

Keyword Marketing

In this report, you'll discover everything you need to know about Keyword Marketing. How to find a niche, research it and dominate it, with little effort and just a handful of websites. It's also the fundamentals of SEO and getting organic search traffic.

And the best part? This mini course is free for all to learn and benefit from. All you need to do is read it and apply what you've learned to your websites.

(Advanced SEOs, dweebs, propeller heads, and anyone with their site in the top five Google results... feel free to skip this mini course and go straight to the [Internet Marketing Secrets Blog](#), for all the latest articles, news, and answers to your FAQs.)

Keyword Marketing Part #1 - Niche Research

The first thing everyone wants is a profitable web site. Then two, maybe three, or even a dozen sites, earning revenue on autopilot.

The fastest way to find a profitable niche, is to download and start using the Keyword Hotlist PDF.

[Keyword Hotlist](http://www.cdzn.com/keywordhotlist.pdf) ==> <http://www.cdzn.com/keywordhotlist.pdf>

The trick is to look for causes and motivations instead of actual products.

For example, if we research on the keyword word "stop." We let the millions of internet users tell us what they want "stopped."

We can do the same for other words like start, prevent, increase, fix, replacement, lose, help, remedy, relief and so on. We don't look for a product, we look for what people "want."

The first thing we need to do, is click over to Nichebot and enter the word "stop" into the "Quick-Digging Tools." These tools are used for preliminary research and do not use any of your paid credits.

[Get Nichebot for Market Research](http://www.cdzn.com/nb2) ==> <http://www.cdzn.com/nb2>

Not surprisingly, some of the first things that come up are stop smoking, stop foreclosure and stop spyware. We don't want to duke it out at the "head of the search" for popular phrases like stop smoking. It's too crowded, with over 12,000 other pages that have that exact phrase in their title tags.

We want to go down the list and find a sweet spot, with lots of traffic and little competition. Here's one, "stop smoking product." Only 40 other pages have that exact phrase in the title, and it still gets over 5,800 searches per month.

We decide to make "stop smoking product" our head keyword phrase, and make it the focus of our home page.

True we're not going to get as much traffic as the phrase "stop smoking," but that's not what minisites and mininets are all about. We don't want a giant site that takes months to build. We want to dominate a profitable niche, with a few websites, that we can craft in a couple of days.

Besides, people who are looking for a "stop smoking product" have already decided to quit. Now they're looking for help. And they're ready to pay for it. That's the traffic that I want.

Now try doing the same thing with some of the other motivational words, like prevent, replacement or relief. You'll find things like "scooter replacement parts" is a good niche.

Or you might discover that "replacement windows" are really hot. Now what if you partnered an affiliate program with a local company, and focused on one geographical area? Niche domination perhaps?

Then other times, when it comes to finding a profitable niche, all it takes is a single clue. I try keep my eyes and ears open, for anything to do with cooking, technology, or the music business.

(Having spent a decade - prior to my 20 years in marketing - as a chef by day and musician by night, I have an some interest and knowledge in those areas.) And chances are, if you can talk about something off the top of your head for at least 20 minutes, you can create a totally original, 5-10 page website on the topic.

Take for example beef jerky. (Vegetarians close your eyes. ;-)

I was waiting for someone in a doctors office or something, when a three week old USA Today caught my eye. The sales of meat snacks rose 75% last year, when they reached 2.7 billion in sales. That's a really big number. Too big to ignore.

Even Harley-Davidson (the motorcycle dudes) are getting in on the act, with their own line of smoked steak. It's the first time ever, that they've given their logo to a food product. Interesting.

Big numbers like that always catch my eye, especially when associated with a food product. Not only would this make a good affiliate site, it would make a good online business, by carrying an inventory and shipping the physical product to consumers.

Jerky is easy to ship and store. It has a long shelf life. Doesn't need refrigeration. Takes up minimal space. And it comes in varieties like buffalo, venison and turkey.

If you find a wholesaler, manufacturer, or buy it in bulk from a distributor, you could have a decent markup, and a profitable business.

But before we get too excited, it's time to fire up Nichebot and find out two things. What the competition is like, and what the market is like.

The first thing we need to do, is to type the word "jerky" into the Quick Digging Tools. Within seconds, Keyword Discovery shows well over half a million searches per year on just "beef jerky" and "beef jerky recipes" alone. Now there's a hungry market!

Now I'm going to use one Nichebot credit, and use the Deep Digging Tool for further market intelligence. This time I'm after Google competition and my potential success ratios. I set Nichebot to go out and do in-depth analysis of the top 500 jerky keywords.

Cool... sometimes you don't have to go very far down the list.

The phrase "beef jerky recipe" gets almost the same amount of searches as the phrase "beef jerky." Only 2% less, at a whopping 253,000 searches per year.

Now here's the really important statistic... There's 76,000 pages in Google with the exact phrase "beef jerky" in their titles, but only 1,600 with the phrase "beef jerky recipe" in their titles.

Hmmm... 98% of the traffic... but only 2% of the competition. Now that's a sweet spot. This is the very essence of what keyword marketing is all about. A niche that's half an inch wide, by file miles deep.

