dessert recipes	1,618	2,853	31,700	82.58
3 hot chocolate	1,371	2,417	2,070,000	0.91
4 chocolate chip cookies	989	1,744	1,380,000	0.71
5 charlie and the chocolate factory	912	1,608	1,690,000	0.49
6 chocolate chip cookie recipe	801	1,412	126,000	5.09
7 chocolate cake	689	1,215	1,660,000	0.29
8 chocolate phone	653	1,151	540,000	0.79
9 lg chocolate	629	1,109	2,010,000	0.20
10 chocolate labs	603	1,063	56,000	6.49
11 chocolate booty	542	955	20,400	14.40
12 chocolate lab	523	922	471,000	0.58

Here’s what each of these terms mean:

- **Searches** is the number of times the exact keyword appears in our sample of people’s searches.
- **Predict** is the number of times over a 24-hour period that we estimate the exact keyword will be searched for over all engines.
- **Google** is the number of results that Google will return for the exact search term in quotation marks (you can also choose other search engines).
- **Google KEI** (Keyword Effectiveness Index) is a calculation of the ‘effectiveness’ of each keyword, taking into account the predicted searches and the number of competing pages.

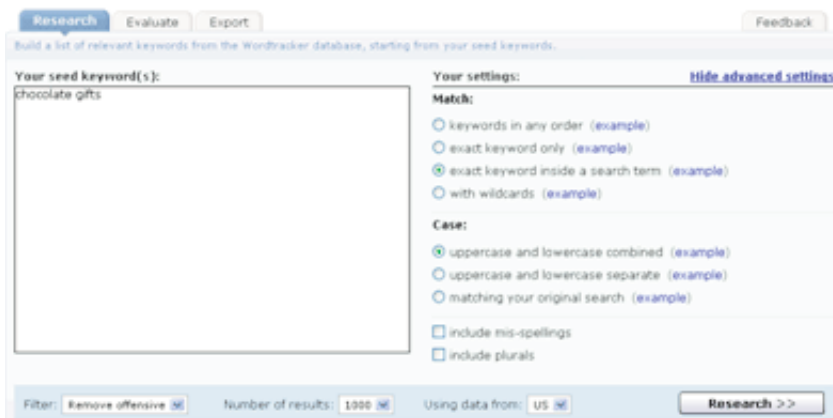
As with all things in search engine optimization you have to use a mixture of solid data AND human intelligence. Keyword research is not a simple one-off task. You will achieve much more if you investigate the tools, think about what they tell you about people, and develop your own ideas and methodologies.

A final tip to expand your keyword list

If you optimize well for a phrase such as ‘chocolate gifts’, you may also pick up traffic from people who are doing the longer search ‘corporate chocolate gifts’. So having an idea of these longer phrases can help you estimate your overall market.

Wordtracker reports on exact search terms only, so keywords such as ‘corporate chocolate gifts’ do not influence the count for ‘chocolate gifts’.

To find these additional keywords do this search in the Wordtracker Keyword Researcher tool.



Your keyword list

	Keyword	Searches	Predict
1	<input type="checkbox"/> chocolate gifts	109	192
2	<input type="checkbox"/> custom chocolate gifts	12	21
3	<input type="checkbox"/> corporate chocolate gifts	12	21
4	<input type="checkbox"/> hershey chocolate gifts	9	15
5	<input type="checkbox"/> unique chocolate gifts	8	14
6	<input type="checkbox"/> novelty chocolate gifts	7	12
7	<input type="checkbox"/> gourmet chocolate gifts	7	12

The results will show a prediction of 386 for phrases that contain ‘chocolate gifts’—almost twice as many as for ‘chocolate gifts’ alone.

Now you’ll have gathered and prioritized many relevant keywords. In lesson 4, we’ll explore how you can use these keywords in your website copywriting so that you attract much more of the traffic you want.