Keyword Basics

Start finding the keywords you need to succeed online

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If you want Google to find your site, you need to know how search engines work.
One of the most frequently asked questions from website owners is, “Why can’t my site be found on Google?” They know it’s important to appear in search engine results but they just don’t know why it doesn’t happen to them. In this chapter, we explain how search engines work.

Website owners may well be in awe of the ‘black arts’ of search engine optimization or puzzled by the complexity of it all. If they’re unlucky they will have paid out money to some snake oil salesman guaranteeing to get them to the top of Google’s search rankings in 48 hours - and been sorely disappointed with the lack of traffic that results.

Most search engine optimizers are highly ethical, professional people but they do tend to keep their cards close to their chest.

**The big secret is there is no big secret**

It’s true: the ‘big secret’ of search engine optimization is that there is no big secret.

It is all about understanding what is going on behind the scenes, followed by the hard work and attention to detail that are common to many business activities.

**Inside the guts of a search engine**

Let’s take a simple look at a search engine. There are three pieces of software that together make up a search engine: the spider software, the index software and the query software.

If you understand what these three do, then you have the foundation for getting your website to the top of the search engines.

Here’s what the three types of software do:

**The spider software** 'crawls the web looking for new pages to collect and add to the search engine indices'.

This is a metaphor. In reality, the spider doesn’t do any ‘crawling’ and doesn’t ‘visit’ any web pages. It requests pages from a website in the same way as Microsoft Explorer, or Firefox or whichever browser you use requests pages to display on your screen.
Chapter 1 | How search engines work

The difference is that the spider doesn’t collect images or formatting - it is only interested in text and links AND the URL, (for example, http://www.Unique-Resource-Locator.html) from which they come. it doesn’t display anything and it gets as much information as it can in the shortest time possible.

Since the spider doesn’t collect images, it doesn’t take notice of Flash intros or colorful pictures. So, make sure your images, logo or videos are identified by a text ‘alt tag,’ or the spider will ignore them and they will not have value in the search engines.

**The index software** catches everything the spider can throw at it (yes, that’s another metaphor). The index makes sense of the mass of text, links and URLs using what is called an algorithm - a complex mathematical formula that indexes the words, pairs of words, phrases, and so on.

Essentially, an algorithm analyzes the pages and links for word combinations to figure out what the web pages are all about - in other words, what topics are being covered. Then, scores are assigned that allow the search engine to measure how relevant or important the web pages (and URLs) might be to the person who is searching. While each of the major search engines (like Google or Bing) has its own secret algorithm for scoring, they are all using the information a spider collects.

And of course the index software records all of this information and makes it available.

The spider takes the information it has gathered about a web page and sends it to the index software where it is analyzed and stored.

When someone types *chocolate* into the query box on a search engine page (such as Google), then it’s time for the query software to go to work. See image on the following page.
Chapter 1 | How search engines work

The query software is what you see when you go to a search engine - it is the front end of what everybody thinks of as a search engine. It may look simple but the query software presents the results of all the quite remarkable spider and index software that works away invisibly on our behalf.

So, when you type in your search words and hit search, then the search engine will try to match your words with the best, most relevant web pages it can find by 'searching the web'.

But this too is a metaphor and perhaps the most important one.

The query software doesn’t actually search the web - instead, it checks through all the records that have been created by its own index software. And those records are made possible by the text, links and URL material the spider software collects.
What you need to understand about search engines

That is it. What you need to understand is that the search engine has done all the hard work of collecting, analyzing and indexing web pages, BUT it only makes that information available when someone does a search by entering words in the search query box and hitting the return key.

The words people use - what words they type into the query box - when they search will therefore determine the results the search engine presents. So search engine optimizers want to know the words people use when they search - we call them keywords (that might sound fancy but keywords are only ‘the words people use when they search’.)

And that’s what Wordtracker provides - information about the words people use when they do a search.

Using keywords in the text (called ‘website copy’) on your web pages is the first step in attracting traffic from Google: ignore keywords and your online business will surely perish.

In the next chapter we’re going to help you find relevant keywords that will attract traffic to your website.
Start simple. All you need is a common word or a short phrase that’s relevant to your business.
In this chapter we give a simple method for finding thousands of the keywords that your potential customers use when they search.

We then show how easy it is to use the Wordtracker Keywords tool to organize and save those keywords so you can easily manage your site's search engine optimization and pay per click advertising.

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

Start simple. Your starting point does not need to be clever or creative. All you need is a common word or short phrase relevant to your business - we'll help you find cleverer keywords later.

Suppose you sell chocolate online. A good starting point for your business would be the word chocolate.

It couldn’t be easier to start your keyword research. Wordtracker and Google both offer free keyword tools. But, if you’re serious about online marketing it’s worth subscribing to a premium product, such as Wordtracker’s paid Keywords tool.

If you’re using Wordtracker’s Keywords tool, just log in, you’ll be taken to the ‘Quick research’ tab and you’ll be able to get going!
You can just enter a single seed keyword (as we said, if you're researching chocolate, use chocolate). See image below.

In a few seconds you'll see up to 2,000 keywords containing the word 'chocolate' appear in your list, sorted in order of popularity, or Search Volume. There are several things you can do with this list, but let's start by talking about the numbers you’ll see.

**Search Volume**

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Volume</th>
<th>Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>chocolate</td>
<td>6,171</td>
<td>90</td>
</tr>
<tr>
<td>chocolate models</td>
<td>4,445</td>
<td>30</td>
</tr>
</tbody>
</table>

This is the number of times each keyword has been searched in the Wordtracker database. Wordtracker's data comes from two smaller search engines, Dogpile.com and Metacrawler.com, so these are real searches made by real people.

If you’re new to keyword research, simply look for high volumes. A high number means that lots of people are searching using that keyword.
Keep in mind that keyword research is not an exact science. It’s market research. These figures are not meant to be viewed as an exact number of searches. It’s not possible to use them to make a prediction. It’s best to think of these figures (and all the other numbers you see in the tools) as a relative value. Consider the relationship between keywords: it’s easier and more helpful to see that *chocolate* is searched more times than *chocolate models* than it is to try to work out exactly how many people will search for each term in the next day or week.

Consider, too, the business context. You need to decide how best to use each keyword. You might decide to target a keyword on your home page, a category page, or a product page or you might decide to ignore it altogether. Use the numbers you see in the Keywords tool - and your business knowledge - to help you make that decision.

**Competition**

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Lots of keyword tools can give you a sense of a keyword’s popularity. But, very few can tell you how much competition you’ll face should you decide to target a keyword.

And without a measure of competition, you’re only seeing half the picture.

Wordtracker’s competition data gives us a count of the number of web pages that are targeting the keyword. A high number is bad, as it means lots of websites will be competing with you.

The competition figures are on a scale from 0-100. A figure of 100 means lots of competition, so it will be difficult to rank on the first page of Google’s results for that keyword.

If you’re new to keyword research, remember that high competition figures are bad.

**Live Competition**

If you want to attract traffic from Google, it’s not enough that your site ranks well. It has to rank really, really well (you want to appear in the top three results).

Here’s why. Google shows 10 results per page. Most searchers will click on one of the top few results (most likely, the first result) on the first page. If your site ranks at the top of the Search Engine Results Page (SERP), it’s likely you’ll attract a third or more of the traffic for that keyword.
Below the first few positions, traffic drops off quickly. If your site ranks in 11th position, for example, it will appear on the second page of Google’s results and attract very little traffic (think 1% or less).

So, for any keyword, you’ll want to know your chances of ranking on the first page of Google’s results.

That’s why, in the Keywords tool, it’s possible to collect ‘Live Competition’ data for up to 30 keywords at a time.

The ‘Live Competition’ figure gives you a second opinion, using a lot more data, about the competition you’ll face from the sites that rank on the first page. It assesses the sites that appear in the top 10 positions in Google’s results and gives you a clearer idea of how difficult it will be to attract traffic for that keyword.

The Live Competition results are compiled using data from various sources including Alexa, MajesticSEO and the pages that already rank for the keywords you’re examining. We assess the competing sites using the same criteria as Google:
Chapter 2 | Finding keywords

**Relevance** - How relevant is the competing site?

**Strength** - How many other authority sites link to your competitor?

**Trust** - Does Google trust the site?

Then give you a result from 1-100. A high number means it will be difficult to rank on the first page of Google’s results.

The numbers you see will change over time, reflecting changes in Google’s search results.

