Explode Your Keywords

Version 2.0

Find Keywords You Can Rank With

By Dr. Hale Pringle

Written by Dr. Hale Pringle
Copyright 2013-14 V2.0

Terms and Conditions

LEGAL NOTICE

Who is Dr. Hale Pringle?

I am an educator at heart. I am very serious about my entrepreneur business. While I do have an advanced degree in education, my 40 plus years working with people and computers are probably more important in the long run.

I love to help people and am building a network and Internet marketing team. I also work daily with a 7 figure earner who has what I consider to be the best online training program for Internet Marketing that you can find anywhere.   See more here.

I am an award winning blogger, have multiple awards for online community building and have completed a very intense Internet Marketing internship.

I can help you develop your business, whatever it is.

If you learn something from this, I'll feel like I've done my job.

Have a Great Day!   Oh Hale Yes!

Explode Keywords for Your Blog – A Realistic Approach to Blog SEO

Let's Get Started

It is important to develop and use keywords for your blog, but as I have written before, organic search traffic is **NOT** the primary source for most blogger's traffic. This means that Search Engine Optimization (SEO) should not be your primary plan for driving traffic to your blog.

Partly this is due to a difference between niche websites and bloggers serving a niche. A niche website tends to hammer one or two keyword phrases and generate dozens or hundreds of backlinks to a small number of pages. As a blogger, you will tend to serve your niche by writing useful material for the people in your niche. The keywords for your blog posts will vary from post to post. Each of your blog post will be on a different, but related topic. Hammering the same keywords over and over just doesn't happen on most blogs.

The end result is that the niche website is designed to rank in Google, Bing and Yahoo on the one or two fairly high value keywords the website is designed around. The blog, on the other hand, will rarely reach a high rank – **on a high value keyword**. That doesn't mean that they won't be ranked for long tailed keywords, it just means that usually they won't compete for high traffic-high competition keywords.

Don't be Foolish and forget SEO – You <u>Should</u> Find Keywords for Your Blog.

Even with what I just said, it would be foolish to ignore organic search and that means understanding and using keywords. Today we are going to take look at a simple, step-by-step plan to effectively use keywords in your blog.

THE FOUR STEPS TO EFFECTIVELY USING KEYWORDS FOR YOUR BLOG.

1. Develop a list of <u>keywords for your blog</u>
2. Use one (or more) of the phrases from your list.
3. Do On-Page SEO
4. Promote your post.

The Steps in a little more Detail

STEP 1 – Develop a list.

This is almost a one-time task. Since priorities do change, you should probably do this exercise every few months, but it certainly doesn't need to be done every day.

We are going to take a couple of hours and develop a large list of potential *keywords for your blog*. When I say a large list, **I mean a list of thousands of keywords.**

We will pare this list down so that the list contains fairly high traffic and low competition **keywords for your blog**.

STEP 2 – Use One (or more) of the Phrases

When you get ready to write a blog post, check your list and try to find one of the keywords on your list that you use for your blog post.

STEP 3 – As you Write Your Post – do On-Page SEO.

The search engines have given us most of the criteria that they use to rank pages. Things like having your keywords in an H1, H2, and H3 tag. We need to do this for every blog post, in order to have any chance of ranking for a keyword.

STEP 4 – Promote Your Post.

You need to generate some high value backlinks to your post

Keywords for Your Blog – Start with Thousands of Keywords

Now we are going to develop a list of keywords for your blog.

SIDEBAR: <mark>You can go to the Google Keywords Tool each time you get ready to write a post and see if there are any variations on the title you are thinking about that have high volume in the search column and low competition. Some people do that. I'm looking here at a strategic list instead of a tactical list</mark>.

DEVELOPING A LIST OF THOUSANDS OF KEYWORDS FOR YOUR BLOG.

I know that this sound like a very onerous task, but it really isn't that hard. Here is the sequence we are going to use.

1. Write down a list of <u>keywords for your blog</u> that you think are important for your niche. We are looking for 30 to 100 keywords here. What do you talk about?   What do your competitors talk about? What do the people in your niche talk about? This really shouldn't be that difficult.
2. We will use two tools to expand this list.
3. We will use Market Samurai to pare this list down to a manageable size.

Step 1 – Write out a list of keywords.

I'll leave this to you.   I suggest putting a pad by your computer and writing down words as they come to mind.

Tip: Bring up Google.com and do a search (for anything).   At the right you will see a small gear. Click on the Settings Gear and choose Search Settings

Search Settings
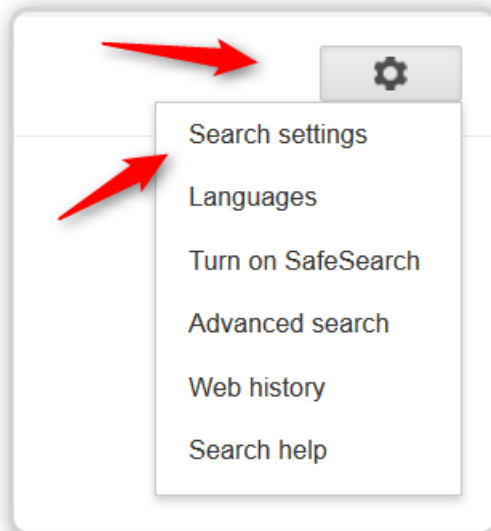
Change the Settings for Instant Results

Never Show Instant Results
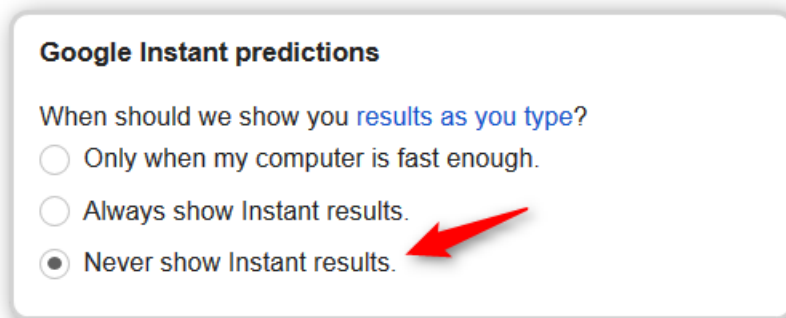
BTW: You can also set Google to Show More Listings Per Page

I set mine for 50. It doesn't take much more time, but I don't hit "next" near as often. I am not one of the "only the top 10" kind of people.

Click the SAVE button at the bottom of the screen.

By now, you're probably wondering "WHY?"
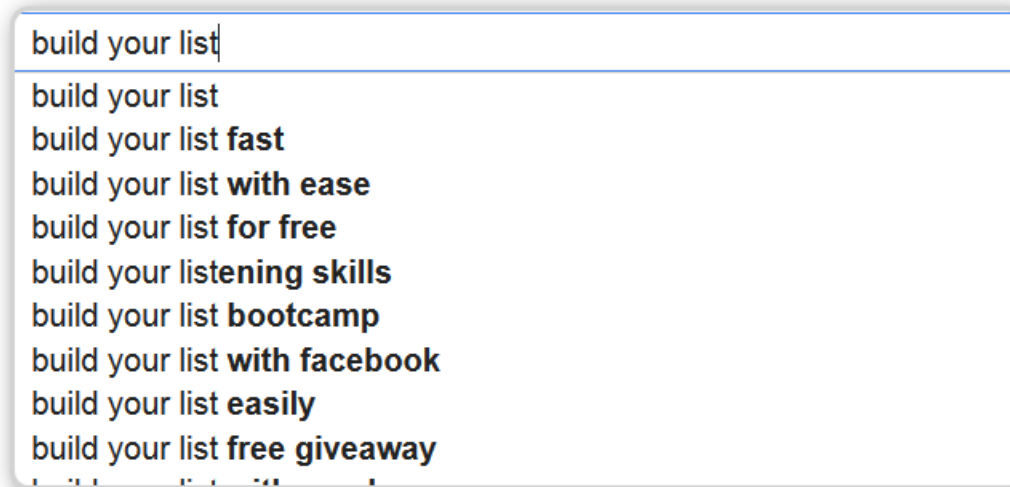
Google had TWO DATABASES of Keywords.

Actually there are a whole lot more, but there are two we can get to easily.

The database of keywords, the Keywords Planner uses has to do with "Ads Placed" and "Keywords Relevant to Ads." The key here is that Ads are involved.

The other database is used when you start to type in a Google Search Bar. Now we are talking about "What Do People Search For!" **This list is actually more useful for bloggers.**

By turning the "Instant Search Option" off you get 10 results. With it on you only get four.

Demo of Keywords People Search For

build your list

build your list
build your list **fast**
build your list **with ease**
build your list **for free**
build your list**ening skills**
build your list **bootcamp**
build your list **with facebook**
build your list **easily**
build your list **free giveaway**

A Third Database

If you are using the WordPress SEO by Yoast plugin in your WordPress blog, you can type your keywords into the "Focus Keyword" field and you also get a list.

Focus Keyword:
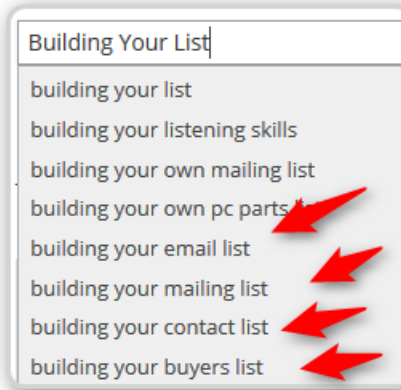
SPECIAL NOTE: This is one of the most useful lists. It doesn't just add words to the end of the phrase you entered, but suggests variations that involve inserting words inside the phrase.

You can run the main ones into Googles Keyword Planner and get an idea which one has the most traffic.

