
KEYWORD RESEARCH BASICS

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The strategies in this report can be to generate a flood of traffic to almost any website.

However, what you do with these techniques is up to you. Because I don't know you, don't know your skills and – most important of all - don't know how persistent you'll be, I can't make any guarantees.

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INTRODUCTION



My name is Nick Stewart and I am the creator of Nick's Traffic Tricks:
<http://NicksTrafficTricks.com>

If you want to learn lots of boring facts about me then go to:
<http://nickstraffictricks.com/about/>

I do not like e-books with lots of unwanted fluff and miscellaneous motivational stuff so I am going to get right down to the point.

Keyword research is not that hard.

So let's get down to business.

KEYWORD RESEARCH

One of the secrets to getting traffic is to select the correct keywords

If you skip this step then nothing else will work. Sure, I have lots of information with creative ways to build back links get your site indexed and to rank high in the search engines. But all of this is built on the assumption that the correct keywords have been selected.

WHAT'S YOUR SITE ABOUT?

So take a few minutes and write down what your website is about. What are some of the important keywords or phrases you would use to describe the website? Keep thinking until you have 10 keywords or phrases written down.

HOW TO SELECT THE CORRECT KEYWORDS

Selecting the right keywords comes down to two things: relevance and competition.

If you take care of these two things everything else will fall in place.

So what do I mean by relevance?

When selecting a keyword you must make sure that it is super relevant to whatever product you're selling.

You must know the needs and wants of the visitor you want to attract. You must define exactly what they are looking for. And then choose your keywords based on this.

I recently received an e-mail from someone asking me how to get their site to rank high for the keyword: computers.

The problem is that you know nothing about people that search for computers. They could be looking for:

- computer parts
- computer repairs
- computer software
- computer tutorials
- computer classes
- computer books

The picture below displays the most common computer related keywords according to the Google wonder wheel:



You can see how it is very difficult to advertise to people that have such diverse wants and needs.

So the solution is simple: choose keywords that are very specific.

A good keyword phrase tells a story about a person and helps you to understand their wants and needs.

For example, the keyword phrase “stop hair breakage” immediately tells you what a person is looking for. Armed with this knowledge you can select highly targeted advertisements and making more money and get better conversions.

Typically good keyword phrases are comprised of 3 to 6 words. “Stop hair breakage” has 3 words and “how to stop smoking” has 4 words.

HOW TO DETERMINE THE COMPETITION

Once you’ve selected a good keyword phrase it is time to evaluate the competition. It is very likely that you have found several potential keyword phrases and you would like to know which one is best.

One thing to remember is that keyword phrases with more words in them typically have less competition.

For each keyword phrase that I am considering I go through the following steps:

I use Google's free tool to determine how many people are searching for a particular keyword phrase. You can check use the tool here:

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

For my keyword stop hair breakage there are 2,900 monthly searches on average.

Next I will go to Google and search for: stop hair breakage

Looking at the search results I can see that there are 75,300 websites competing for this phrase.

Next I will go to Google and search for: "stop hair breakage"

Looking at the search results there appear to be over a million competing sites. This seems a little off considering the previous search results. I may choose to ignore this.

Now I'm going to search Google and see how many people have the words stop hair breakage in their title:

allintitle: stop hair breakage

There are only 1,480 sites that have these words in their title. This is a low score and it looks very good.

Now I am going to search Google and see how many people have the words stop hair breakage in their URL:

allinurl: stop hair breakage

Only 373 websites have these words in their URL. I can definitely compete with that!

I go through this process for each keyword phrase that I'm considering. When I have completed this process there will usually be at least one keyword phrase that stands out having the most searches and the least amount of competition.

For many people creating their own brand is a great way to go. You can select some memorable phrase which has very little competition and use it as your brand.

This is exactly what I did for Nick's Traffic Tricks.

I took a keyword phrase with a rhythm, rhyme, and virtually no competition and used it for my website and brand.