**KEI - Keyword Effectiveness Index**

KEI is one of the quickest ways to find keywords with potential - that is, those keywords which are likely to help your site attract more traffic.

It looks like this:
It's a banded metric, so you'll see KEI results ranging from 1-100.

It's still important to look at the numbers as relative values inside a niche - what might be a good KEI for one keyword may prove not to be so useful inside another niche - so do look at the relationships between the figures in this column rather than just relying on pure numbers.

So how do we use KEI? Simple! Look for a high KEI. In the Keywords tool you can sort the column by KEI just by clicking the column header. You'll see the highest KEI figures at the top of the list. Next, look for the keywords that are relevant to your business.

**How do you find relevant keywords?**

Often, you'll find thousands of relevant keywords. You can't target all of them, but you can use the filters (on the right hand side of the page) to narrow down your keyword list:

You can include or exclude keywords that contain certain words (so if you’re looking at a list for chocolate, you can show (or hide) all the keywords that also contain truffle.)
Chapter 2 | Finding keywords

It's easy to filter out keywords with high competition (high competition is bad) or low search volume (bad again, a low search volume means the keyword gets little search traffic).

If you’re new to keyword research, use the filters to look for keywords that are popular (high search volume) and have little competition (low competition figure).

You can filter by KEI as well, and if you’ve set Targets in your list, you can filter to see just your targeted keywords.

**Content ideas**

Struggling for content ideas? Then you’re not alone. Lots of people find it difficult to know what to write about.

The [Wordtracker Keywords tool](#) can give you great ideas for creating content. Your site visitors are likely to have a ton of questions about all sorts of things. They want answers and many of them will go to a search engine to find them. When they do so, they often enter their entire question in the search box and hope to find a quick answer. By providing the answers to their questions, you’ll create interesting copy and pick up a lot of relevant traffic for your website.

You can tap into these questions in your market - just choose the Keyword Question filter...
... and the Keywords tool will generate content ideas by showing you the questions people are asking in your industry.

Now go through the results and pick out the questions that are important to your business and use them to create content. Once you’ve got your list of relevant questions, you can either create a blog post for each question or group the questions and answer several in one blog post.

In doing so, use the question as the main title in your content and decide on a secondary keyword that you might also use.

So, if I decide to write an article on ‘how to make chocolate’, I might decide that my secondary keyword is *chocolate recipes*. I would make sure that my article also mentioned ‘chocolate recipes’.

With the keyword questions tool, evaluate the numbers as you would any other niche. Look for keywords that get lots of searches. You know that people are asking those questions online – you can provide the answer for them.
Don’t just stop at *chocolate* - try using the Keyword Question filter on your other lists, and you’ll soon have a host of great content ideas.

**Multiple filters**

It’s not easy to identify the best keywords for your site when you’re choosing from lists of thousands.

You can use multiple filters to refine your lists, like this:

Once your filters are set up and refined, use the Targets column to flag keywords you’re interested in using. Just click the icon by a keyword you want to use. It’ll turn red, and the keyword will appear in the Targets box under the filters: see image on following page.
Chapter 2 | Finding keywords

When you export your list, we’ll remember your Targets for you. They’re easy to find in the .csv file you download.

Of course, you might want to get a second opinion on your niche. If you’re a subscriber to Wordtracker’s premium tool we’ve made this easy for you.

Just choose the Google option at the top of the list:
You’ll see your original seed keyword in the box on the left. Just click ‘Search’ and you can see all of Google’s suggestions and Search Volume estimates. Don’t expect to see the same results as you saw in the Wordtracker numbers. Each list is likely to report its own distinct keywords, and there are likely to be great suggestions in each.

You’ll notice that your Targeted Keywords are common to both lists. You can add Targets whether you’re looking at Wordtracker or Google data.

Any filters you set up are also remembered.

**So to recap quickly ...**

We’ve shown how you can:

- Build a keyword niche on the ‘Quick research’ page using either Wordtracker or Google data.
- Filter each list to find terms with high volume and low competition (using KEI).
- Set up keyword targets.
- Export your data so you can share it with colleagues or clients.

If you’re new to keyword research, it’s worth taking some time to use the ‘Quick research’ tool before moving on. And, if you’ve questions, please let us know at support@wordtracker.com

If you’ve got to grips with the ‘Quick research’ tool, we’ll move on to the next stage of working with keywords. We’re going to look at how to use the Keywords tool to create a clear site structure that Google will love.

**Step 2. Setting up a Campaign - organize your work**

Google loves clear, logical site structure. So you should create one.

The Keywords tool can help. You should start by setting up a campaign for the website you’re working on. The tool allows you to save your work in Campaigns, Projects and Niches, like this:
Creating your first campaign couldn’t be easier - just head to the ‘Keyword research’ tab and click on ‘Create Campaign’.

- Give your campaign a name.
- Include the web address you’re working with (www.website.com).
- Add a short description (the web address and description are optional but can be helpful later).

Next, you’ll be taken to your Dashboard.

**Projects**

Your Campaign can hold all the work you do for a single website. The work is broken down into Projects.

Starting a Project is really straightforward - you can do it with a single keyword.

Just click ‘Add new Project’, and give your Project a meaningful name.

Remember the *chocolate* research we did? We’ll start with that word (and an optional description), and you’ll be quickly taken to the Keyword Mapping page where you’ll see some keyword ideas (Keyword Niches):
Chapter 2 | Finding keywords

On the Keyword Map, you’ll see a Niche that contains your original seed term.

On the left of the screen, in the unassigned column, you can see some more Keyword Niches. These are suggestions. We’ve added them to get you thinking, but you can easily delete them if they’re not relevant.

Open a Niche and you’ll see thousands more long tail keywords:

The page is similar to the ‘Quick research’ page we’ve already discussed. You can work with it in the way we’ve described. And there are a couple of extra features worth mentioning.
Adding Keywords

You know more about your business than anyone else, so it’s likely you can think of relevant keywords that you’d like to investigate. You can easily add your own keywords (up to 500) to the tool.

Just click the ‘Add Keywords’ button, and type or paste in the keywords you’d like to add, one on each line.

A fresh search will take place, and we’ll add any keywords that aren’t already in your list (duplicates are annoying) and update it for you.

Creating Sub-Niches - drilling down into keywords

As we mentioned, Google loves well organized websites. So will your users.

If your site architecture and internal linking make sense, it will be easier for search engines to find and index your pages and, more importantly, for your visitors to navigate through your site.

Wordtracker’s premium Keywords tool helps you create a clear site structure with the minimum of effort. Let’s say you have created a category page on your site that’s dedicated to selling guitar strings. You’d like to add more pages and are looking for relevant long tail keywords you can target.

When you find a keyword you want to target (classical guitar strings), you can create sub-niches really easily. The screenshot below is from a list based on guitar strings.
Let’s say you wanted to investigate the *classical guitar strings* niche.

Click the ‘Add Niche’ icon. You’ll see the ‘Sub-Niches’ box populate (it goes green). In a single click, you’ve created a new niche. Close the window and you’ll return to the Keyword Map. You can see that the Niche has been created in a sensible position in your architecture:

See how easy it can be to set up the architecture for a whole site, or a category of a site? And it’s quick and simple to grow this Keyword Map using that handy ‘Add Niche’ button:
We'll go into Keyword Mapping in more detail in Chapter 6, but hopefully this basic outline will help you get started. If you've any questions, please let us know at support@wordtracker.com.

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 that are not immediately obvious. There's more work to do - so let's take a look ...

### Step 3. Find words that are related to your original keyword

Successful sites will attract traffic from many thousands - often millions - of keywords. So, it's a good idea to broaden your research and look for keywords you might not immediately think of.

Let's take our chocolate example. Our task is not to find keywords that contain the word chocolate. In fact, it's just the opposite - we want to find relevant keywords that don't contain the word chocolate.

The reason for this is to extend your thinking about how you optimize your pages, and the content you create. After all, if you're only targeting chocolate you're missing the opportunities presented by truffles, hot fudge and candy.
Chapter 2  |  Finding keywords

The Related Keywords tool can help you find keywords that you’ve not thought about that could bring more traffic and business to your site. It will help you unearth whole niches you would otherwise miss.

In Wordtracker’s premium Keywords tool go to ‘Get Related Keywords’ on the Keyword Mapping page, and enter the word chocolate (if you’re selling chocolate).

Wordtracker searches websites that rank well on search engines for the search ‘chocolate’ and extracts the phrases that those sites use. You’ll find relevant keywords such as truffles, caramel, candy, confectionery, gifts, gourmet sweets, and so on.