Step 2 – Google Keywords Planner – (Replaced the Keywords Tool)

- Google for Google Keywords Planner and click on the link. You screen should look something like this. (It changes regularly as they update it.) Of course you could just click on this link: https://adwords.google.com. ☺

Adwords Screen – Hasn't Changed from Keywords Tool Days

Login to Google Keyword Planner

- Login using your gMail email address and password.
  TEACHING TIP: BE SURE TO LOGIN – It will give you **100 words if you are not logged in** and **MANY more (often over 800) if you are logged in.**
- Enter a keyword and press the Search Button
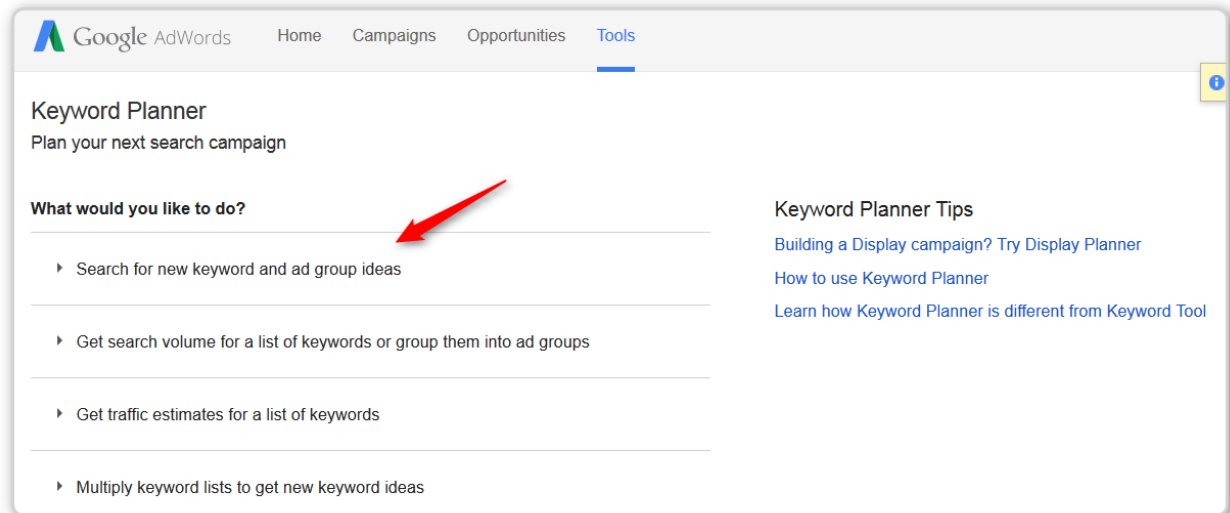
- Click on the Search Option

- You will see a screen like this

Search Screen

#1 – Click on the Search Link

#2 – Fill in your keyword(s)

#3 – Click on "Get Ideas" Button

Scan the Keywords

TEACHING TIP: From the time I started this article, Google changed the look of the Search Page. Be prepared for it to look different when you use it.

TEACHING TIP: We have chosen (on the left) to use the "Broad Match". These are "broad match", "Exact match", and "Phrase match." Variations and they each return different results.

1. No quotes or brackets around it means to return searches for the phrase (e.g. finding leads online), synonyms and close matches. It is my understanding that it then looks for sub-phrases (e.g. finding leads, Finding online, and leads online).
2. The phrase with brackets around it (e.g. [finding leads online]). This will return searches that were made with exactly the words you indicated (and close variations, but NOT synonyms), in the order you indicated, and with no additional words in the search. In the example, it will return the results for searches for exactly "finding leads online" and perhaps "find leads online" since this is a close variation.
3. The phrase with quotes around it (e.g. "finding leads online") will return similar results to the brackets, except it DOES allow additional words to be added to the phrase. For example [finding leads online] would not return results from a search like **how do I find leads online** and "finding leads online" would return that result.

We have chosen the Broach Match since it WILL give us synonyms and other similar phrases that we might not have thought of.

Open some of the categories and take a quick look at the results and see if you spot any keywords that spark your interest, especially those with relatively high Global Search values and Low or Medium Competition. Add the obvious ones to your list.

The "Global Search" value is how many searches are made every month for the particular phrase and the "Competition" shows how many people are paying for ads targeting that keyword phrase.

- Download all of the keywords to a CSV file. You need to save these in a consistent place where you can find them. I like to create a folder for them and save them all in the folder.
- Rinse and Repeat for each of your keywords – including the ones your just added.

If for example you enter 10 keywords and get about 800 returned for each search, you would have 8,000 keywords. Many of them will be duplicates however.

TEACHING TIP: "Buying" oriented keywords are probably your best bet if you have a choice. People who are looking for general information about a topic, might buy. People who are searching with phrases that show that they want to buy are much better prospects.

TEACHING TIP: One thing that confuses many people is the "competition" column. This does NOT show you how many websites or web pages are in competition for a keyword. It shows what is going on inside Google's advertising world. This is ad competition. Since we are interested in organic search and ranking our site on a search page, the advertising competition isn't as relevant. We do use it as a rough guide since it tells us that marketers think a keyword is important (or not).

Step 3. Use another Keyword tool.

There are two out there as I write. One is free, but may disappear soon (the developers seem to have gone away) and the other gives you a free trial. It might give you some ideas.

Keyword Surfer: Google for this and you should find a site that is giving away "a limited number" of copies. It used to cost about $30, but the main URL seems to have gone away.

I've left the Keyword Surfer reference in here, just in case it comes back.

Here is another free tool. I don't like the name, but it does the job.
http://HalePringle.com/keywordsht

When you get to the site, you'll see why I don't like the name!

KewordSpy.com – This will give you a free trial and you can do some searching for your top keywords. Look at the variations it supplies and you might find some interesting keywords. This does not give you a way to download your results so I won't go further into this.

KEYWORD SH!%TER

Browse to the site.

You will see a screen that looks like this.

Yeah, I blurred some words – once was enough.   Type your keywords where the "Build Your List" line is and press the button.

Click on the list – click Alt-A and Ctrl-C (or CMD-C) to copy the list and paste them into a notepad of some type.

We have thousands of keywords now.
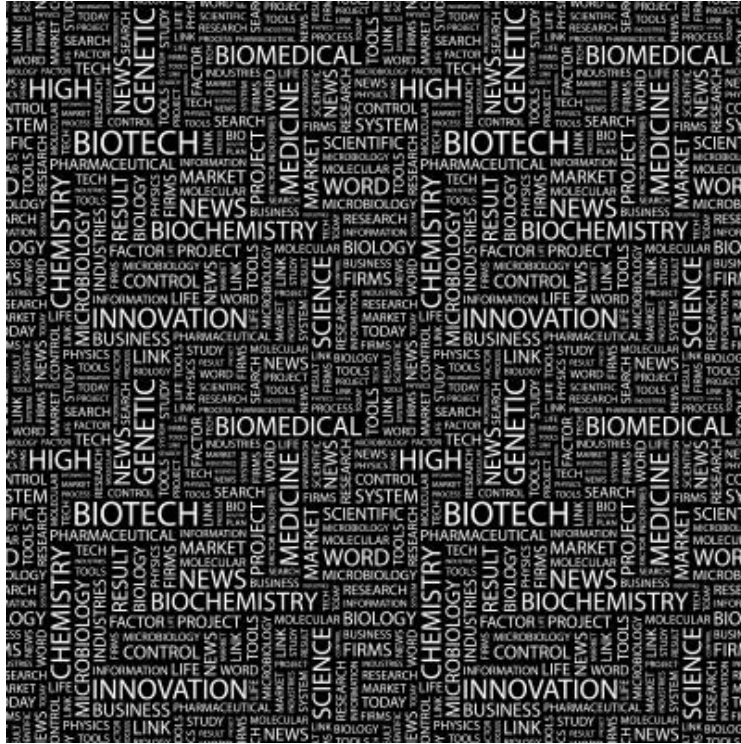
Paring Your List of Keywords for your Blog down to Size

We are going to use Market Samurai here. This tools is well known and does cost $97. You can download it and try it for free for 12 days. What most do not know is that the Keyword Research Module is FREE forever. It continues even after your trial period has expired.

Create a Project in Market Samurai

The first step is to create a new project.

Enter your keys words and then click on the Create button. You can leave the rest alone.
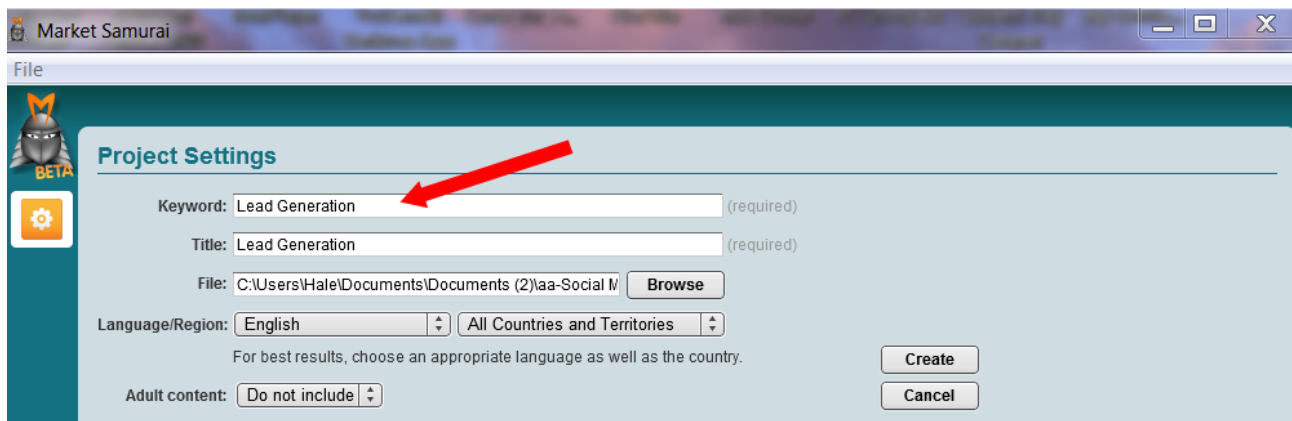
On the next screen you select the Keyword Research Module.

