

Top 10 Keyword Research Tips

Keyword research is alive and well – that’s the good news. But it has changed dramatically. If you run an online business, you need to know how to proceed for 2013 and beyond.

Google is always updating its search filters and algorithms, with a new emphasis on **spam-killing**. In addition, **social search** dominates everything. So how do you know which keyword research practices are still relevant today? You need to mix analysis, research and viral buzz.

These top 10 keyword research tips will help you create a balanced keyword research routine.

1. Use Keyword Tools Wisely

Many marketers are reporting that keyword tools have lost their effectiveness. It would be more accurate to say that it’s no longer so easy to extract strong results. The old Google AdWords Keytool is still worth using, but treat it more as an idea generator and competition tracker, rather than as gospel. The days when you could work in a broad-match keyword based on a misspelling or from one that didn’t make readable sense are gone. (Example “fishing lures saltwater personalized”).

If you use the [Google AdWords Keytool](#), log in and select **exact match**. Don’t use broad match: You will waste results on unrelated keyword or keywords with too much competition: (E.g. “fishing lure” or “fishing lures”).

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
pike fishing lures	High	1,900	880
fishing lures	High	165,000	110,000
walleye fishing lures	High	1,600	1,300
bass fishing lures	High	12,100	9,900
fishing lure	High	165,000	90,500

Recognize that keyword tools are just another resource and concentrate on your target reader and her needs. Find keywords she is actually using to search with -- keywords that will bring you the greatest return on investment.

2. Listen to the Conversation

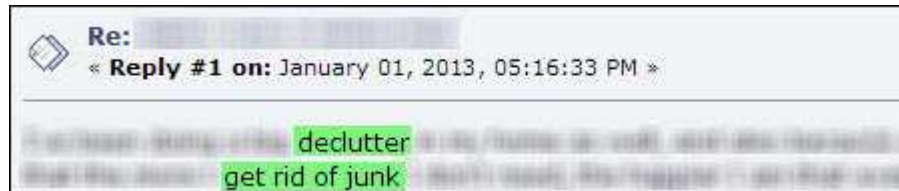
Your target market should be your first source. See what they’re saying in...

- Blog comments
- Forums
- Social network comments and posts
- Emails
- Support requests
- Complaints

Look for patterns. What phrases relating to your niche or product type are repeated over and over? What do they complain about? Wish for? Get excited about sharing? Above all, what do they buy?

How old are they? What are their hobbies? What personality traits and preferred communication and learning methods?

Make notes. Highlight potential keywords in such locations as private forums dealing with niche-specific topics for further research.



It takes a little practice to become really skillful at really reading the lines (let alone reading *between* them) but once you get into the habit, you'll become intuitively adept at picking out strong and relevant keywords.

3. Read Amazon Reviews

If you create information products, this one's a "must". Even if you don't, read Amazon reviews anyway, because you'll pick up valuable clues about your target market – as well as keywords you won't have to fish for.

If you've been getting into the habit of really observing what words and phrases your target subscribers use in posts, complaints and comments, you'll find going through [reviews](#) and picking up keyword, post and product ideas so easy, you'll start to look around for some way to make it more complicated.



Getting into the habit of studying marketplaces like Amazon will also give you a feel for **categories** and **trends** that are hot, impacting your keyword intuition for the better.

4. Look for Keywords that Inspire Purchase

While the previous three tactics are valid and even necessary places to start, there is one factor you need to be aware of: And that's looking for keywords that inspire **purchase**.

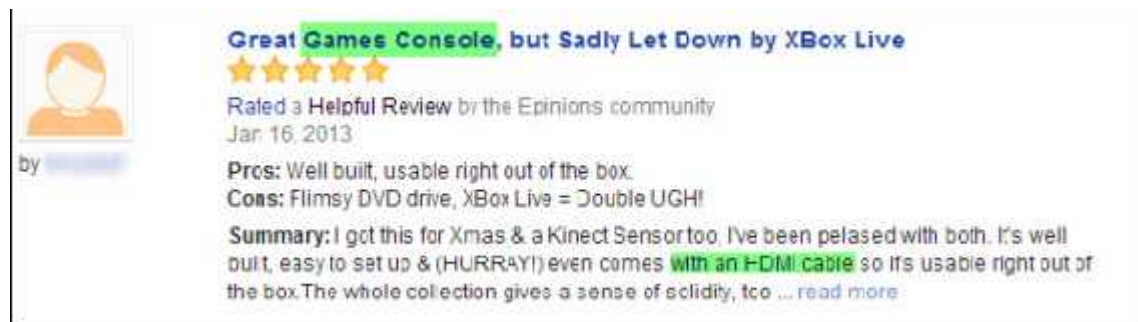
People have a million reasons for browsing online, but you need keywords that ignite your target customer into rushing to open her wallet.