You’ll find lots of keywords that you might not have considered before - lots of terms that your potential site visitors are using in their searches.

Read through the list of related keywords and pick the ones that you feel are relevant to your business - either products or services that you provide, or relevant topics that you can produce helpful good quality content around.
Your input and insight are required: Wordtracker is not a machine that churns out a list of keywords that will automatically bring you traffic and success. If that was so, everybody would get the same results. Rather, Wordtracker is a tool that allows you to find your best keywords.

So from the list of related terms you might pick candy, caramel, cookies, gift baskets and truffles, using the ‘Add Niche’ feature that we saw earlier.

**Step 4. Use the Related Keywords tool to generate many more relevant keywords**

Now, for each of the words you choose from the Related Tool, you can repeat this process of searching and creating new Niches. Just enter a choice keyword into the search box, and every time you search, you can create new Niches.

By following these easy steps you can quickly generate hundreds - or thousands - of relevant keywords that reflect the different Niches and their subtleties within your marketplace.

On the next page you can see the chocolate project I created in just a few minutes’ work. I’ve got 13 different Keyword Niches, each containing up to 2,000 Wordtracker keywords. And I can get up to 800 keywords from Google for each Niche as well.

But I’m not done yet, this is just the start - to build a site that will attract traffic you should have at least five categories, each of which should link to several content pages.
Keyword research doesn’t stop

Most people will do their keyword research on a single basic term and stop. And, most people will do their keyword research once - perhaps when they are building their website - and then forget about it.

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

If you want to be a successful keyword researcher:

1. Regularly check your keyword counts using Wordtracker’s Keywords tool. Counts can go up and down over time, and keywords can become more (or less) popular.
2. **Continue to add keywords to your Projects.** The more money-making keywords there are on your site, the more profitable your online business is likely to be.

3. **Monitor how well your keywords perform.** You’ll get results from keywords that bring:

   - Good traffic and good conversions (these are the words people use when they are in buying mode).
   - Low traffic but great conversions (these are the words that represent buying behavior in niche markets).
   - Good traffic but poor conversions (these are the words people use when they are in research mode).

Meanwhile, if you’d like to set up a Wordtracker subscription we’re offering a [free 7-day trial](#).

It’s a chance to [try the tool](#) and work through some of the examples we’ve outlined in this chapter.

**Take the free trial**

In the next chapter we’ll investigate some ways of finding different types of keywords for your site.
Understanding a keyword’s structure

Chapter 3

What are your customers really searching for? Let’s find out ...
Keyword research allows you to find, assess and target the best possible keywords for your website. In this Chapter we look at how keywords are structured, so you can find better keywords more quickly.

**So what is a keyword?**

As we saw in Chapter 1, the term ‘keyword’ most commonly refers to the words people use when they search. this might be a single word or a phrase.

Someone might search using the keyword *restaurant*, for example:

![Google search for restaurant](image)

Or they might be more specific and search for *restaurant discount online*:

![Google search for restaurant discount online](image)

In both instances the word or phrase being used to search is known as a ‘keyword’. Elsewhere, you might see a collection of words referred to as a ‘keyphrase’. It means the same thing, but at Wordtracker, we usually talk about a keyword.
Head, modifier, tail

A little analysis can tell us a lot about what a searcher is really looking for. Once you know what the searcher wants, you can provide relevant content on your site.

Let's take a look at that longer phrase, *restaurant discount online*. The keyword consists of three terms:

*restaurant* + *discount* + *online*

This can be broken down into three core elements:

head | modifier | tail
*restaurant* | *discount* | *online*

The head

*Restaurant* is the head of the keyword, this is the focal point of the user’s search and what the rest of the keyword relates to. Whether the user searches for *restaurant discount online* or *luxury restaurant* we know they’re searching for a restaurant.

The modifier

The modifier is a term which can be interchanged with other words in order to change a single aspect of the keyword’s meaning. Unlike the head of the keyword it will not alter the type of the search.

Typical keyword modifiers are things like:

- locations
- brands
- styles

In this example, ‘discount’ is the modifier:

*restaurant* | *discount* | *online*
head | modifier | tail
So, how do we distinguish between the head term and the modifier? Well, if you were to change the word ‘discount’ to ‘critic’ it would fundamentally change the meaning of the search, or the type of search. It would now form part of the ‘head’ of the keyword.

*restaurant critic | online*

head | tail

The searcher is no longer looking for a restaurant. The subject of the search has changed.

Bear in mind that different modifiers are relevant to different types of customers. Someone searching for ‘discount’ or ‘offers’ is likely to be looking for a less expensive product than someone using a modifier like ‘luxury’.

Your understanding of your market - and the products you offer - is important. Only you can know which type of customers you are targeting.

**The tail**

The tail of the keyword clarifies or adds further detail to the head term. Yet, it doesn’t fundamentally change the searcher’s intent. In our *restaurant discount online* example, the use of ‘online’ suggests that the searcher is looking for discount codes that can be found online.

A keyword where these three elements - head | modifier | tail - are used is often referred to as a ‘long tail’ keyword. Some examples of [long tail keywords](#) include:

*restaurant | discount | online*
*dog training | best | Chicago*

head | modifier | tail

A keyword may also be referred to as long tail where only the head and tail of the term are used. Here’s another long tail keyword that contains no modifier:

*directions to restaurant | from Manhattan*

head | tail
Order doesn’t matter

It’s worth mentioning that order is unimportant. The head, modifier and tail of a keyword are named according to their properties, not according to the order in the keyword they occur in. The head of the keyword may not be at the start and the tail may not be at the end. So, a searcher might type:

online restaurant discount

tail | head | modifier

In this case, the tail comes at the start of the keyword. Your keyword research will tell you which combination of words have the most potential in your industry.

If you already have a website that attracts traffic you can use Wordtracker’s Strategizer tool to find the keywords that already bring you traffic and sales. Use Strategizer to look for modifiers that convert well and try applying them to other popular keywords in your market. You can try it for yourself with a free 7-day Strategizer trial.
How to choose your primary and secondary keywords

Chapter 4

You’ll soon discover thousands of relevant keywords. How do you choose the best?
Once you’ve started researching your keywords you’ll probably find thousands that you could use on your site. As you’ll most likely not have the time to target all of them, you should have a method for choosing the best ones.

A clear, well-organized site structure helps Google find your content and makes the navigation of your site easier for your customers. We discuss site structure in more detail in Chapter 6. But here are some quick guidelines to consider when creating new pages:

• Organize your pages into categories.

• Each page should be targeting one keyword. Don’t target the same keyword on different pages.

That organization is your site structure. Always get your site structure right before you start creating content.

Below, we’ve shown a simplified site structure with three categories and three content pages in each category, though it’s likely you’ll have more. In Wordtracker’s Keywords tool, we’d represent those pages like this:
Find your keyword target

The keyword you target on each page will determine whether that page has the potential to attract traffic. That’s why keyword research is important: pages with well chosen keywords have more potential to attract traffic to your site.

Start by mapping one target keyword to one page. (Later, we’ll break that rule by targeting secondary keywords).

Before you choose which keyword to target, identify the main theme of the page in question. The theme is the subject of your page, so write your content to reflect it. Google likes relevant
content and directs users to relevant content, so there’s no point using keywords which aren’t relevant to your theme.

**Example of good website copywriting**

Continuing with our *chocolate* keyword study, let’s start with an example of a well written and highly ranked website. I’ll go to Google and do a search, say for *dark chocolate recipes*. At the time of writing, here are the results:

![Google search results for dark chocolate recipes](image)

See how most of the titles of the top organic searches include the search term *dark chocolate recipes*. The words that appear in the title (such as ‘BBC - Dark Food - Dark Chocolate Recipes’ in the example) are completely within your control.
This title tag can be up to 69 characters, and it is the most important place to put your primary keyword.

So, what else can we learn from sites that are already successful in the search engine rankings?

When we take a closer look at the words (known as the ‘copy’ on the website), you can see that besides using dark chocolate recipes in the title, and the headline, variations on the keyword phrase are also used in linking text and throughout the body copy.

The person writing this copy knew what they were doing. The website copy provides information for the reader and answers questions plus it has the primary keyword woven throughout to capture the attention of the search engines.

Let’s look at title tags and web copy in more detail.
Using keywords in your web copy

Here are the steps you’ll go through to create a piece of web copy:

1. **From the keyword lists you have chosen for your site, pick a primary and a secondary keyword** that you’ll want to rank well for with the article or web page.