TEACHING TIP: Market Samurai costs about $100.   They give you a 12 day free trial.   <mark>The Keyword Research module is free forever.</mark>
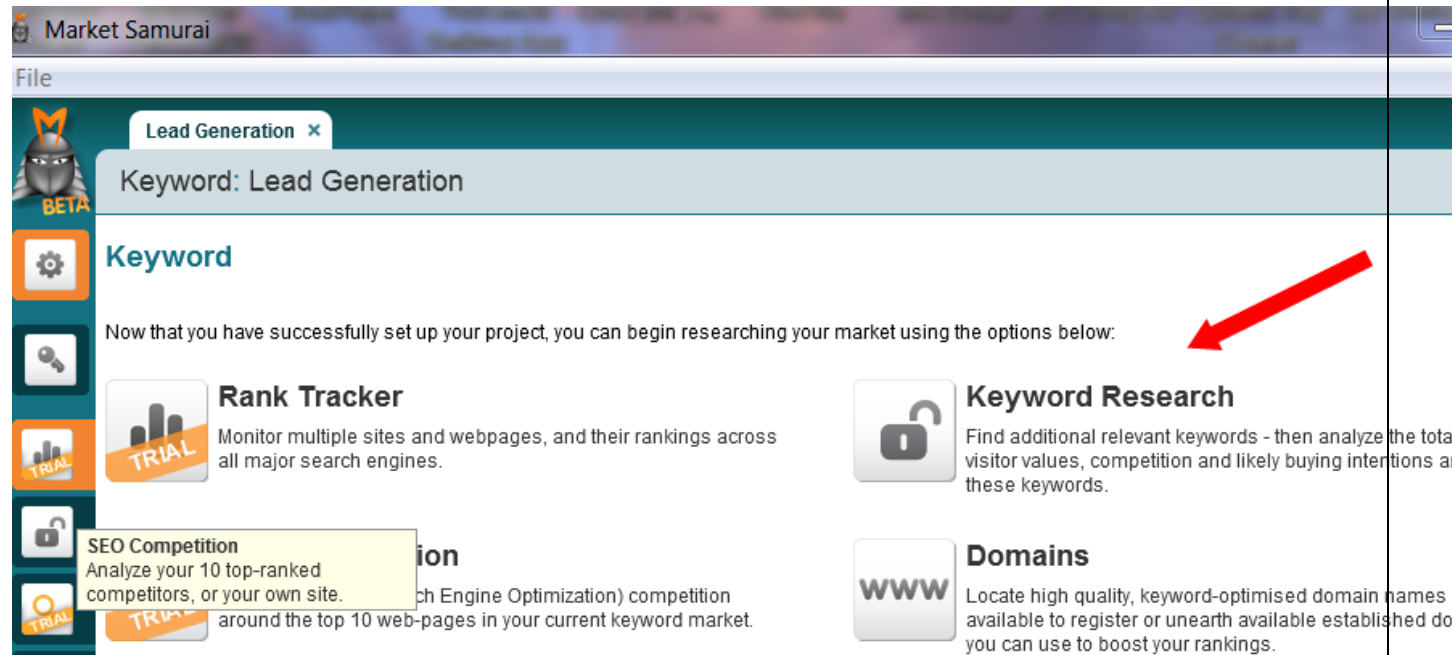
The first time you use this module, it will ask for you Google Adwords Account information. It needs this information to get the best results from the Google Keywords Tool.

The Keyword Research screen is where we enter our lists of keywords. Market Samurai will automatically remove the duplicates. It will also remove the broad, phrase and exact versions leaving just one unique long tailed keyword per line.

Copy and Paste

We are going to copy and paste keywords into the box on the left indicated by the red arrow. These words will move to the right column and the count will increase after you press the "Add Keywords" button.

Keyword Research
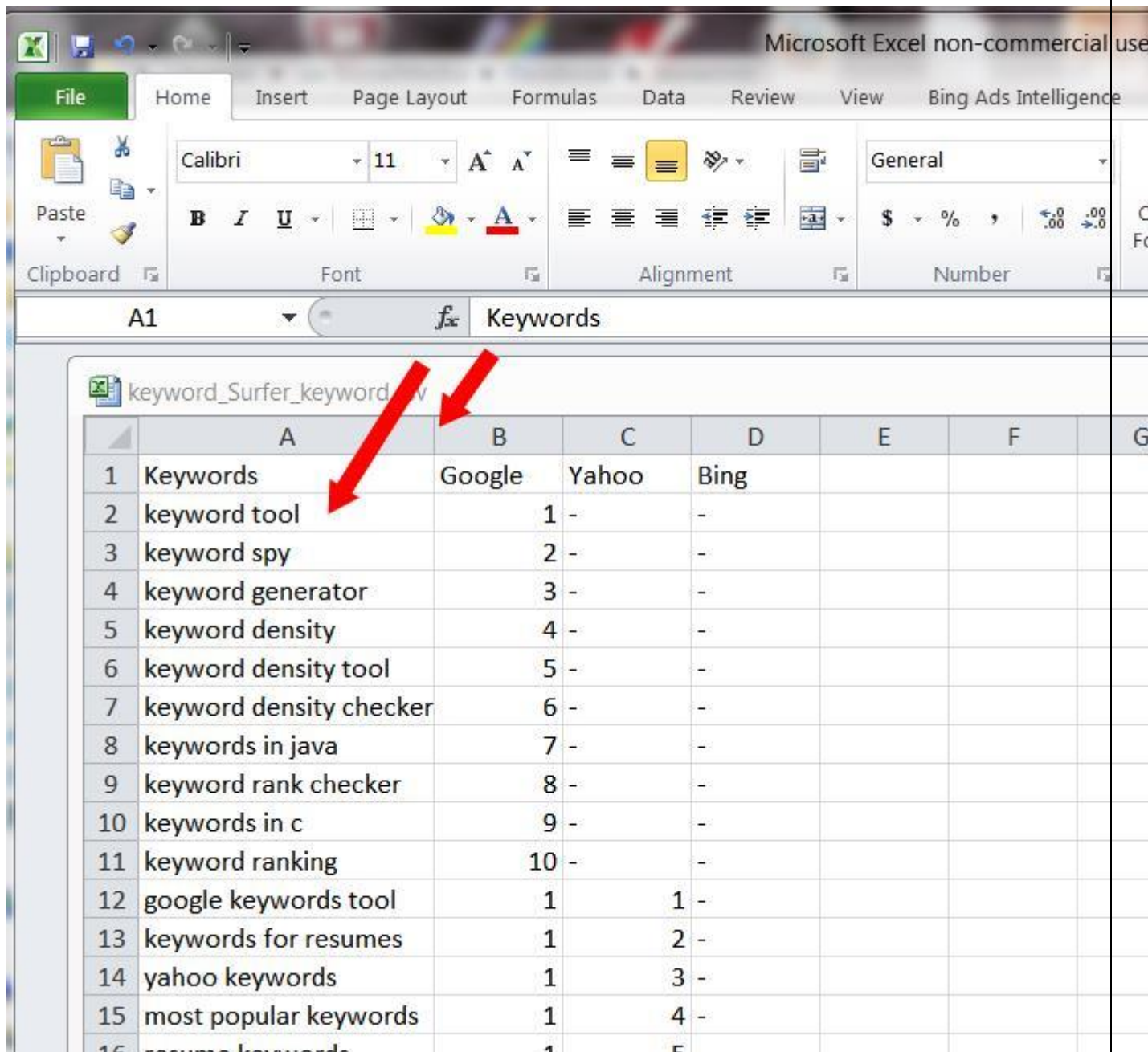
This is where you go to the folder you used to save your CSV files full of keywords.   Clicking on the first one should open it in Excel (or another spread sheet program.   I use this set of key strokes:

- Click on the A1 cell (the one in the upper left hand corner of the spreadsheet)
- Press CTRL-A (to select All Cells
- Press SHIFT-Left-Arrow three times until use the left column is highlighted
- Press CTRL-C to copy the highlighted column (or right-click–>Copy)

This is how the spreadsheet looks when you start.

After the CTRL-A (and dragging the right side of the first column – in the header line – to the right to make it wider) the screen looks like this.
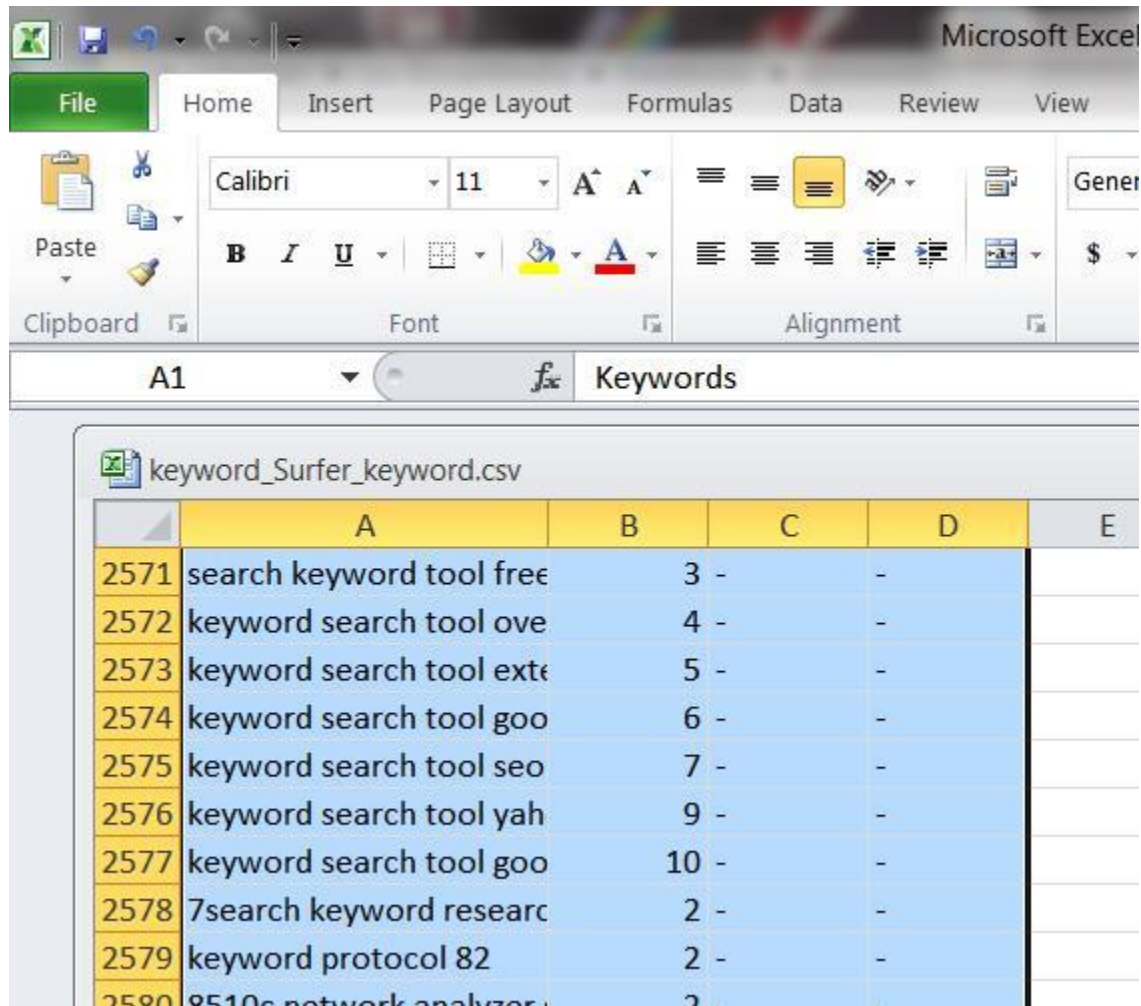
After the Shift-Left Arrow presses, you end up with just one column highlighted. CTRL-C to copy the column and change to the Market Samurai screen.