Watch this short video to learn about how to choose a name for your brand in website that sounds good (it starts at 1 minute into in the video):

<http://nickstraffictricks.com/170-3-great-marketing-videos-from-eben-w-pagan/#v3>

KEYWORD RESEARCH VIDEOS

I have made several videos to go along with this ebook.

You can watch them here:

<http://nickstraffictricks.com/videos-free/>

DOMAINS

PICKING THE RIGHT DOMAIN

Choosing the right domain is an important decision. But there's more to it than just picking the right name if you want to rank high in the search engines

In the last decade or so over 300 million domains have been registered:

<http://www.domaintools.com/internet-statistics/>

Of all the search engines out there Google has risen to be the undisputed 900 pound gorilla when it comes to search engines.

I believe its number 1 in large part because of its commitment to giving quality search results. Google is constantly refining its ranking process.

The problem facing search engines like Google and other search engines is web spam.

Web spam consists of sites that are put on the Internet with absolutely no valuable content. What they display is total rubbish. Their sole purpose is to get visitors to click on their advertisements.

Their presence degrades search results for everyone.

The last thing you want is for Google to mistake your newly purchased domain for web spam.

In order to avoid this we need take a look at what web spammers do and then make sure we not do those things.

One thing spammers do is usually register their domains for only 1 year.

I recommend registering your domain for 2 years. If you have money to burn then register it for longer. Registration length is one thing Google looks at in ranking sites.

I also recommend getting a .com and not a .info for your domain. A huge percentage of .info sites are web spam. (This is part of the reason .info domains are frequently cheaper)

Some experts have speculated that it is best not to have secure registration for your website (where your personal information is hidden). Hiding contact information is something web spammers frequently do.

In picking a domain, try to get something with your keywords in it. For my site on Poodle Manicures site I might look for something like:

- PoodleManicures.com
- BestPoodleManicures.com
- A1PoodleManicures.com

Also, shorter domain names are better. They are easier for people to remember and less prone to people misspelling them.

Avoid fancy spellings or strange names. This is especially important if you are advertising outside the Internet, like on signs, billboards, on radio, etc.

You want people to be able remember your domain. Keep it simple.

Purchasing a domain is fairly straightforward and there are a number of services available. The one I recommend is GoDaddy. I have used them for several years and not had any problems. (Just so you know I get nothing by promoting GoDaddy. I am just a happy customer.)

HOSTING

DETERMINE WHAT YOU NEED

Before you jump in and sign up for your first Web host it is a good idea to take stock of what you really need.

Some of the questions you should ask yourself are:

- How many domains am I looking to host? For most people the answer will be 1.
- What am I going to use my website for? Many people want to start a blog on their website and this requires a couple things like PHP and MySQL.
- Do I want an easy to setup blog?
- How much traffic do I anticipate getting? If you anticipate getting a lot of traffic the price for your web host may be higher.

PRICE IS NOT EVERYTHING

I learned the hard way that price is not everything.

A few years ago I went with the discount web host and their service was terrible. My websites would be down and unavailable for days at a time and the web host would not respond to my numerous phone calls or e-mails.

This was definitely not worth saving a few dollars per month.

ASK YOUR FRIENDS

One of the best ways to find a good web host is to ask your friends who they use.

If your friends have had good experience with a certain company then you most likely have a good experience with them also.

THE WEB HOSTS THAT I RECOMMEND

Over the past 13 years I have used numerous Web hosts for my site beginning with GeoCities back in 1997. Web hosts of come a long way since then.

If you're just starting out and need a place to put a website or two then I recommend BlueHost.

They make it very easy to host multiple domains and you can have pretty much as many blogs as you want.

It's also great if you're looking to start your first blog or website.

And they're quite affordable.

If you need something beyond a simple hosting account, like a virtual Private server or a dedicated server then I recommend you use GoDaddy.

I've used both of these services for some time and have been very pleased with them.