2. **Write the title of the article**, making sure that you include the primary keyword in the title (preferably near the beginning). You can also try to fit in the secondary phrase but if you find it hard to do so and still maintain good English, then don’t worry about the secondary keyword in your title. Keep the title to 69 characters or fewer.

3. **Write the description tag using both the primary and secondary keywords.** This should describe what the article or web page is about and should be 160 characters or fewer. Your goal is to entice the searcher to choose your website over the other listings on the search engine results page. The description is a marketing opportunity to grab attention.

4. **Write the first paragraph of your article or web page as an overall summary** and include both primary and secondary keywords. If you’re not sure about how to do this, study good newspaper writing. You’ll find that journalists tend to summarize the story in the very first paragraph. Your most important information goes first. Remember, you only have about 8-10 seconds to let your reader know they have come to the right place and that your information is the “answer” they are searching for.

5. **Next, map out the structure of the article**, writing a heading and subheading that each contain keywords. Not only does this help you write good search engine copy, but it focuses your mind on what you really want to say, and the quality of your writing will improve.

Choosing primary and secondary keywords

1. **Using the ‘Keyword research’ tool**

Let’s look at an example of how to find your keyword targets using [Wordtracker’s Keywords tool](http://www.wordtracker.com).
Let’s pretend I own a website which sells laptops and laptop accessories, such as laptop chargers. There are lots of different types of laptop chargers, so I’ve created a category within my site for laptop chargers. I want to find the best keywords for that category page.

Let’s look at an example that will show how best to find your keyword targets.

I can either map the structure of my site using a spreadsheet (which can be time consuming) or within the Wordtracker Keywords tool (much faster).

Here’s how the site structure might look in the Keywords tool. Each page is mapped against the theme or main purpose of that page.
We can see in the image on the previous page that:

- Level 1 represents the site’s home page: we’re targeting *laptops*.
- Level 2 represents the site’s category pages: you can see *laptop chargers* is the first category in the list.
- Level 3 represents the product page or sales page for each brand of charger.
When I open the laptop chargers niche I see terms such as:

- laptop chargers
- toshiba laptop chargers
- laptop 4 pin chargers

Which are the best keywords to target for my page?

I can see from the above image that laptop chargers gets the highest volume of searches (204) and as it’s the main theme of my page it would be sensible to target this as my primary keyword.

The Competition figure of 60 shows that there are lots of well-optimized sites competing for traffic from this keyword.

If you’re starting a new site, it’s unlikely that you’ll get much traffic from such a competitive keyword, but you should still include the keyword in your site structure. Once your site becomes more established, you could start attracting traffic from the these more popular terms.

(We looked at how to use Wordtracker’s volume and competition figures to choose your keyword targets in chapter 2, so we won’t cover that in any more detail here).

Looking at the results in the list, there are lots of keywords that relate to specific brands of laptops. I’ll be targeting these terms on my product pages, so they’re not suitable for a category page. On the category pages I want to target keywords that are not brand specific.

My guess is that laptop car chargers and wind-up laptop chargers are the best choices from the remaining keywords. This gives me a total of three terms that I will target on this page.
Primary keyword

- *Laptop chargers* has the highest volume (it’s searched for more frequently) and is the head keyword. This will be my primary keyword.

Secondary keywords

- *laptop car chargers* and *wind-up laptop chargers* have lower volumes (they’re searched for less often). So, these will be my secondary keywords.

So, I’ve found my targets in the [Keywords tool](#), and I’ll select them as shown on the right hand side of the image below:

![Keywords tool screenshot](#)

When I start creating my content, I’ll know which keywords to target.
2) Using the ‘Quick research’ tool

Let’s look at a another example. I am using the ‘Quick research’ tab to find the best keywords for a page about *used cars*.

On the following page you’ll see the most popular keywords (those with the highest volume) within the group.

The screenshot above shows the *used cars* keyword niche. This is also the most popular (highest volume) keyword. So, I will take *used cars* as my primary keyword.

In most circumstances the most popular keyword should be your primary keyword as it has the most potential to attract traffic.

You definitely want to choose one primary keyword, but you might also choose two secondary keywords. As in our previous example the keywords should be a close match to the content of the page and I’ll not be including brand terms, as I will use these on my product pages. Looking at the remaining keywords, *used cars for sale* is relevant and popular, as is *cheap used cars*. These will be my secondary keywords.
How to write a proper page title

When composing a page title there are three main aspects to remember:

- Length
- Keywords
- Advertising

Let’s go through these in a bit more detail:

Page title length

The length of the page title is key. Google will only show 69 characters within the results and will cut off anything above this. Importantly, Google will not pay attention to the keywords which are over this limit. This example is taken from an old Wordtracker article, where google has cut off the end of the title.

Looking at the code we can see what’s happened:

The code seems fine, but by counting the characters we find that the title is 70 characters long. That’s just one character over. But Google has cut a word off the end, and just because we’ve included one more letter than we’re allowed.

You want your titles to make sense to the reader. Within Wordtracker’s Keywords tool, the Title and Description Wizard will help you keep count of the number of characters you’ve used and let you know when you go over.
Let's have a look at the Wizard. To open it up, just head to the Keyword Map. From the Niche you want to work on (remember, each Niche represents a page on your website), open the drop-down menu and choose ‘Title and Description Wizard’.

The Wizard will open. You’ll be able to see any Targets you’ve set. And you’ll be able to enter your title copy and your description.

**Keywords in your page title**

Placing your keywords in the page title can help you rank better for those terms, so it’s really important that they are included.
Within the Title and Description Wizard we pull in the keywords you have targeted within that niche. As you include the keywords we check (tick) them for you and any words you’ve forgotten to include are underlined. (See image on previous page.)

**Advertise through your page title**

Always remember that the page title is part of the advertising for your site. It's usually the very first impression people have of the page as it is shown directly in the search results.

If you try and stuff in as many keywords as you can without paying attention to how the title reads it won’t be attractive to the human user.

And if Google detects the result has a poor clickthrough rate then it may choose to lower your ranking, so there’s no point in building a title just for the search engines.

A great way to split up the keywords within the title is by using a pipe symbol (|): this helps to keep under the character limit.

Or combine keywords so that, for instance, if you had the keywords *keyword research* and *keyword research data*; you could write:

Keyword Research Data | Wordtracker

You don’t have to use a pipe to separate keywords, but steer away from using non-uniform characters, like stars, in order to make your result stand out. Google can choose to penalize sites that do this.

If you want to make it stand out more, capitalize the first letter of important words. While capitalizing the entire title will not look good, capitalizing the first letter of the important words can read well and draw attention to the result.

It’s also a good idea to include some branding in the title as it reinforces who the result is from (even if people don’t click on the result they may still see the search result).

Placing the branding at the end of the title works well as, firstly, your keywords will stand out at the front and secondly it means that if you do creep over the character limit it’s this element that is cut and not your important keywords.
Creating a good page description

The page description can be found below the page title in the search results, see image on the following page:

It’s taken from the meta tags within the page. Meta tags are simply bits of code which carry additional information to that which is displayed within the browser. Meta tags will only be visible in the source code of the page and in Google’s results. (Within most browsers you can right-click and select ‘view source’ to see the source code of any web page).

The page description should be a summary of the information found within the page, so that you can gain a quick impression of what you are likely to find when you click through from the search results.

The core elements to remember are:

- Length
- Summary
- Brand
- Call to action
Length of your page description

The length of the description is restricted to 160 characters - any more than this and Google will cut words off the end. Of course, this doesn't look good and can mean that if you include vital information within the text beyond this limit, it won't be shown.

The Title and Description Wizard has a character counter to help you with this.

Page summary

The description must provide a proper summary of the page.

Stuffing the description full of keywords is not likely to help. Although Google will show keywords relevant to the search in bold within it, this has no direct influence on rankings.

However if the searcher doesn't know what they are clicking through to they are unlikely to click on the result and that can damage your rankings as having a poor clickthrough rate is a negative signal for Google.

Advertise your brand within the page description

Make sure that you include your brand within the description. This reinforces who the result is from and helps to build brand awareness. Even if someone doesn't click on the result they are still seeing your 'advert' and its branding.