Paste them into the box on the left and then press the "Add Keywords" button. Then you need to CRTL-A and Delete to clear the box for the next set.

Rinse and Repeat until you have entered all of your CSV files into Market Samurai.

I also do a CTRL-A and DELETE to clear the "Add Keywords" box above after I have pressed the "Add Keywords" button.

In the next screenshot, you can see I have 14,289 unique keywords

TEACHING TIP: I tried with about 20,000 keywords and Market Samurai never finished.   There is a limit. It probably has to do with how much memory your machine has. Just be aware.
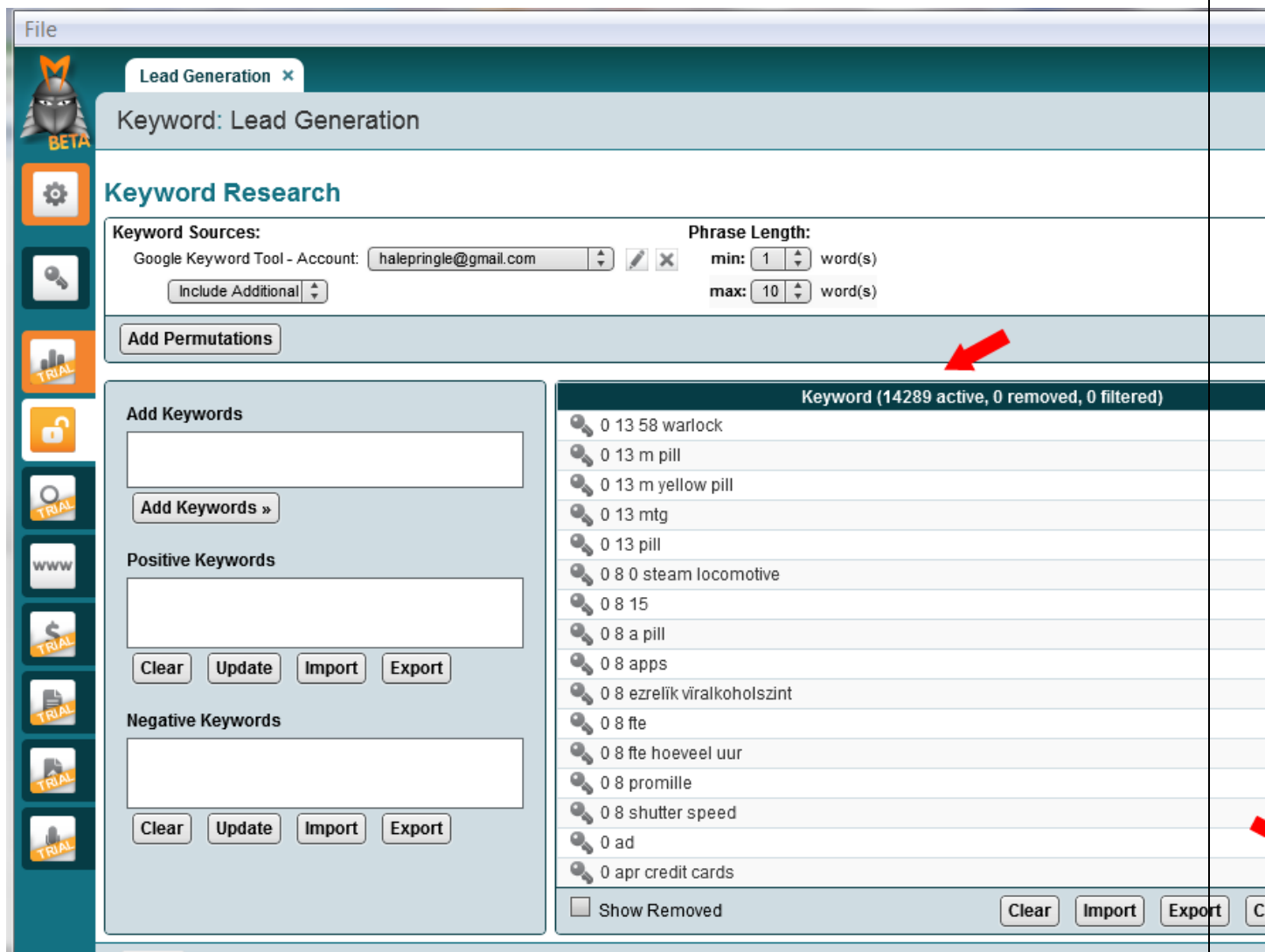
How Competition here differs from the Google Adwords Keywords Tool

TEACHING TIP: Competition means different things in different places.   It is critical that you understand the difference here.

In the Google **Adwords Keywords tool "Competition" means "how many people are paying to place Ads for this keyword?"**

Here "**Competition" means "How many web pages are competing for the top 10 spots in Google Searches on this keyword?"**

Once you have clicked on the Keyword Analysis Button, you will see the screen below.

FILTERING THE KEYWORDS DOWN

We are going to look for keywords that meet two criteria:

- We do NOT want keywords that have many, many webpages competing for the keyword.
- We do NOT want keywords that have virtually no one searching for the keyword.

As the red arrows below show, I'm asking for at least 30 searches PER DAY and fewer than 60,000 pages to compete with. Then I press the button at the bottom.

Can I really compete with 60,000 web pages?

TEACHING TIP: There are many "duplicate" pages (according to Google) on the Internet. Here is how to tell how many pages you are actually competing against.

I'm going to do a search in Google for the keywords "Online Lead Generation". Here is the results:
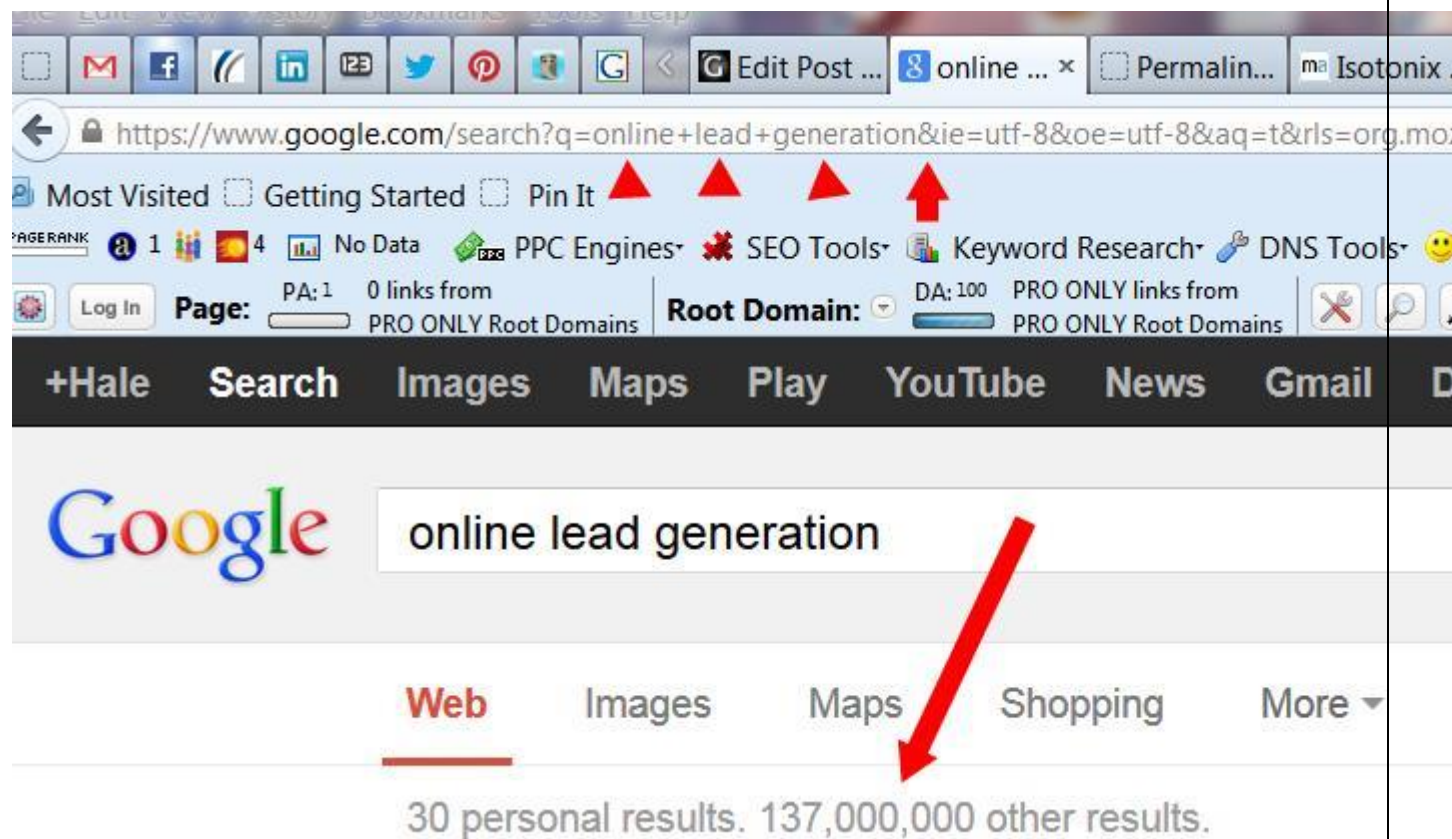
That is 137,000,000 results. Can I really compete? Note at the top, I have shown you the keywords that were searched for. They are separated by plus signs and have an ampersand after them.