(And no... I'm not going to spend a lot of time on jerky recipes. I'll formulate one from my research and test it. All the rest of the content on my site will be focused on convincing people that it's hard to make. The point is to sell them on jerky wholesale, and ordering the products advertised on the pages.)

The next step in our keyword research, is to click on the words "beef jerky recipes" and drill down in the results. I want to be sure there are enough topics to fill out my minisite with ancillary pages and the long search tail.

If you're not familiar with the search tail, it's all the keywords way down the list. It's not our first or second choice. But these "tail" keywords or ancillary search phrases - often three or four words long - are excellent for internal pages on minisites and article sites.

First off, you have to decide which keywords will start your site, bearing in mind that your search "head" may be someone else's tail. In our case, we decided our head keyword phrase would be, "beef jerky recipe."

It's the phrase that we want our home page be known and found for.

The secondary set of keywords known as the middle, body or torso search phrase, leads to our directory page. This directory (as shown in the Revenge of the Mininet diagrams) is on the second level, or one level down from our home page.

In our case, the link from our home page to the directory, might just be the plural form of the head phrase. We could decide to link to the directory with keyword phrases like "beef jerky recipes" or "make beef jerky" or "jerky recipes."

Finally the tertiary level of pages focuses on the long tail of the search for our site. These are the three and four word searches that people perform late in the buying cycle.

Sure enough, this niche is deep. We have tail search phrases on either side of our search term like, teriyaki, homemade, best, seasonings, marinade, spicy, oven, dehydrator and more. Sweet!

Finally, I want to use Nichebot's Keyword Analysis Tool. I want to see the PageRank, Saturation (how many pages are indexed) and backlinks that the top 10 results have for my head phrase, "beef jerky recipe." All it takes is a single click and a few seconds for Nichebot to return the competition results.

Pfft... I can bump these guys off no sweat! A mix of PR2s to PR4s. Half a dozen back links and only a handful of pages indexed. These dudes are sitting ducks... easy pickings. How? I'll tell you in the next section.

In the mean time, get your homework done. Get your Nichebot account and start searching out a niche, with motivational phrases like stop, start, relief and others according to the Keyword Hotlist. Or if you hear about something like beef jerky, that is worth billions and rising in market share, better run Nichebot on that one as well.

[Nichebot Keyword Marketing Research](http://www.cdzn.com/nb2) ==> <http://www.cdzn.com/nb2>

Keyword Marketing Part #2 - Linking Strategies

It's time for the second part of our project, Linking Strategies. We'll find out what it takes to set up a small site on our niche, and how to link it, from the inside and out.

If all goes well, who knows... maybe you'll bump off one of the sites in the top 10 search results. That means you have the first chance to make the sale.

The objective is to set up a five to 10 page site based on your niche. You can use any site builder that you choose for the task.

For this small site, I'll be using [SeaMonkey](#), which you can download for free. It generates 100% compliant W3.org HTML code, and it's easy to modify the code, when I need to do so.

(Some editors like FrontPage have proprietary code and make pages that won't render properly in all browsers. So you might want to avoid them.)

The first thing we need is our list of keywords from Nichebot. We've already decided which keywords are going to be at the head, body and tail of our site. Or in other words, the home page, the directory and the internal pages.

The pages we create are in the 275 to 600 word range. Our keyword density (the number of times our target keyword phrase appears on the page) is in the 1.2% to 1.8% range. And we try to focus on a single keyword phrase per page.

(You can check keyword density and word counts at KeywordDensity.com. If you leave the second url blank, and don't enter a Keyword, it will do a raw data analysis of your page, giving total counts.)

We include our keyword phrase in H1 or H2 headline text at the top of the page. In the first sentence of the first paragraph on the page. And in the concluding paragraph at the end of the page.

In the research we did in Nichebot, we looked for competition using the exact same keyword phrase that we want to target. They also had to be using the exact same phrase, as the HTML Title of their page.

The "motivation" behind this, is the importance of the title. SEO fads have come and gone over the years, but one thing that has remained important, if not THE most important on-page factor is... the page title.

When the search engine spider comes to visit your page, it already has a Reputation in its database, based on what incoming links say your site is about. The Topic of your page is determined by the page title, and the words that appear on your page. The title of the page, carries the most weight, or positive ranking points for SEO purposes.

So if the competition has watered down their page title, with a whole bunch of extra words. Or if they have incoming links that don't match the Topic of their page, it's pretty easy to rank higher than they do.

But there's another fundamental issue being overlooked here. We are not competing against other sites, just individual pages. PageRank and search results are based on pages, not sites. Understanding that concept will help us better control how spiders interact with our site.

Lets go back to the Reputation. Often a spider will know about your site, long before it has been crawled and indexed. This is known as the "frontier" of the crawl. And long before the spider gets to your site, all the incoming links are creating a Reputation or a certain degree of expectation, of what your site is about.

Don't disappoint the search engine when it arrives. Whenever you control the links that lead to your site, link using the exact same words as the title of the page you are linking to.

Get it right from the start. Link to a page with keyword one two three. The title of the page must be keyword one two three. An exact match.