Include a call to action

Including a call to action can help to increase the clickthrough rate from the search results. More people clicking on the results means more visitors. It also sends a positive signal to Google which can improve your rankings.
A call to action is text that encourages the user to click on your result, for instance:

“Find out more online today”

Putting a time frame within it makes the call to action stronger: “Find out more today” is much more persuasive than simply “Find out more.” Here’s an example of a description with all these elements:

“Writing the perfect description tag for SEO can be difficult. Here is the Wordtracker guide to getting it right. Find out more online today.”

Once you’ve set a title and description for the niches in your keyword map, just use the map’s ‘Export’ button at the top right, and you’ll see all the information you entered, sensibly organized and all ready for you to copy out into your content management system or html code.

[Try the wizard out today](#) and speed up your workflow.

**Free trial of Wordtracker’s Keywords tool**

The more relevant keywords that you rank well for, the more business you will do. You can start researching keywords today with a free 7-day trial of Wordtracker’s Keywords tool.

[Take the free trial](#)
How to narrow down your keyword list

Chapter 5

“Be sure you positively identify your target before you pull the trigger.” Tom Flynn
In this chapter we’ll explain how to narrow down your list of keywords so that you’re targeting just a few on each of your web pages.

**Consolidating your keywords and increasing traffic**

Any good keywords tool will provide thousands of keywords suggestions for any niche. From that list, we suggest that you choose just 2-3 keywords for each page on your site.

In Chapter 2 we looked at how you can use Wordtracker’s filters to narrow down your keyword list.

Often, a filtered list will still contain more keywords than you could possibly target. It’s often necessary - and always wise - to use common sense when choosing keywords. Below, we’ve listed some common sense suggestions for finding prime keywords with great potential.

Google wants to provide searchers with relevant content. So, it uses a complex algorithm to deliver the results it thinks you want. Understanding how Google chooses its results allows us to narrow down a keyword list.

Let’s use the following as an example of a list that we want to narrow down:

*used cars for sale*
*used car for sale*
*for sale used cars*
*used cars sale*
*second hand cars sale*
*second hand cars for sale*
*second hand car for sale*
*second hand cars for sale*
*cheap cars for sale*
*cheap car for sale*

1. **Stop words**

Our first common sense filter will look at stop words. These are terms that we use to make things read well and sound like real English. Google will ignore them as they don’t affect the meaning of the search.
Typical stop words are:

- in
- how
- and
- when
- if
- or
- the
- it

Most of the time, a page targeting a keyword that contains a stop word (such as used cars for sale) should be able to rank for the keyword when it has no stop word (in our example, used cars sale).

The exception to this rule occurs when a stop word is intrinsic to the meaning of the phrase. Search Google for Shakespeare’s famous phrase, To be or not to be, which consists entirely of stop words and you’ll see lots of relevant results:
As we can see, Google tries to consider the user’s intention when delivering its results. So we should do the same. As a user I want to find web pages that are well written - in proper English. So when confronted with two keywords that are identical except for the stop words, choose the term that’s easier to read.

If we apply this thinking to our list, we can remove the keywords in red:

- used cars for sale
- used car for sale
- for sale used cars
- used cars sale
- second hand cars sale
- second hand cars for sale
- second hand car for sale
- second hand cars for sale
- secnd hand cars for sale
- cheap cars for sale
- cheap car for sale

Great, so now our list is a couple of keywords smaller, but we can still narrow it down a bit more. To do this let’s look at plurals.

2. Singular and plural keywords

Singular and plural terms are largely treated as the same by Google. Rank for the singular (used car) and you are likely to rank for the plural (used cars), too. So:

- Look at your keyword list and identify the keywords - singular or plural - that gets more searches.
- Choose the keyword with the higher volume.

In our example, plural searches are more popular (high volume). So, we’ll get rid of the terms with the lower volume:

- used cars for sale
- used car for sale
- for sale used cars
- second hand for cars sale
Of course, if you notice that Google is presenting radically different results for the plural and singular versions of a keyword, you’ll have to decide which version you’re going to target.

3. Miss Spellings’ improper English

Frequently, users mis-spell or mis-order keywords when they search. Google has got better and better at identifying when this has happened.

Nowadays, Google just shows the results that it thinks users want and gives the option to view the results for the actual search.

You can see an example from Google’s results below. The user has misspelt second as secnd. Google recognizes the mistake and shows results for the correct spelling:
Google removes misspellings from its searches. So we should do the same to our keyword list:

- used cars for sale
- for sale used cars
- second hand for cars sale
- second hand cars for sale
- cheap cars for sale

### 4. Make sure your keywords are easy to read

Our final common sense tip is to identify keywords that are easy to read.

Where two keywords contain the same words but in a different order, do not target both keywords on the same page. This can look like keyword stuffing, which Google hates.

It is likely that one variation will appeal more to the reader, as it will be easier to read. This is usually the more popular (higher volume) variation. So, choose that one.

It is likely that targeting one term will also capture traffic for the other.

If a keyword uses words in an order that seems illogical yet has the higher volume, try a Google search for that keyword. The results Google delivers may give you some clues about why.

Let’s use this piece of logic on our list and remove the term in red:

- used cars for sale
- for sale used cars
- second hand for cars sale
- cheap cars for sale

This now leaves a list of three keywords, which can be used as the primary and secondary keywords for our page.

In this scenario I would choose *used cars for sale* as the primary keyword as it has the higher volume and gives the best description of the page’s content. I would choose the long tail keywords *second hand cars for sale* and *cheap cars for sale* as my secondary keywords.

We have now narrowed down our list of ten keywords to three by following some common sense logic and an understanding of how a search engine works.
There are always exceptions to any best practice methods, so watch out when you see different behavior from the search engines. A good way to check whether two keywords are likely to be viewed as the same is to Google them both (make sure you are using a private browsing window to avoid personalized search results). If the first 20-30 results match closely, it is likely that the terms can be combined.
How to create a Keyword Map

Chapter 6

Create a clear, well-organized site structure and Google will love you.
In this chapter we’re going to look at how to plan and display a clear website structure that Google will love.

If you’ve been following the process we’ve suggested, by now you’ll know how to find a list of target keywords. You’ll also know how to build a page for each of your target keywords. You’ll need to organize those pages into a site structure. Here’s how to get started:

**Step 1 - Getting started with Keyword Mapping**

Google’s search engine results (SERPs) list individual pages, rather than whole websites. Each of your site’s pages has more chance of getting to the top of Google’s results if it targets one primary keyword.

It’s important to map each of your target keywords to a page on your site. You must decide which page should be used for each target keyword.

The image below illustrates a simplified example of target keywords being mapped to different types of pages on a site:
Let's have a look at how that might look in Wordtracker's Keywords tool, for a simplified site that targets chocolate:

As we can see, there is a clear site structure. On the home page we're targeting the keyword chocolate. On our category pages we're targeting terms such as chocolate gifts, chocolate truffles, and dark chocolate. Just as importantly, our visitors (and the search engine robots) can find a logical path from the home page through the site.

Each individual page should target a primary keyword. We'll make sure the page is well optimized and we'll try to attract quality links from other sites. This will improve our chances of ranking for our target keywords.

**Setting up your website structure**

The Keywords tool can help you speed through the process of setting up your website architecture.

You can create a keyword structure for a site that already exists (even if the pages aren't well optimized yet), or for new pages that you haven't yet created.
Chapter 6 | How to create a Keyword Map

The first thing you’ll need to do is to set up your work in an organized way so that you can keep track of it. There are four levels you’ll need to consider:

- **Campaigns** - you’ll probably want to set up a Campaign for each website you manage.
- **Projects** - use Projects to manage your work. You might create a new Project for each country you work in, or for different sections of your site.
- **Niches** - each page on your site should target a Keyword Niche (a group of keywords).
  What’s a Niche? Well, a Niche is a group of keywords all containing the same keyword - so *white chocolate truffle, best chocolate truffle, sweet chocolate truffle* and *chilli chocolate truffle* are all part of the *chocolate truffle* Niche.
- **Keywords** (by now, we know what keywords are, right?).