Replace everything after the ampersand with "start=990″ (Note the lower case.) This is what it looks like.
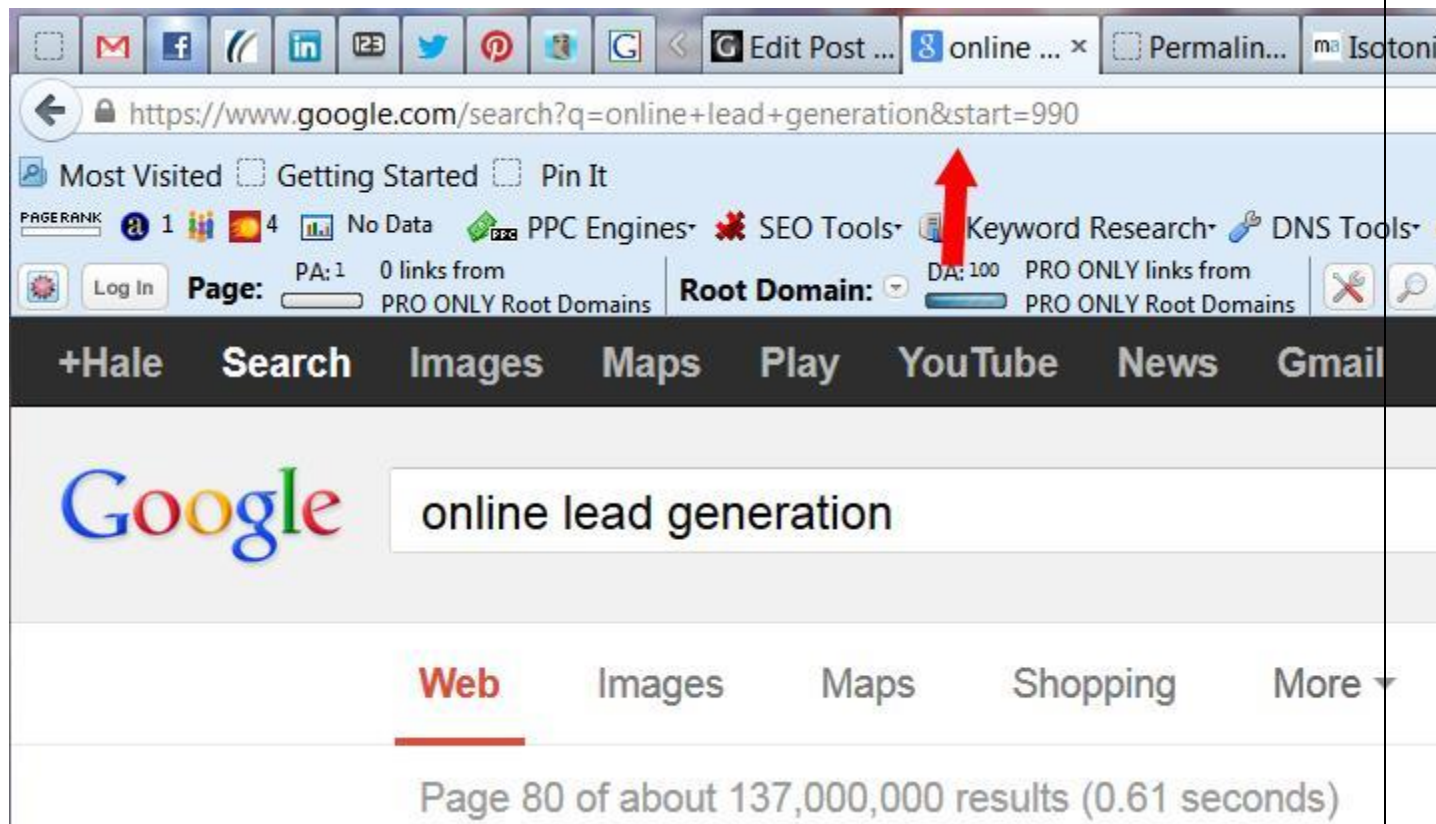
The 137,000,000 still looks the same.   However if you scroll down the page, you will see this.

In order to show you the most relevant results, we have omitted s
entries very similar to the 800 already displayed.
If you like, you can repeat the search with the omitted results inc

Okay. Maybe I can compete against 800!

Export the Full List of Keywords for Your Blog

Once you have your keywords entered, it is time to Export them, Save them and start to Analyze them.

Lets look what the Keyword Analysis Button gives us.

This shows that Market Samurai has taken the 20,000 keywords and found that only 1378 actually met the criterion of having at least 30 requests per day and less than 60,000 pages with that keyword on it.

There are still quite a few of these that I can't reasonably compete for. We'll look at how to find out which one I can compete for in the next post.

The Next Step is to Analyze Competition For Your Keywords

Let's Find Which Keywords for Your Blog are competitive

In the last post on Keywords, we looked at paring the massive list down to something more reasonable.   We are down to about 1,400 and this would be nice IF we could compete for all of these. Unfortunately, that isn't the case.   Today we are going to look at analyzing your key words to see which ones have low enough competition as to be worth my time. As I noted in a previous TEACHING TIP, the Google Adwords Keywords tool talks about competition with other person bidding to advertise. Here we are interested in competing to rank on page one of a Google Search. These are not the same thing.

Using Market Samurai to Look at Competition for Keywords for Your Blog

The section of Market Samurai that we are going to use today is NOT free after the 12 day trial.

STEP 1.   Open your saved CSV file in Excel and add a blank column. Click on the A1 – it contains the word "Keyword", right click –> Insert –> column)   The B column is where I'm going to write notes about the results for each keyword I choose to look at.

Let's start right off by saying that there are things going on behind the scenes that no-one out here understands. For example, there is no way that there are less than 100,000 pages that focus on the keywords "Blog," "Marketing," and "Blogs." With hundreds of thousands of searches per day, these would be nice to rank for, but virtually impossible in fact. Now that we have somewhere to record our results, lets get some results to record. 😐

We ended the last post looking at a screen that looks like this.
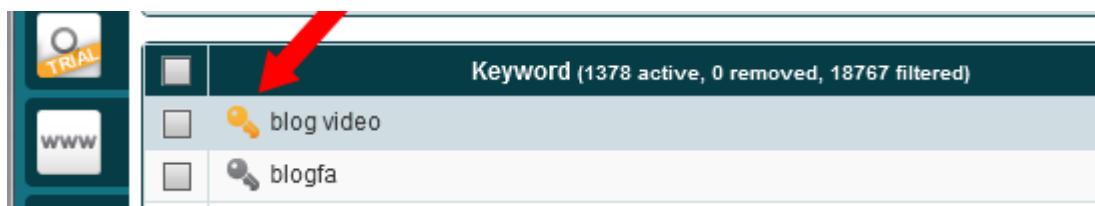
You can see that there are a list of keywords, 1378 of them and the filter got rid of 18767. (As noted before, I had trouble getting Market Samurai to process this many. I never had a problem with about 15,000.)

We are going to pick key word that we would like to write about and double click on the key beside that word. (I found that I needed to be firm to get the double click to work. It didn't always happen the first time.) Once the key turns yellow you will see a spinner and after a few seconds the screen will look like this.
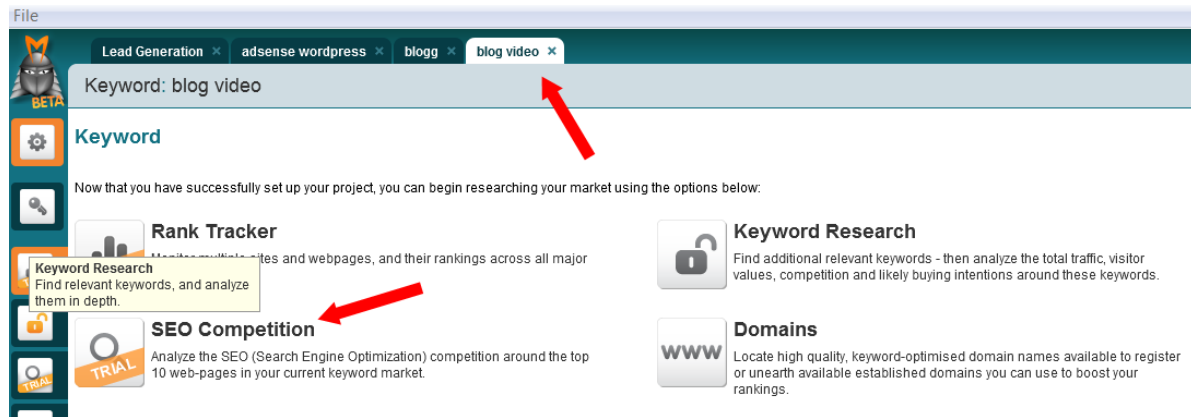
There is a new tab at the top of the screen and several options. We want to use the SEO Competition option. As I said, this option is available for 12 days and then you have to pay for it. Click on the SEO Competition/Trial button and you will see this screen.
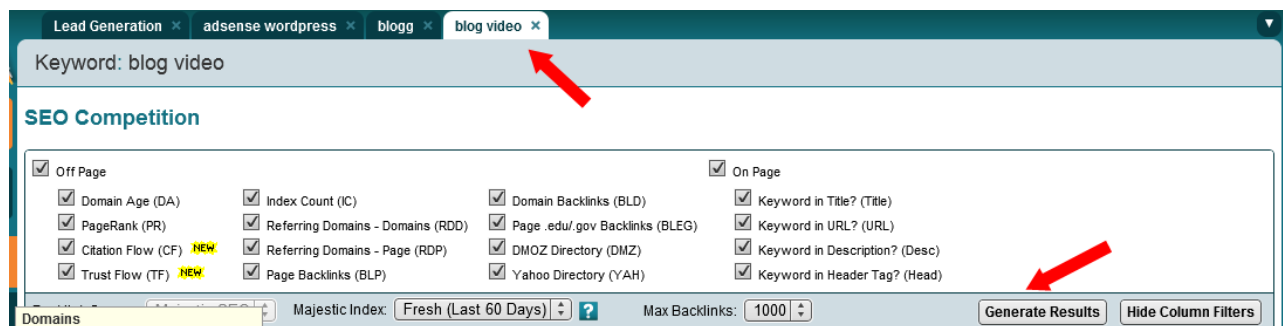
The check marks show you what data will be collected. You can leave them as the defaults. Make sure the right key word tab is clicked at the top of the screen and click on "Generate Results."

