

# Discovering The Keyword Matrix

chocolate	truffles	cocoa	fudge
hot chocolate	truffles	cocoa	fudge
chocolate chip cookies	chocolate truffles	cocoa beach	fudge recipes
charlie and the chocolate factory	truffle	hot cocoa	peanut butter fudge
chocolate and dessert recipes	chocolate truffle recipe	cocoa beach florida	fudge recipe
chocolate chip cookie recipe	truffle recipes	hot cocoa mix recipe	peanut butter fudge recipe
lg chocolate	chocolate truffle recipes	cocoa beans	pumpkin fudge
chocolate cake	truffle recipe	cocoa puffs	easy fudge recipes
chocolate phone	oreo truffles	cocoa butter	chocolate fudge
chocolate labrador	truffle oil	cocoa tea	church of fudge
chocolate fountain	truffle shuffle	cocoa bean	vanilla fudge
chocolate labs	white truffles	hot cocoa mix	best fudge recipes
chocolate booty	black truffles	hot cocoa recipe	peanut butter fudge recipes
chocolate wedding favors	easy truffle recipes	cocoa tree	fantasy fudge
history of chocolate	chocolate truffles recipe	cocoa powder	chocolate fudge recipe
↓ more	↓ more	↓ more	↓ more

The secret of writing great online copy is simple: use keywords—the words people use when they search—in your copy.

The reasons for this are twofold:

*“However, if you want to succeed online, you’ve got to spend enough time and energy discovering the words your customers really use when they search.”*

- (i) If you use the words people use when they search in your copy, page titles, descriptions and links, then you’ll score well in search engine results and more people will find your site.
- (ii) The language you use will be appropriate to your audience. As any seasoned direct marketer will tell you, speak to people in their own language and they will be more likely to buy from you.

That of course begs the question, “How do you find your best keywords”?

Most people either just guess, or do perfunctory research using one of the many free keyword tools that are found online.

However, if you want to succeed online, you’ve got to spend enough time and energy discovering the words your customers really use when they

search. You'll need not just 20-30 keywords, you'll need hundreds—and many of the most successful online companies will have thousands of keywords.

The keyword matrix is a simple methodology that allows you to build a comprehensive keyword list using the Wordtracker database. (You can download the Excel spreadsheets we generated for this example—this gives you almost [5,000 relevant keywords](#) using the full version of Wordtracker and [85 relevant keywords](#) using the free trial version.)

Here are the 3 steps involved:

### Step 1. Start with a common word or phrase that is appropriate to your business

Start simply. Your starting point does not need to be clever or creative. All you need is a common word or phrase relevant to your business—Wordtracker will help you find clever keywords later.

So if I was researching the market for chocolate, a good starting point would be the word 'chocolate'.

Using the Keyword Researcher at Wordtracker, you can find 1000 keywords that all contain the word, 'chocolate'.



Excellent. So far, so good. Now all you have to do is rush off and optimize your web pages for those phrases, right?

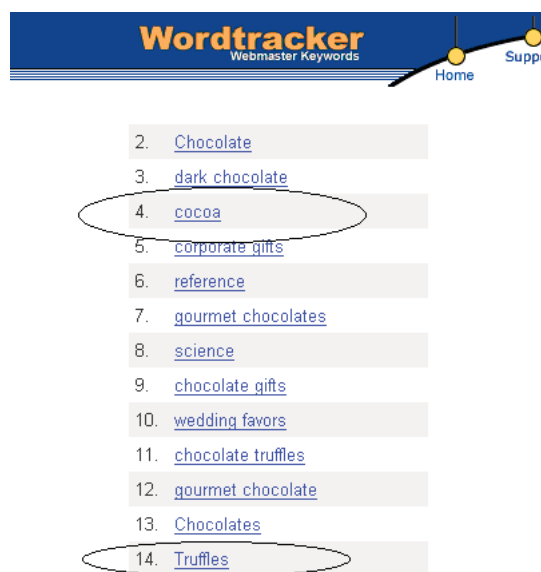
Wrong! That is what most people will do and as a result they will miss out on some very powerful keywords which aren't immediately obvious.

Time to move on to step 2 and get inside the keyword matrix.

### Step 2. Find words that are related to your original keyword

Here the task is not to find relevant keywords that contain the word 'chocolate' in fact, it is just the opposite—to find relevant keywords that do NOT contain the word 'chocolate'.