How does one identify these particular keywords among all the other possibilities?

- The more **specific** people are, using phrases during search, the more chance they are seriously looking to buy – or solve a particular problem. “Trouble sleeping” is not as specific as “natural remedy for sleep”. If someone is looking for a “natural remedy”, the chances increase that if they find the right one, they’ll buy it.

And if they get even more specific about the *type* of remedy they are looking for – e.g. “natural **tea** to help me sleep” – the chances of a purchase increase even more.

- Look for specific **trigger words** in the reviews of people who purchased or people who are serious (in forums, blog comments, letters to the editor)
- Look for categories on sites like eBay’s Epinions and Amazon. Sometimes, if a category is specialized enough, it will give you [keyword clues](#) too.



Example: This review could trigger an idea for the keyword “games console with HDMI cable”, if you wanted to sell a shipment of Xboxes to people who may not be looking for an Xbox, but to whom an included HDMI cable is important.

Nowadays, it's the New Normal for almost everyone to research intended purchases on the net. Today's buyers are educated – and if you are on the alert for the questions behind the keywords, you can help them discover the answer.

5. Remember to Check your Google “Searches related to” Section

Particularly when you are just starting keyword research for hot campaign, post or product ideas, checking Google’s “related search” suggestions can fast-track the process.



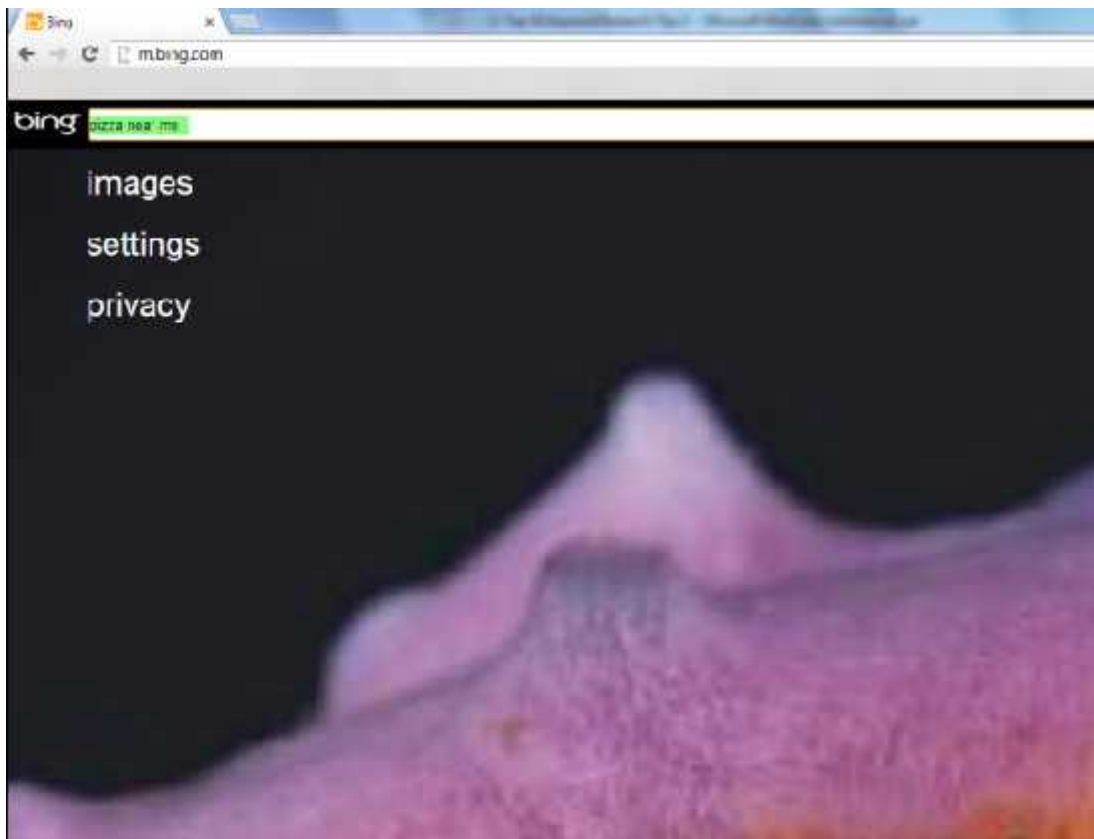
You will either find Related Searches at the bottom of your left-hand Google sidebar or at the very bottom of the search results, depending on your browser.