TEACHING TIP: This process is time consuming in that there are 10 and 20 second pauses while Market Samurai collects data. I find myself checking Facebook or Email and then coming back. Sometimes in that process the tab I thought would be highlighted isn't the active one when I get back. **Be sure to check before you press Generate Results.**

After a few seconds you will see a screen that looks like this:

Keyword: blog video

SEO Competition

Tabs			
Lead Generation ×	adsense wordpress ×	blogg ×	blog video ×

Backlink Source: Majestic SEO | Majestic Index: Fresh (Last 60 Days) | Max Backlinks: 1000

#	URL	DA	PR	CF	TF	IC	RDD	RDP	BLP	BLD	BLEG
	http://www.youtube.com/watch?v=NN2I1pWXj	8	6	41	32	42	8,839,561	702	4,301	2,628,270,200	108
1	http://support.google.com/blogger/bin/answer.py	11	7	23	13	977,000	105,449	7	11	66,597,501	0
2	http://failblog.cheezburger.com/tag/Video	1	5	53	50	19,700	1,800	70	2,438	1,421,032	0
3	http://www.thehobbitblog.com/category/videos/	5	5	40	48	15	2,798	18	172	52,059	0
4	http://mashable.com/2009/10/09/video-blogging/	8	4	30	18	284,000	225,041	105	536	20,703,696	2
5	http://desktopvideo.about.com/od/videoblogging/	13	4	18	21	24,500	1,766	48	179	14,077	0
6	http://www.blogger.com/features	13	8	61	39	1,400,000	741,218	402	3,092	4,618,925,012	13
7	http://www.blog-video.tv/	5	4	48	30	7	791	487	11,611	23,583	0
8	http://googlevideo.blogspot.com/	7	5	40	46	1	1,356	744	13,807	18,845	16
9	http://www.commoncraft.com/video/blogs	10	6	50	31	28,000	11,091	75	338	250,914	20

If you hover your mouse over the headers, the system will pop up a screen that describes the data contained in each one. RED shaded boxes are very hard to compete against. Yellow shaded boxes show areas where you might have a chance (with some serious work). Green is good.

I usually look at the two columns that I marked with arrows. The one on the left is PAGE RANK (A Google ranking of how authoritative your sites is) and the one headed with BLP. This is the number of backlinks to this specific page on the website. (Remember Google ranks PAGES, not websites.)   Since I do not have a site with a Page Rank of 4, I would immediately mark this key word phrase as something I SHOULD NOT USE for SEO purposes. I might use it anyway, but I would not expect to rank for organic search on this key word. Maybe is a couple of years, but not now. (You can see the Domain Age (DA) column that most of these sites have been on-line for several years.)

TEACHING TIP: We hear a lot about Page Rank (On-Page Factors) and Backlinks (Off-Page factors) and how they relate to SEO. You don't have to look at many screens like this one to see that there is a whole lot more than that to this. You can see at the top of the image Market

Samurai has lists the off-page data (on the left) and the on-page data (on the right) that it will be collecting.)

For example, look at the next screen:

#	URL		DA	PR	CF	TF	IC	RDD	RDP	BLP	BLD
1	http://12most.com/2012/12/04/reports-in-go	▾	2	2	25↗	13↗	7,700	1,584↗	6↗	30↗	83,215↗
2	http://www.digitalalwaysmedia.com/training-	▾	3	0	24↗	21↗	0	77↗	0↗	0↗	668↗
3	https://cssboss.com/setting-up-a-new-googl	▾	2	0	25↗	17↗	0	67↗	0↗	0↗	24,666↗
4	http://www.youtube.com/watch?v=celu-sRNc	▾	8	0	0↗	0↗	2,670,000,000	8,976,646↗	0↗	0↗	2,965,908,230↗
5	http://www.youtube.com/watch?v=5YViqzz0W	▾	8	3	0↗	0↗	2,670,000,000	8,976,646↗	0↗	0↗	2,965,908,230↗
6	http://wordpress.org/support/topic/plugin-bul	▾	10	3	0↗	0↗	651,000	5,076,184↗	0↗	0↗	1,541,640,715↗
7	http://www.downbeach.net/tag/in-page-analt	▾	11	0	0↗	0↗	0	5↗	0↗	0↗	17↗
8	http://www.rocketanalytics.com/blog/article/q	▾	4	1	16↗	7↗	0	4↗	0↗	0↗	95↗
9	http://www.developerdrive.com/2012/03/emb	▾	1	3	35↗	21↗	6,080	819↗	7↗	16↗	15,642↗
10	http://ga.site5.com/stats-analytics-and-logs/	▾	1	0	21↗	21↗	1	4↗	0↗	0↗	10↗

OFF-PAGE Factors

We can see that the next to last entry (#9) has a Page Rank of 3 and 16 Backlinks – the second highest on the page. Several Page Rank 0 sites with no backlinks at all rank above it. Obviously there is a whole lot more to the formulas than just Page Rank and backlinks.

The Index Count (IC) column shows how many pages Google found on the site. Click on the little arrow beside the IC count and Market Samurai will open all of the pages listed. This would give you an idea for what your competition is talking about on their sites.

You can see that some of the sites are on YouTube and get a little credit for all 2.7 billion pages that YouTube has. Obviously the vast majority have nothing to do with our keywords.

The BLD column shows the number of backlinks to the whole URL/Domain. The higher this number, the more content the site has that other people like enough to link to it.

The BLEG column shows the number of backlinks from Education and Government sites. This used to be very important. It is less so now, BUT these sites often have a high Page Rank and therefore they are worth more than junk sites with a Page Rank of zero.

THE DMZ column indicates whether or not the page is listed in the DMOZ site. This is the largest human reviewed site in the world.

THE DMY column indicates if the page is in the Yahoo directory. This is a paid site and costs about $300 per year.

ON-PAGE Factors

The rest of the columns (not shown) are ON-PAGE factors and you can influence them. Are the keywords in the title, the domain, and the description of the pages. Are the keywords in H1, H2 and H# headers on the page, etc. There is also a column that indicates how long it has been since the Google Robot crawled the website to collect data about it.

Market Samurai training suggests looking at Page Rank, Backlinks to the Page, Yahoo Directory, In Title and In URL.

NOTE: There is a nice button at the bottom of the screen "Add Custom URL" You can click on this and enter YOUR URL here. It will add your domain to the list so that you can see just how far you have to go.

Rinse and Repeat

Go down your list and check out keyword phrases that you might like to write posts about. Then record your impression in your spreadsheet, delete the column at the top of Market Samurai, choose another keyword and try again.

My Results

In my case, I found that there weren't many keywords phrases that I could reasonably rank for. Most of the best were actually misspellings of "Google Analytics." It amazing how many ways people can misspell "Analytics." For example: analtyics, analtyics and analyitics.

Analyzing Keywords for FREE

There are several Free Firefox addons that you can use to look at your competition. The two I like best are SEOQuake and SEO for Firefox.

For these tools you will need to copy and paste each keyword into the Google Search engine and look at the results.

Here you can see that SEOQuake adds a line to each result returned by Google. You can see the Page Rank Column (PR) and the Links (to the individual page) and Links to the Domain.

TEACHING POINT: After you get past the large sites with hundreds of thousands of searches per day, the data becomes approximate. Especially in Market Samurai you will see dozens of sites that have the same daily count (e.g. 266) and then it will drop (e.g. 217) and you will see dozens more. When I got down to below 145 searches per day, I only got keywords that started

with the letters P through R. You will also notice that the Google Search data reported by SEOQuakc does not match the data reported by Market Samurai for the same key word. Some of this is volatility (rankings change from day to day), but my research indicates that most of it is due to differences in the approximations used by the different tools.   Just as an example, Google recently changed their rules so that it is harder to find the backlink numbers they are using, so Market Samurai uses Bing's or Majestic's numbers – obviously these are not the same as Google's.

After you have completed this process you will have a list of keywords, relative to your niche and blog that you can actively compete for and hope to rank on the first page of Google.

BONUS – Using Google Search for Keyword Research

The Topic Here is Using Google Search For Keyword Research.

Here we are going to take a different tack and ignore the Google Adwords Keyword tool. (Almost all of the major keyword tools, just repackage the data from the Google Adwords Keyword tool.) As I've noted in a couple of places, the Google Adwords Keyword tool focuses on competition for Ads in Google. It does NOT look at competition among web pages. You can actually do research using Google Search for Keyword Research. Doesn't it make sense to use the search engine itself to tell us what the Search Engine is doing?

You have a Keyword in Mind for a Blog Post – Now What?

Many times we have a post in mind and we have an idea for a keyword that who fit nicely. My question to myself is usually "Is this keyword reasonable for SEO purposes or is there a longer tailed phrase that would be much better and fit just as well?"

Let me explain this question a little. Here are some "facts" that you may or may not know.

- Google ranks "Pages/Posts" not websites. Overall website ranking does figure in, but the most important thins to Google is "How likely is it that **THIS PAGE** to provide the content that the user is looking for?"