Hypertext links build a Reputation, of what the page is about. The content or Topic of the page must tightly match the incoming Reputation.

Have I drilled that point enough? Good! I repeated it three times, because that's how important it is.

The next thing you want to set up after the home page, is your directory page and your internal pages. The directory simply lists all the pages of the site, along with a short description of what's on those pages, similar to an old fashioned sitemap.

The internal pages come after the home page and the directory. These pages go after the tail search phrases, and offer affiliate links to products, positioned as solutions to problems. We loosely follow the same keyword density, keyword placement and word counts as before.

Design the pages with customers in mind. Be sure to add some photos of people using the products that you are promoting. Or at very least put in a photo of the product.

You can get product shots from the merchant's site, or direct from the manufacturers. Usually there's no problem, if you use their product shots to sell the products in a fair and ethical manner. Be sure to check their websites though, for any terms of use, especially if you plan on using logos, or registered trade marks.

If you're having trouble sourcing artwork, one of the better sites that I've found is iStockPhoto.com. They have high quality photos and they're only a dollar each for use on the web.

Time passes... tick tock tick tock.

Ok, so now we have our pages done. We have our copy and keywords phrases in the correct amounts. Now it's time to link the whole thing together. This is where it becomes a little tricky without linking diagrams.

If you've studied "**Dynamic Linking**" by Leslie Rohde, then you know where I'm going with this. If you haven't read it, go and [download it from the Revenge of the Mininet download area](#), so what I'm about to tell you will make a lot more sense.

Usually we want the most PageRank and link popularity going to our home page. That's because it's competing for the most popular phrase.

On the home page, it's ok to have all the standard navigation to all the other pages on your site. The only difference is, that you use Dynamic Links or the nofollow tag. That allows humans to navigate the site, but prevents search engines from following the links.

We want to aim our link popularity to our directory / sitemap page. So it's the only one that gets a normal link.

From the directory, we use normal links to lead to all the internal pages. The link leading back to the home page is a nofollow. We don't want to use a normal link back to the home page just yet. We want to create an internal feedback loop.

Long story short... pages create PageRank. Links distribute it. By using nofollow in our links, we can link smart instead of hard, and aim the Link Juice where we want it.

On the internal pages, make all the links leaving your site nofollow. Make the link leading back to the directory - if you include one - nofollow. With me so far?

Make all the links leading back to your home page, from the internal pages, normal links. This will aim the link popularity and PR back to your home page.

And the worst thing you can do, is link back to your home page with the word home. It needs to be your primary keyword phrase remember?

So it's ok to use the word "home" in your navigation for humans, so long as you make it a nofollow link. So how do you build a Reputation and aim PageRank to your home page?

With a little trick from Leslie Rohde. Use the copyright link at the bottom of each internal page to link back to the home page. In it say Copyright 2007 keyword one keyword two, and link it to the home page using a normal link.

The next step is to start getting some incoming links. You can use directories, articles, press releases, comment forms and blogs. The higher the PageRank of the page, the more important it is, the faster the link will get crawled, and your new site discovered.

There are good private directory lists like the ones by leading SEO researcher [Jerry West](#), or [High Rank Directories Plus](#). Or if you're on a budget, there's a good free list at StrongestLinks.com

[Directory List](#) ==> <http://www.strongestlinks.com/directories.php>

And don't forget the [Article Underground](#). Yes... they are the dudes that give you hundreds of articles per month for use on your sites. But a lot of people join, just to get the incoming links from their blog network.

Right now I think there are around 25 blogs to announce your pages to. And it's not just a one shot thing like submitting your site to a directory. You get to announce the addition of each new page to your site.

So if you have a 10 page site and you announce those pages on 10 of the Underground blogs, that would be 100 fresh incoming links to your site. But as always, your milage will vary, and the best linking strategy is an eclectic mix, coming from all sorts of different web properties.

There you have it... keyword research, a profitable niche, an optimized web site, incoming links... all the components for Keyword Marketing.

All that's left to do is convert that traffic into paying customers once it arrives. Or if you want to start testing and improving your conversion rates tomorrow, use a couple of PPC ads like Google AdWords.

So what's the next step? Repeat the process. Crack open your copy of [Revenge of the Mininet](#), and start looking at the Butterfly Diagram.

Doesn't look so hard now, does it. You've already got one site done. Just repeat the process and link your sites together according to the diagrams.

Then the next time I hear from you, I'd like to post your success stories on the blog. And no, I won't make any promises as to how well you'll do.

But if you're like most people, you'll be happy earning enough to quit the day job. To work when you want, dressed as you want, wherever you want. And that's what this minicourse has been all about my friend... training the next generation of tomorrow's web entrepreneurs.

Ka... ching! What's that? The sound of a sale confirmation arriving in your mailbox. It's affiliate revenue arriving daily. It's closer than you realize and it's heading this way. Will you run out to meet it? Or do what you've always done?

Remember what I said in [Clickin' it Rich](#), "The worker needs to be driven, the entrepreneur has drive." So let me ask you, would you rather be in control of your destination, or just along for the ride? You decide.

Michael Campbell

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