Which is probably why so many people forget to check!

6. Optimize for Mobile

Searchers on mobile use **additional words** PC users often don't, so make sure you factor these into your keyword searches, if yours is a mobile market.

Pay attention to what you, yourself, add to keywords, when you search on your mobile. Platforms such as Google and Bing have [mobile versions](#) of their search engines, so make sure you always research using these versions, when looking for mobile keywords.



Mobile-related terms and words you can add:

- Near
- Coupons
- Discount
- Find
- Locate
- Best
- Compare
- Five Star
- Busiest
- Easiest

And remember to use location keywords too (e.g. “**Duluth** five star restaurants”).

7. Search Suggestions

How do you know which keywords are valuable?

Google provides suggestions related to keywords as you type in the search bar. Go to [Google.com](https://www.google.com) to see what people have been inputting around these keywords.



And sometimes you will find search terms you wouldn't normally find by using the correct search engine for the [country](#) in which your target market lives, if it is other than the U.S.

8. Interact Daily – And Keyword-Search – on Social Media

The importance of social connections in SEO can't be stressed enough. But your visibility there depends on daily interaction.

The more regularly you interact, the more you become known and build trust. The more you build trust, the more people will open up and share frustrations, feedback, desires and clues to what's most important in their lives **related to purchasing**. (Everyone's eager to share cute puppy photos or the latest adorable baby in the family – but you want keywords that convert.)

Searching through social media posts on platforms like Twitter and [Facebook](#), you'll get a feel for clues such as:

- Topics your niche members are passionate about right now
- Words and phrases that appear multiple times
- Keyword and Title ideas for problems not addressed



9. Find out What Questions They're Asking

You could ask questions on forums and social sites all day and sometimes never get an answer that really has conversion potential. The quickest, easiest way to find out what they're asking is to use Wordtracker's free [Keyword Questions](#) tool. Simply enter your keyword, hit "Search" – and select from the results.

Find the questions that people are asking in your market

Keyword Questions

Keyword Connections

Random Matches

Top Keywords

Enter a single or short keyword:

juicer

Search

Take a 7-day free trial of Wordtracker's Keywords tool and see how keyword research helps you create content. You can get thousands of content ideas from keyword research. And you'll get traffic by publishing content that people want to read.

Like 2,300

Tweet 44

147

Results for: *juicer*

Download

Question	Times asked (2)
1. what is the best juicer	15
2. how to buy a juicer	7
3. werer is omega vert juicer made	7
4. how to make a juicer	6
5. where to buy a juicer	6

(Tip: Pay attention to the Keyword Questions' field, **Times asked**, too.)

10. Join a Facebook Group

Focused Facebook Groups frequently yield better quality keywords and ideas, being niche-related. Plus you are building a relationship with your community while you engage and explore.

This doesn't mean you should rush out and start joining Facebook Groups all over the place: But pick at least one highly focused and targeted Group, if you want to listen in on the real conversations in that niche – and pick up specific, relevant keywords.



Train your eye to look for keywords in every post and reply. Printing out keyword-ripe posts and highlighting potential keywords can help you become adept at recognizing patterns that convert.

No matter what keyword research strategy or combination you adopt, focus on reader-centered content first – and results will start to follow.



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