**Step 2 - The Keyword Map**

When your new Project opens, you’ll see something like this:

![Keyword Map Screenshot]

Each of the keywords shown in the screenshot above represents a Keyword Niche. When you open the Niche, you’ll see all the relevant keywords from the Wordtracker database. Open the ‘dark chocolate’ Niche and you’ll see all the keywords containing *dark chocolate* - such as *dark chocolate benefits, dark chocolate facts, dark chocolate gifts,* and *best dark chocolate.*
You can drag relevant keywords from the ‘unassigned’ lane into the map. For example, you might create a new Sub-Niche, a page for *chocolate gifts*:

![Keyword Map Diagram]

**Step 3 - Create a sitemap by dragging keywords into the Keyword Map**

Once your Keyword Map is open, it’s easy to start setting up your site architecture. A short video explains this better than a picture, [so here’s how to start](#):

![Video Screenshot]

**Step 4 - Create new Keyword Niches**

It’s easy to open a Niche to find more keywords. Click the arrow button on the right of a Niche icon and choose ‘Open Keyword List’.
You’ll then see your Niche open Keyword List on the screen, with your Wordtracker list already prepared. Here’s that chocolate Niche:

![Diagram of chocolate Niche]

Just click the ‘Add Niche’ icon in the list (that right hand column) to add a new Niche to your Keyword Map. If I click the icon alongside chocolate cake, we can see that it’s added to the correct place in my architecture.

You can repeat these steps as many times as you need to. Eventually, you’ll end up with a map that starts to look a little like this:

![Diagram of keyword map]

Your own site will take its own shape. If you’re building a new site we recommend that you should aim for three levels on your site (these might be the home page, category pages, and product pages).

You’ll notice that the left hand bar on each Niche has a color - a gray bar means the Niche hasn’t been opened yet. A red bar means that the Niche has been opened, but there are no targets set. A green bar tells you that you’ve set targets for this Niche.

Another great feature of the Keyword Map is the Export function. Once you’ve set Targets in each of your lists, you can export the entire list to one file which contains all your Niches and target keywords, along with search volumes and competition metrics:
You can then use this as a reference for mapping keywords to pages. Or you can share it with your client or your team - they’ll have a great overview of the keyword planning for the site you’re working with.

**Keyword research doesn’t stop**

Once you’ve completed your Keyword Maps, identified your targets and exported the data, don’t stop.

There are always other Niches you could target - have you used the ‘Get Related Keywords’ search to find them? Do you have the best keywords for all of your pages? You should regularly revisit the work you’ve done - search volumes change over time, and you want to make sure you’re not missing out on new terms.
Now, we’re going to show you how to speed up your keyword research
In this chapter we’re going to look at keyword modifiers - and how they can help speed up your SEO campaigns. If you’re new to SEO or working on a small site, you might want to skip past this chapter, as we’ll be looking at techniques that are best suited to larger sites.

As the web has developed, so has the way in which websites are built. We are now able to build sites with thousands of pages more quickly than ever before. Using some clever programing we can create sites with dynamic content that reflects visitors’ intentions.

**How to use modifiers**

The use of dynamic sites has led to an increase in the size of many websites. No longer restricted by flat structures, sites can include many thousands of pages.

Often retail sites will have multiple product pages and will present them dynamically. In order to maximize the effectiveness of these pages we still need to apply keyword research and optimization techniques. However this is not practical on a page by page basis.

By understanding how to apply keywords with modifiers across these pages we can dramatically reduce the amount of time it takes to optimize the site whilst increasing the potential visibility of each page.

We covered the basics of a keyword’s structure in Chapter 3. Here’s a quick refresher:

- A keyword can have up to three parts - the head, the tail and the modifier.
- The head and the tail of the keyword apply directly to its meaning.
- The modifier applies to a single aspect of the keyword.

To give an example, if the user is searching for *cheap restaurant in venice* then the keyword would be made of the following elements:

```
tail | head | modifier
cheap | restaurant | in venice
```

Changing this to the term:

```
tail | head | modifier
cheap | restaurant | in italy
```
would not overtly change the meaning of the search. The search is still looking for a cheap restaurant. But, the searcher has modified the search - by amending the location they are looking for.

This is how the modifier gets its name. The search term is modified to change a single aspect of the search without changing its overall meaning.

**Modifiers and search volume**

A key part of understanding the modifier is understanding how it affects search volumes. Take the following example keywords:

- restaurants in new york
- diners in new york
- restaurants in chicago
- diners in chicago
- restaurants in miami
- diners in miami

Use the ‘Quick research’ tab in Wordtracker’s Keywords tool to check the search volume for each of the above groups of keywords in Google, using the most accurate ‘Exact match’ setting.

Simply enter your keywords into the Seed box, change your ‘Match Volume Type’ if necessary and click on ‘Search’:
The results shown for the different locations reveal a pattern. No matter which location modifier is used, the term *restaurants* produces a higher volume of searches than the term *diners*.

The keyword with the greater volume always contains restaurants. So, we might choose to target those terms.

Let’s take a look at a different example.

Let’s imagine you own a website featuring reviews of things to do in US cities. The site structure for a city might look like this:
Discovering the best keywords for an individual city might not be too daunting. However, if you had 100 cities to research then the task becomes much more difficult.

In the above example, the keywords are unique to Chicago. So, we’d be targeting keywords such as going out in chicago, restaurants in chicago, etc. By understanding that the location is the modifier, you can create keywords for each of the other cities you’re targeting.

So the keywords I have chosen for the group “Going out” are:

- going out in chicago
- things to do in chicago
- chicago activities

I can now identify the modifier within each of these locations:

- going out in [location]
- things to do in [location]
- [location] activities
All I need to do now is swap the [location] element for the correct city when I optimize each page of the site.

This can only be done where the keyword is generic and not specific to the location. For instance *Bobs restaurant in Chicago* relates to a specific place in Chicago. Changing the word Chicago would mean that the keyword is no longer relevant to the location.

**Brand modifiers**

Modifiers can be used in many ways, not just to change location.

Let’s look at a different example. If I had a website which sold bicycles, I might choose to use a similar technique across all the different bike brands:

Under each type of bicycle I will need to enter all the different brands that I stock for that item. Using a modifier can save time. Instead of performing the keyword research for each of the brands, I identify the brand I think is most popular for each category.

You can see above that I’ve added *cannondale* and *schwinn* which are popular bike brands.

This can be done by simply looking at the search volume for each of the brands in the ‘Quick research’ tool:
By taking the most popular brand for that category, I can target the best keywords. Using road bikes as an example, the keywords I may want to target are:

- schwinn road bikes
- schwinn mountain bikes
- schwinn recumbent bikes

I can break these keywords down, using Schwinn (the brand) as the modifier:

- {brand modifier} road bikes
- {brand modifier} mountain bike
- {brand modifier} recumbent bikes

Now I can apply this to all the brands, replacing the modifier with the relevant one. Notice this only works for brands within the same category. If I were to use these keywords in the BMX category it is unlikely they would be relevant.

Using modifiers as a technique is a powerful tool for creating large pieces of keyword research. Without them it is difficult to be cost effective when optimizing a large website or campaign.

It is also a technique best used in combination with manual optimization, as your most important pages on the site should always be optimized individually.
Using this method will allow you to get a large site optimized quickly so you can start to see benefits sooner. You can then work back through the site manually, reviewing pages and adjusting the optimization as necessary.
Building keyword rich inbound links

Give your search engine traffic a boost. Start link building.
Google counts the quality and quantity of links pointing at a web page to assess how popular it is. It presents the most popular, relevant pages at the top of its results.

The more links that point to a web page, the higher it will rank in the search engine results.

Links can come from other sites (external links) and from your own site’s pages (internal links).

In this chapter we’re going to look at how you can optimize your site’s internal links, and get other sites to link to you.

**Give your search engine traffic a boost**

Most of the links that come to your website will point to your home page and normally use your domain as the ‘anchor text’ (also called ‘linking text’).

The online bookshop, AbeBooks.com will usually be linked to using http://www.abebooks.com.

That’s because it’s the obvious way to give a link, and the people who are linking rarely give it a thought.

However, if the anchor text includes important keywords, then that can give you a significant search engine boost. AbeBooks.com sells used books and so would get a search engine boost for the keyword, *used books* if it was used in the anchor text pointing to their site. For example, ‘*used books from AbeBooks.com*’

So it would be useful to AbeBooks.com if they could persuade people not only to link to them, but to go one step further and use an important keyword in the anchor text.

Likewise for your site – if you can persuade people to link to you using important keywords in the anchor text, then you’re likely to benefit from higher rankings for those important keywords.

Thankfully, there are easy ways to influence the anchor text that people use when they link to your site.

**10 ways to influence anchor text**

Here are some practical ideas:
Chapter 8  |  Building keyword rich inbound links

1) Internal links. People can forget that keyword rich anchor text on your own site also gives you a search engine boost. So instead of using the generic ...

‘for more information, click here’

use ...

click here for our new gourmet chocolate range’

or even better ...

‘click here for our new gourmet chocolate range’.