- Google has to pretty much guess what you are looking for based on your keywords. Think about it. "Blogging Information" could be a request for many different kinds of "information."
- Google uses very complicated criteria to try and determine if your blog page is going to provide good content to the user.
- Some of the criteria are based on the page itself (Is the keyword in the title, in the URL, in headline, in the ALT field of an image, etc.)
- Some of the criteria are based on what other people say about your content. (Do they link to it? Do they share it on Facebook? When they read it do they leave in 2 seconds or do they stay and read? Do they go to other pages on your site after they read the first page?)
- When Google provides a page of links to a searcher, virtually all of the clicks are on the first few links. Searchers very rarely go to the second page and almost never to the third page. They will start a new search before they go to page after page of results.

With all this in mind, let's get real. I could use the keyword "keywords" for this blog post. There are millions of searches every day for "keywords." That's great!. However, there are some VERY established blogs (like Wikipedia) who dominate the top hundred listing or so. That means that there is no possible way that anyone would ever see my post based on a Google search for "keyword". That is obviously a bad thing for me.

What to Do When Your Keyword Doesn't Work?

If the keyword you are thinking about doesn't seem likely to gain your any traffic, you look for a long tailed keyword phrase. Instead of just using one or two very common words, we use a phrase that people are likely to use. There will be fewer people searching with the phrase, but if we find the right one, we can rank on page one for the phrase. Some traffic from a small group is better than NO traffic from a large group.

We are going to look at using Google Search for keyword research. The engine itself will help us find useful keywords.

Analyzing Keywords for FREE

Earlier in this document, I mentioned this, but it is also relevant here. There are several Free Firefox addons that you can use to look at your competition. The two I like best are SEOQuake and SEO for Firefox.

For these tools you will need to copy and paste each keyword into the Google Search engine and look at the results.

Here you can see that SEOQuake adds a line to each result returned by Google. You can see the Page Rank Column (PR) and the Links (to the individual page) and Links to the Domain.

1. **Video blog** - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Video_blog**
A **video blog** or video log, sometimes shortened to vlog (pronounced 'vlog' or '
form of blog for which the medium is video, and is a form of web ...

SEOquake | PR: 7 | I: 42,700,000 | L: 10 | LD: 41128060 | I: 107,000,000 | R

2. Official Google **Video Blog**
google**video**.**blog**spot.com/
Jul 9, 2010 – Official Google **blog** highlighting a selection of the **videos** contrib
Google's searchable **video** marketplace.

SEOquake | PR: 5 | I: 350 | L: 1140 | LD: 2071 | I: 417 | Rank: 3960615 |

3. The Complete Guide to **Video Blogging**
mashable.com/2009/10/09/**video-blogging**/
by Leah Betancourt - in 147 Google+ circles - More by Leah Betancou
Oct 9, 2009 – Leah Betancourt is the digital community manager at th
Tribune in Minneapolis, Minn. She is @l3ahb3tan on Twitter. **Video bl**
...

SEOquake | PR: 4 | I: 687,000 | L: 16 | LD: 6747191 | I: 704,000 | Rank: 321

Let's look at some searches in Google.   I'm going to use "Facebook Marketing" as my sample keyword.   I didn't draw an arrow to it, but there are over a billion pages returned for this keyword.   There are three paid ads at the top and the Facebook.com itself is the top entry with over two trillion pages returned.   I don't think I'm going to have much success here!

Using Google Search to Keyword Research – Add a Space

When I add a space to the end of my search phrase, Google makes some suggestions.   You can see that Google keeps track of what people tend to type after they type "Facebook Marketing."   As near as I can tell this information is ignored by the Google Keyword Tool.   These different sections within Google give VERY different results.

Okay – FOUR is nice, but I'd like to see more!   Over on the right side of your page you will see a Gear Icon. This is the standard symbol for settings.   When you click on the Gear Icon you will see a short menu. Click on Search Settings.
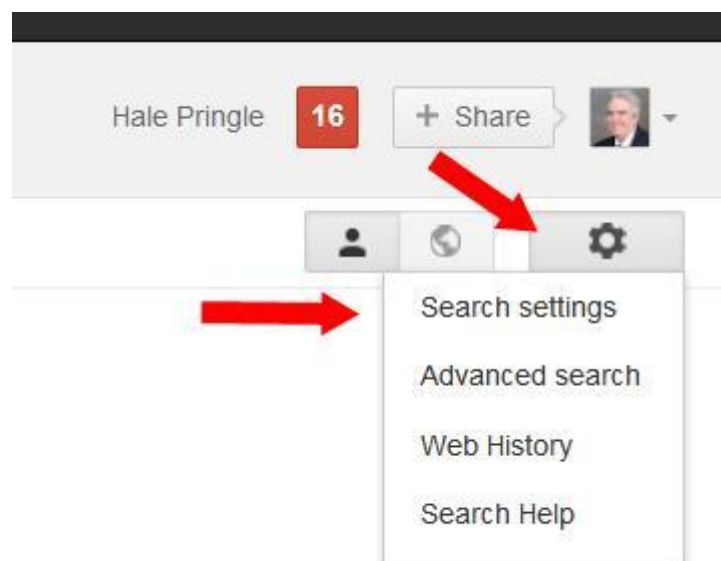
You will see a page that has this in the middle of it.   You may have noticed that Google now starts to give you results as soon as you start to type. It didn't used to do that.   These are called "Instant Results."   We are going turn "Instant Results" off.   Then click on the SAVE button at the bottom of the screen (not shown.)

Now when we add the space to "Facebook Marketing" we get 10 results.

If you see one that works for you click on it and see if maybe this longer phrase isn't has competitive as the original phrase.   Of course you can add a space to your longer phrase and get an even long phrase.   Let's try using Google Search for keyword research on the longer phrase "Facebook Marketing Solutions ".   You can see that we get more suggestions below.

As you can see we get even more options.

TEACHING POINT: These phrases are things that people who are using Google actually type. They are probably pretty good keywords.

Too Many Pages?

When you looks at 100,000 or 1,000,000 pages you might think that this is too many to compete against. Earlier in this eBook I showed that Google reports MANY pages that it thinks are VERY similar when it generates the 100,000,000 numbers. Look for the section above, it shows an easy way to determine how many unique pages you are competing against.

One more Google Search Tip

Let's add an asterisk and a space to the beginning of our phrase. This will give us "* Facebook Marketing". You see that you get some of the same phrases with words AFTER "Facebook Marketing", but you also get some with words BEFORE the keywords we entered.

Related Search Phrases

In addition to the suggestions that Google makes at the top of the page, there are also some "Related Phrases" at the bottom of the page. You can use these too.

Find a Long Tail Keyword that works for your post idea and Use it

There you have it – a Step-by-Step System for Using Google Search for Keyword Research

Until next time, you have a Great Day!

Dr. Hale Pringle – Hale Yes!

Skype hale.pringle

Email: HaleYes@HalePringle.com

I work with some of the finest online marketers in the world. They have developed what I believe to be the BEST program to train you to market online at you own pace.   Drop me an email and I'll get you an invitation to a live webinar to see what we are doing.

P.S. If you are working to move your network marketing business online, I can help! Check me out at http://HalePringle.com. On the WORK WITH HALE page you can sign up for the free coaching call. I'll give you the benefit of my years of experience and many thousands of dollars in training and searching the rabbit hole called Internet Marketing and Network Marketing. I can help you with prospecting online, blogging, and more.

MOSTLY FREE RESOURCES

Version 4.0

Check out these FREE Reports and eBooks by Dr. Hale

(Those marked as MRR are documents written by others, but I have modified them and I really like what they have to say. MRR means that if you contact me we can arrange for you to place the document on your site as well (with YOUR affiliate links in the document.) Unless otherwise indicated, the rest of the eBooks I wrote from scratch and you won't find them elsewhere.

FREE – 9 Surefire Steps to Successfully Prospecting Online

http://HalePringle.com/fbprospecting-offer

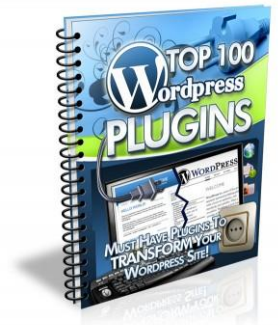This eBook shows you Step-By-Step how to connect with the right people and actively prospecting online.
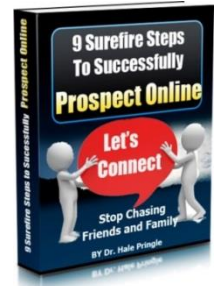
FREE- 100 Top WP Plugins-

http://halepringle.com/Top100Plugins

Top plugins described and links to where you can find and purchase them. These are industry standards used by many of the industry's top bloggers (MRR)

FREE - 25 Ways to Find YOUR Niche –

http://halepringle.com/Niche-offer

25 different ways to brain storm for the perfect niche for you. Includes a set of questions that will help you determine if a niche is viable.
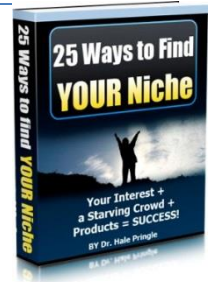
FREE - 7 Mistakes New Bloggers Make

- http://halepringle.com/7-mistakes-offer
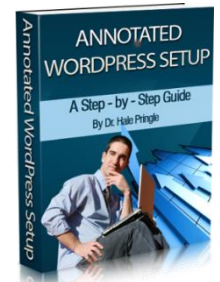
New bloggers fall into the same traps over and over. Learn what they are so YOU can avoid them.

FREE - Annotated WordPress Setup

http://halepringle.com/WP-Setup-offer

Follow along while screen shots show you how to set up a WordPress Blog – from buying the domain to working your blog.

FREE EBook - Attraction Marketing: The Three Phases Explained

http://HalePringle.com/am-3-phases

This eBook reveals the #1 Secret to Becoming an Attraction Marketer Quickly. It explores the three distinct Phases that you will go through on your way to becoming an Attraction Marketer.

FREE – AWeber: Quick Start

http://HalePringle.com/aweber-qs-resources
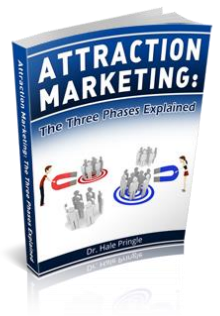
This Free eBook AND 15 minute Video will get you started with AWeber, the autoresponder system used by at least half of all Internet Marketers.   Enjoy! Grab this while it is still FREE!