Go to the Keyword Universe related keywords feature on Wordtracker and enter the word chocolate. Wordtracker now searches 100 websites that score well on search engines for the search 'chocolate' and extracts the phrases that those sites use. From that you'll find relevant keywords such as truffles, cocoa, fudge, confectionery, gifts, gourmet and so on.



Scan the list of related keywords and pick the ones that YOU feel are relevant to your business. Your input is required: Wordtracker is not a ma-

chine that churns out a list of keywords that will automatically bring you a fortune. If it was, everybody would get the same results. Rather, Word-tracker is a tool that allows you to find your best keywords.

So from the list of related terms you might pick truffles, cocoa, fudge and candy.



### Step 3. Use the related words to generate many more relevant keywords

Essentially, this repeats step 1 for each of the related keywords that you have chosen. Take each of your chosen related words and enter them into the Keyword Researcher tool in turn.



By following this methodology, you can quickly generate hundreds of relevant keywords that reflect the subtleties—and niche markets—within your marketplace.

chocolate	truffles	cocoa	fudge	candy
hot chocolate	truffles	cocoa		
chocolate chip cookies	chocolate truffles	cocoa beach		
charlie and the chocolate factory	truffle	hot cocoa		
chocolate and dessert recipes	chocolate truffle recipe	cocoa beach florida		
chocolate chip cookie recipe	truffle recipes	hot cocoa mix recipe		
lg chocolate	chocolate truffle recipes	cocoa beans		
chocolate cake	truffle recipe	cocoa puffs		
chocolate phone	oreo truffles	cocoa butter		
chocolate labrador	truffle oil	cocoa tea		
chocolate fountain	truffle shuffle	cocoa bean		
chocolate labs	white truffles	hot cocoa mix		
chocolate booty	black truffles	hot cocoa recipe		
chocolate wedding favors	easy truffle recipes	cocoa tree		
history of chocolate	chocolate truffles recipe	cocoa powder		

Here’s what your final matrix may look like:

chocolate	truffles	cocoa	fudge	candy
hot chocolate	truffles	cocoa	fudge	candy
chocolate chip cookies	chocolate truffles	cocoa beach	fudge recipes	candy shop
charlie and the chocolate factory	truffle	hot cocoa	peanut butter fudge	candy samples
chocolate and dessert recipes	chocolate truffle recipe	cocoa beach florida	fudge recipe	best candy bars
chocolate chip cookie recipe	truffle recipes	hot cocoa mix recipe	peanut butter fudge recipe	candy canes
lg chocolate	chocolate truffle recipes	cocoa beans	pumpkin fudge	candy cane
chocolate cake	truffle recipe	cocoa puffs	easy fudge recipes	candy loving
chocolate phone	oreo truffles	cocoa butter	chocolate fudge	eye candy
chocolate labrador	truffle oil	cocoa tea	church of fudge	50 cent candy shop
chocolate fountain	truffle shuffle	cocoa bean	vanilla fudge	candy corn
chocolate labs	white truffles	hot cocoa mix	best fudge recipes	cotton candy
chocolate booty	black truffles	hot cocoa recipe	peanut butter fudge recipes	candy barr
chocolate wedding favors	easy truffle recipes	cocoa tree	fantasy fudge	hard candy
history of chocolate	chocolate truffles recipe	cocoa powder	chocolate fudge recipe	christmas candy recipes

### Final words

The average person will do their keyword research once and then forget about it. But that is the way to get average results.

Effective keyword research is an ongoing process and to get outstanding results you must work at it regularly.

To succeed in keyword research you should:

- (i) Regularly check your keyword counts on Wordtracker—they can go up and down over time.
- (ii) Continue to add more keywords to your matrix. The more effective keywords you have, the more profitable your online business will be.

3. Monitor how well your keywords do. Performance will always be a mixture of:
  - Keywords that bring good traffic and good conversions (these are the words people use when they are in buying mode)
  - Keywords that bring you good traffic but poor conversions (these are the words people use when they are in research mode)
  - Keywords that bring low traffic but great conversions (these are the words that represent buying behaviour in niche markets).

Overall, there will be a mix of such keywords in any comprehensive keyword matrix.

In the next lesson, we'll look at how you can pick the most competitive keywords from the sample matrix that we have developed for 'chocolate' and how you can use those keywords in your web site copy.