The great thing about this is of course that you have complete control over the anchor text you use on your own site and so you can make sure they contain your important keywords.

2) Tell people how to link. You can influence the anchor text that people use simply by giving them the code to do so. For example:

If you’ve enjoyed this site, why not share it with others by linking to us? And we’d really appreciate if you’d include ‘gourmet chocolate’ in the linking text - just cut and paste this code:

<a href="http://www.OurChocolateStore.com">delicious gourmet chocolate</a>

This code will produce the link, delicious gourmet chocolate

Here’s the pattern to use for your own site:

<a href="http://www.YourSite.com">your important keyword</a>

Many people will respond to this type of request.

3) Contact people who already link to you. People who already link to you have shown that they like or are interested in your company. This gives you at least two opportunities to get keyword rich anchor text:

- You’ll find that they’re likely to be open to the idea of including an important keyword in the anchor text they use. A short email or telephone call is often all that is required.
Chapter 8 | Building keyword rich inbound links

- When you launch a special offer, new product or a publication, you’ll have an opportunity to contact them again and ask them to use a particular anchor text when linking to your new resource.

4) Use keyword rich directory listings. Many directories, whether free or paid-for, allow you to specify the anchor text that you use. Make sure you use a variety of keywords in the directory listings that you create.

5) Include keywords in the headlines of blog posts or articles you write on your own site. People who link to articles or posts on your site often use the title or headline as the anchor text.

So it’s a good idea to have keywords in there.

An article headlined, “Our Hot New Products” doesn’t tell search engines much about what type of products you’re promoting.

Much better to include a keyword as in “Hot New Mountain Bikes” – then search engines, people who link to you and people who come across those links are going to know that it’s mountain bikes that you sell.

6) Include keyword rich links in the signature boxes for guest posts or external articles that you publish. Writing good, original posts for external websites is one of the best ways to promote your site.

With such posts, you get to describe yourself and link to your own site. Usually that’s within your own control, so make sure the link includes an important keyword.

7) Include keyword rich links in the body copy of articles or guest posts that you write. Guest posts may refer to and link to your own products or to other posts that you’ve written on your own site. Many external sites will allow you to include a small number of links to such resources within the body of your post.

Make sure that any such links are keyword rich but look out for any restrictions or guidelines individual sites might have.

8) Include keywords in the names that you give to special offers, publications, contests, new products and so on. People invariably will use these names as the anchor text.

So if you run a gourmet chocolate site and you decide to run a contest, don’t call it ‘Grand
Recipe Contest’, call it something like ‘Gourmet Chocolate Recipe Contest’.

9) Use a keyword rich slogan or tag line. If you associate a slogan or tag line with your brand, some people will use the slogan when they link to your site.

10) Include keyword rich links in any press releases that you send out. Reporters and bloggers are very busy people who are usually working to tight deadlines. You need to help them by doing as much of their work for them as possible.

That means writing a good newsworthy press release that they can quickly edit to create their story. Include keyword rich links in the body copy and you increase your chances of a keyword rich link being used.

So while you can’t always control the anchor text that points to your site, you can often influence the keywords that people use. Link building is one of the most difficult - but most important - elements in successful search engine optimization. These suggestions are a great place to start – but the more creative you can be in using them, then the more keyword rich links you’re going to get.

Next steps

We hope you’ve found this free guide useful. If you did, please tell your friends about it:

In the final section, we’ll be discussing the power of long tail keywords. And we’ve an offer you won’t want to miss ...
Get $136 of SEO goodies when you sign up for a 7-day free trial

Throughout this book we’ve mentioned how Wordtracker’s Keywords tool can help you kick-start your site’s SEO. We haven’t gone into detail, because we guess you’d rather try it for yourself.

Which is why we’re offering a free 7-day trial. Start a trial today and we’ll also include $136 of bonuses - including SEO books, videos, and a training webinar.

Take the free trial

Or keep reading to discover how a premium Wordtracker subscription can take you beyond basic keyword research - and into a new realm of business prosperity!

Here’s what top online marketers are saying about the Wordtracker Keywords tool:

If you are serious about search engine optimization, then Wordtracker is an essential investment, a must have resource for any search engine marketing professional.
Danny Sullivan, Searchengineland.com

Wordtracker is a wonderful keyword research tool ... If you want more traffic to your site or just want to better understand what your market is looking for you should explore Wordtracker.
John Jantsch, www.ducttapemarketing.com

We found keywords for clients that no one is currently competing on, which is pretty cool ...
It is well worth the money.
Ian Spencer, http://clearwebservices.com

Simply put, Wordtracker gives you more of what you need to be seen online. For these and thousands of other results-minded marketers around the globe, our tool is an invaluable resource in the quest for coveted search engine rankings.

While free keywords tools like Google’s certainly have their place in the world of online marketing, they won’t give you the insights you need to generate more traffic, outperform your competitors, and multiply your profits.
Top 6 Reasons Why You Should Start a Free 7-Day Trial Today

Wordtracker Advantage #1: Get More Done in Less Time

Let’s face it - in today’s ultra-competitive business world, productivity reigns supreme. You need to make the best use of your time, each and every day.

How Wordtracker delivers: With Wordtracker’s intuitive, easy-to-use interface, you can generate thousands of powerful keywords in a matter of just minutes. That means getting your keyword research done faster - and putting the results to work sooner.

What’s more, Wordtracker enables you to build structured projects and lists quickly, saving you hours of tedious work. Every keyword list can be used to create a category on your website, and each individual keyword within a list can be used to generate compelling ideas for web content, articles and blogs.

The Wordtracker Keywords tool also enables you to map your keyword lists directly to your website, so you can be sure that you’re targeting the long tail effectively.

With a premium subscription to Wordtracker, you can create and save valuable projects and lists and access them from any computer with an internet connection - anywhere in the world, day or night.

Why Google's free keywords tool falls short: While Google allows you to find a limited selection of keywords, it doesn't give you the enhanced management tools that Wordtracker provides - nor does it allow you to generate so many keywords in such little time. In fact, if you’re using Google’s free keywords tool, finding 10,000 highly targeted keywords just might take you all day! Chances are that’s more time than you have to spare.

Wordtracker gives you enhanced tools to make your keyword research faster, easier and more effective. That means you can drive your website’s performance without sacrificing a substantial amount of your valuable time.

Wordtracker Advantage #2: It’s All About the Long Tail

No, we’re not talking about the primates at your local zoo. By “long tail”, we’re referring to the typically longer keyword phrases that are very specific to what your website is selling and what people are looking for. These phrases differ from the more basic, primary keywords that are heavily searched (cleverly called the “head”).
For example:

<table>
<thead>
<tr>
<th>Head Keyword</th>
<th>Long Tail Keyword</th>
</tr>
</thead>
<tbody>
<tr>
<td>mountain climbing</td>
<td>California mountain climbing tours</td>
</tr>
<tr>
<td>laundry detergent</td>
<td>environmentally-friendly laundry detergent</td>
</tr>
<tr>
<td>hardwood floors</td>
<td>recycled pine flooring</td>
</tr>
<tr>
<td>cribs</td>
<td>convertible wood baby cribs</td>
</tr>
</tbody>
</table>

The long tail of keyword research is absolutely fundamental to your online success. Because they have less competition from other websites, long tail keywords give you a much better chance of ranking highly in the search engines - and that means more visibility for your website.

And here’s even better news: the people who search online using long tail keywords are far more likely to become buyers! These specific keywords trigger significantly higher conversions than general terms and phrases.

**Something else that may surprise you:** The long tail of a keyword represents a far greater number of searches than the head. In a 2008 report, Bill Tancer, general manager of global research at Hitwise, revealed that for any given topic, the top 100 keywords account for just 5.7% of all website traffic - while long tail keywords account for the remaining 94.3%!
So what does the long tail mean for you? Target a large number of long tail terms, and you can generate lots of highly targeted traffic. According to SEO expert Mark Nunney, “To be profitable, most websites must rank well for hundreds of thousands of keywords (I would say millions, but I don’t want to scare you!).”

Since there are so many potential long tail combinations that searchers may use to find what you offer, you’ll likely need to create more pages on your website. Luckily for you, Google - the world’s most popular search engine - loves sites with plenty of pages, and tends to reward them with higher rankings!

**How Wordtracker delivers a long tail advantage:** For every search, Wordtracker gives you up to 2,000 keywords - so you can dig much deeper into the long tail of a primary phrase. And for every keyword you rank for, you’ll get more customers, more sales and more revenue for your business.