FREE – AWeber Magic -21 AWesome AWeber Features and Tips
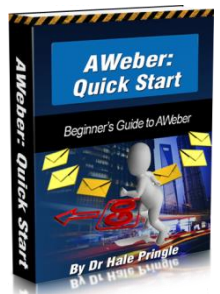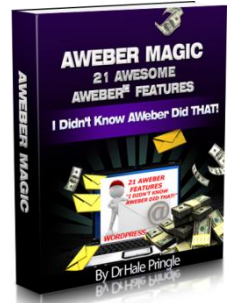
http://HalePringle.com/21-aweber-offer

This eBook reveals over 21 AWeber Features
and Tips you have probably never heard about.
Several are general and several are specific to
WordPress Blogs. Enjoy! Grab this while it is still FREE!

AWeber© Unleashed

http://HalePringle.com/AWeber-Unleashed-Resources

> **All the ins and outs of AWeber**. Full Manual. Handle multiple
> free offers and funnel them into one follow-up
> email sequence.   Updated with the 6/5/2013
> AWeber site changes.   Over 220 pages of in depth coverage. $69.95 retail.
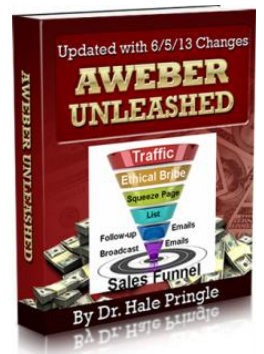
FREE - Beginner's Guide to Copywriting

http://halepringle.com/Copywrite101-offer

> Forget what you learned about writing in High School and College. Copywriting
> has its own rules.   This short eBook with help you get started.

FREE - Blog Look and Feel Checklist –

http://halepringle.com/Checklist-offer

> Hidden rules that top bloggers usually follow when they design their blog. A top
> blogging instructor's "hot seat" criteria revealed.

FREE - Create an eBook in 30 Minutes or Less

http://halepringle.com/create-ebooks

> Take your long blog post that you worked so
> hard on and create an eBook/eReport in
> minutes. Re-purpose your work/

FREE – Decent $$$ Working From Home
http://halepringle.com/decent-money

> If you are willing to do the work, there is a new
> program called DS Domination that will generate
> decent money ($50 to $500 / day) for you – quickly.
> Learn how you can tap into three different training
> system and build a second income – part-time.
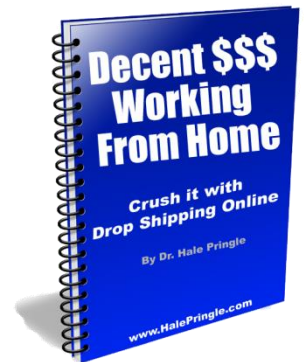
FREE – Expert Blogger's Traffic Advice –

http://halepringle.com/Experts-Traffic-offer

> Listen!! Top Network Marketing Bloggers tell you what they do to attract people to
> their blog.
>
> You blog post is NOT done when you press Publish!

FREE – Explode Your Keywords –

http://HalePringle.com/Explode-Your-Keywords

> Step-by-Step instructions on how to find
> thousands of potentially relevant keywords
> and sift through to find the ones you can
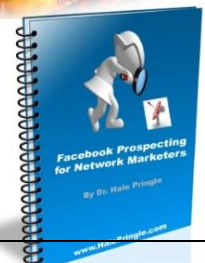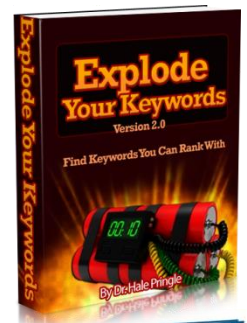
potentially rank with. **Version 2
uses Google Keyword Planner**

FREE - Facebook Prospecting –

http://halepringle.com/Facebook-Prospecting-offer

Follow an expert and she shows you how to find prospects, connect with them and sign them into her network marketing company.

FREE – Find Customers on Twitter

http://HalePringle.com/Twitter-customers-offer

An online expert show exactly how she find, engages and closes customers on Twitter – one at a time. Twitter is widely regarded as the best customer search engine in the world.
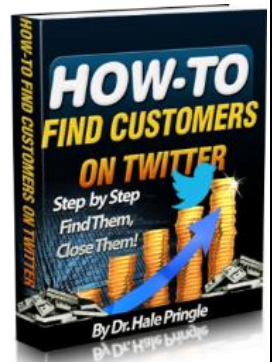
FREE- Find FREE Images for your Blog

http://halepringle.com/Images-offer

Your blog posts NEED images. The Google SEO criteria expect them and you readers are much more engaged when you have them. Finding free images helps the beginning budget. Over a dozen sites are listed, along with search engines that specialize in searching across multiple free sites.

FREE - Free Tools for Internet Marketers –

http://halepringle.com/Free-Tools-offer

Over 50 **free** tools to make your Internet Marketing tasks easier.

FREE - Internet Marketing Tools You SHOULD Purchase. –

http://halepringle.com/Paid-Tools-offer

Some tools are just worth the price. This is my list of MUST HAVE tools.

FREE – JV Giveaways: Quick Start

http://halepringle.com/jv-giveaways-quick-start-offer/

JV Giveaways are a great way to build your list. They
Are inexpensive and can generate lots of traffic.   IF YOU
KNOW HOW TO use them.   Here is an overview that will
get you started quickly!

FREE – Overwhelmed by Internet Marketing?

http://HalePringle.com/Overwhelmed-offer

If you are trying to learn Internet Marketing on your own, you are undoubtedly
Frustrated and Overwhelmed. There are solutions! This free report exposed WHY
you are overwhelmed and how to combat it!
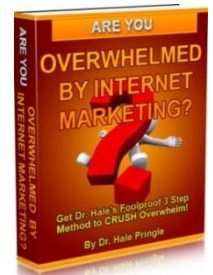
FREE - LinkedIn Ranking (Page One in Minutes):

http://halepringle.com/linkedin-Ranking-offer

The SECRET to drastically improving your ranking in LinkedIn in minutes revealed!
Five easy steps that you can do in minutes. See the results as soon as you are done!
Amazing!
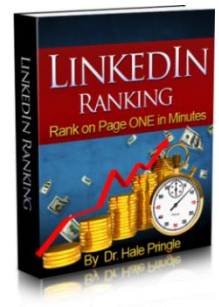
FREE Webinar Ignition: Quick Start

Http://HalePringle.com/Webinar-Ignition-QS-Offer

This free eBook contains a brief comparison of the Webinar Ignition
Plugin and GoToWebinar plus a check list for using Webinar Ignition to host your own
personal webinars. It also gives to a link to an example
Webinar where I walk you through creating a webinar.   For less than $100 you can
book a webinar, have a registration page, add
registrants to your autoresponder lists, make free offers,
automatically generate reminder emails and SMS text messages,
host a webinar that can have thousands of attendees, automatically
record the webinar on YouTube and have an evergreen replay (with
optional countdown timer until it closes.)

Webinar Ignition: Complete

Http://HalePringle.com/Webinar-Ignition-Complete-Resource-Offer

This eBook retails for $29.99 and covers the WordPress Webinar Ignition
Plugin in depth.   Screen shots walk you through the initial setup
and every step of using Webinar Ignition to host your own webinars.
For less than $100 you can book a webinar, have a registration
page, add registrants to your autoresponder lists, make free offers,
automatically generate reminder emails and SMS text messages,
host a webinar that can have thousands of attendees, automatically
record the webinar on YouTube and have an evergreen replay (with
optional countdown timer until it closes.)
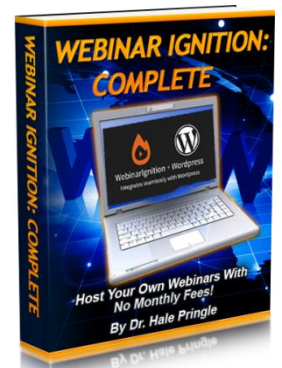
Small Reports or Tips Pages

GoDaddy Domain Purchase and NameServer settings
http://halepringle.com/GoDaddy

Creating a Static Home Page - http://halepringle.com/Static-HomePage

Adding an Image Sidebar - http://halepringle.com/Image-Sidebar

Find out how many pages are REALLY competing, Find EZine articles in your niche that have a lot of traffic and more -
http://halepringle.com/Neat-Tips

AFFILIATE LINKS

Please note: The following links are affiliate links and I will make a small profit if you purchase one of the products.

The 7 Great Lies of Network Marketing

Click for a free download. You will also be given the opportunity to purchase The Renegade Network Marketer. This is one of the most influential books ever written for online network marketers. 7 Great Lies of Network Marketing
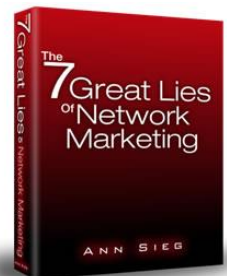
Attraction Marketer's Manifesto

Here is another free download. Again you will be given the opportunity to purchase The Renegade Network Marketer. This is one of the most influential books ever written for online network marketers. Attraction Marketer's Manifesto
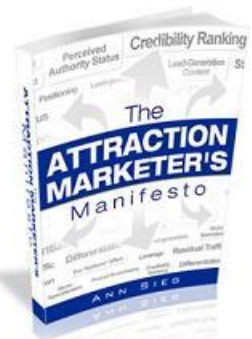
Magnetic Sponsoring

HERE is another Must Read for online network marketers: Magnetic Sponsoring – the book that started "Attraction Marketing" Click here to purchase: ## Magnetic Sponsoring
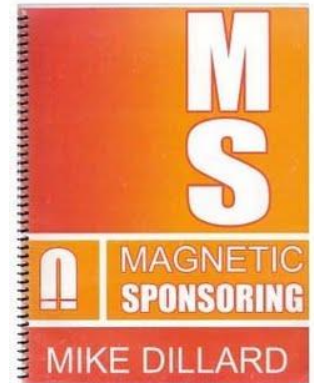
What's Working Now

Last but not least: Here is one of the best resource sites on the Internet for online marketers. The archives contain articles on virtually any online marketing topic you care to name: Magnetic Sponsoring's - What's Working Now