To get the most from any audience niche, you have to target the keywords in the long tail - not just the popular few. Wordtracker gives you more long tail keywords than any other keywords tool available today.

**Start a 7-day free trial today** and we’ll also include $136 of bonuses - including SEO books, videos, and a training webinar.

### Wordtracker Advantage #3: Keep tabs on your rankings

Sign up for a free trial and you’ll be able to track your site’s ranking on Google for up to 100 of your most important keywords.

**Why would you want to track your keywords?**

Well, for those people fortunate enough to rank well for our favorite keywords, it’s satisfying to see that they’re on page one of the results - but that’s just a bit of vanity. There’s a much more important reason than that warm feeling inside ...
Being able to see where you (and up to three of your competitors) rank for certain keywords can give a fantastic insight into how your marketing compares with other sites in the same market. You’ll want to know:

- Why are my competitors ranking higher than me for this keyword?
- Why have my rankings changed?
- What was the effect of last month’s work?

Here’s what we’ll show you:

- How many of your tracked keywords are in the top three pages of Google’s results.
- How many of those pages are shown in the results.
- The position of each page in the rankings.
- And which page is ranking for the keyword.

We’ll also send you an email when your report is updated. So, if your rankings have dropped, you’ll know right away. You’ll be able to take rapid remedial action - so that you don’t miss out on valuable traffic.

**Wordtracker Advantage #4: Be Privy to Rare and Valuable Competitive Data**

Keywords with a high search volume and a low level of competition can bring you a quick (and substantial) return on your investment. But without an accurate measure of competition for a particular phrase or term, you simply don’t get the full picture.

**How Wordtracker delivers:** Wordtracker has two competition metrics which let you uncover worthy keywords that are both popular and have a low level of competition:

- **Live Competition:** Instantly measures the level of serious competition for any of the 200 million keywords in Wordtracker’s database. Find out exactly how much work is needed to get on the first page of Google’s results.

- **KEI (Keyword Effectiveness Index):** Is a keyword really worth targeting? Use KEI to hone in on keywords with high traffic and low competition. But unlike the older version of the metric, the “new” KEI considers only real competition-defined as web pages with at least one inbound link containing that keyword in its anchor text.
Wordtracker can calculate these figures accurately because we’ve indexed over one trillion URLs. No other keyword research tool gives you access to such a vast database.

**Why Google’s Keywords Tool Falls Short:** Google’s free tool gives you the number of searches for a particular phrase or term (ie. its popularity), but gives you **no idea of how much competition you face.** Frankly, it’s not in Google’s interest to warn you about the competition, because they want you to buy ad space.

**Wordtracker shares keyword competition data liberally with its premium subscribers, enabling you to cherry-pick the most promising keywords for your online marketing campaigns.**

**Start a Wordtracker 7-day free trial today** and we’ll send you **$136 of brilliant bonuses - yours to keep, forever.**

**Take the free trial**

**Wordtracker Advantage #5: Target More Moneymaking Keywords with Our Related Keywords Function**

When you use the Wordtracker tool to dig deep into the long tail of a keyword, you get the most popular phrases that contain the seed keyword. In other words, a search on the term *chocolate* would include results such as *dark chocolate, white chocolate, milk chocolate,* and so on.

But **related keywords** are different - they don’t always include the original seed keyword. For example, a related keyword search for *chocolate* will return keywords such as *truffles, wedding favors,* and *gift baskets.* All great ideas for generating domain names, new product ideas, and captivating website content.
The top 10 searches on the term “chocolate” using Wordtracker’s related keywords function

**How Wordtracker delivers:** The Wordtracker Keywords tool offers you more related keywords than any other tool - up to 300 per search, as a matter of fact. This enables you to squeeze the most value out of every single term or phrase.

**Wordtracker Advantage #6: Get the Benefit of World Class Support**

Online success can’t be achieved in a vacuum. When you’re navigating the often complex world of search marketing, it helps to have a reliable network of expert resources right at your fingertips.

**How Wordtracker delivers:** Subscribe to the Wordtracker Keywords tool and you’ll get the best service and support available, including:

- Live chat or a call with a member of our knowledgeable support team.
- Free online training videos.
- A weekly webinar introducing you to the tool and its features.
- A wealth of how-to articles and advice in our free Wordtracker Academy.
At Wordtracker, our business is to help your business succeed. That’s why we provide live support as well as ample access to information that helps you get the most out of your keyword research.

Harness the Power of Effective Keyword Research - for Just $2 Per Day!

Effective keyword research is at the core of internet marketing - and can mean the difference between your success and failure. Whether you’re a web professional who wants to exceed client expectations - or a small business owner who wants to drive performance - Wordtracker helps you stay profitable by keeping you connected with what your customers want and need.

The cost of a Wordtracker subscription is just $69 a month - that’s just $2.26 per day. When you consider that a single keyword can generate thousands of new customers, you can see how Wordtracker is a smart investment that quickly - and exponentially - pays for itself!

Start a Trial Today and Get $136 Worth of Bonuses - Absolutely FREE!

That’s right - start a free trial today and get a collection of business-boosting bonuses that are only available from Wordtracker!

Take the free trial

Here’s what you get when you take a trial:

Bonus #1: SEO Made Simple (Value - $19)

Written by SEO guru Mark Nunney, this value-packed e-book introduces you to the need-to-know basics, such as how to:

• Find the right keywords for a new website.

• Plan and structure your site’s content.

• Get other sites to link to yours (an SEO must!).

• Create engaging content that people will link to and share.
Whether you seek more sales, response, conversions, or visits from the search engines, *SEO Made Simple* gets you off to a running start. The book is full of illustrations and clear explanations, making it incredibly easy to follow (even if you’re new to SEO).

**Bonus #2: Our “Profit from Keywords” Video Series (Value - $49)**

For the seven days of your trial, we’ll send you a video a day, each designed to help you get the most from our premium Keywords tool. These videos cover everything from starting your keyword research to optimizing your Google AdWords campaigns.

The series includes:

- **Video 1: Search engine success starts with keywords.** Learn how to optimize your website with keywords to achieve greater search engine rankings.

- **Video 2. Assess your market with keyword research.** Discover how to use keyword research to analyze your market and identify potentially profitable niches.

- **Video 3. How to build an effective keyword strategy.** Find out how to organize your chosen target keywords into lists that match your site’s structure.

- **Video 4. How to optimize your web content.** Learn how to effectively use your target keywords in page title tags, headlines, subheadings and body text.

- **Video 5. Pay-per-click (PPC) for testing and profit.** Discover how to create a lucrative PPC campaign using the Wordtracker Keywords tool.

- **Video 6. How to use keywords in linking text.** Find out how to maximize traffic by creating keyword rich links on your own website as well as in other sites' links to yours.

- **Video 7. Expand into new markets and beat your competition.** Learn how to use Wordtracker to continually refine your online marketing campaigns and improve your results over time.
**Bonus #3: Introduction to Keywords Webinar (Value - $39)**

This 45-minute webinar introduces you to the tool’s main features. You’ll learn how to:

1) Start your keyword research.
2) Search and save your keywords.
3) Evaluate the competition and choose your keywords.
5) Use the main Keyword Research tool to set up your campaigns.
6) Use Keyword Mapping to plan your campaigns.
7) Add keyword Niches to exploit the long tail.

We will give you clear insights and practical advice. It’s the same information you’d pay thousands of dollars for from a top SEO consultant – but you’ll be getting it for free!

**Risk Nothing with Our 100% Money Back Guarantee**

Between the benefits and the bonuses we’ve just outlined, trying Wordtracker today is a no-brainer. But we’re going to up the ante even further by throwing in a rock solid satisfaction guarantee.

You have absolutely nothing to lose by trying the tool. If in 30 days you don’t feel that our premium tool has brought you real value, we’ll give you every penny back that you paid - no question asked. That’s how confident we are that Wordtracker is the most powerful, effective, rank-boosting keyword research tool on the market today.

**Get it All When You Start a Trial!**

So if you’re ready to:

- Drive more qualified traffic to your website
- Create engaging web content that converts more browsers into buyers
- Come up with innovative ideas for new products and services
- Discover and pursue exciting new market niches
- Get a serious leg up on your competition
- Do it all more quickly and effectively than the free Google tool allows
... it’s time to take the next step and start a Wordtracker subscription today.

Remember: this offer is backed by our 30 day, 100% Money Back Guarantee. That means you have absolutely nothing to lose by trying Wordtracker now!