



Keywords Made Simple™

How to Identify the SEO Keywords That Will
Lead Customers Directly to What You Sell!

Create an
SEO
Keywords
Bank!

Includes
The Keyword Mapping Mindset™ !

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Why Invest Your Time in Keywords?



Keywords Are the Roadmap to Your Products, Your Website, Your Business



Keyword
Search

Keyword
Search

Keyword
Search

Keyword
Search



Keyword
Search

Keyword
Search

Your goal with keywords
is to lay down as many
relevant paths as possible
for them to follow.



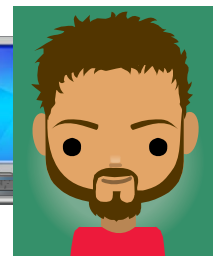
Keyword
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Why Create An SEO Keyword Bank?

Keywords are Like Money in the Bank!

1. You “deposit” relevant keywords
2. Filling your bank with relevant keywords
3. Next you leverage your bank account by easily accessing these keywords every time you write marketing copy
4. **You make money every time a person finds your products through a keyword search and makes a purchase**



Course Purpose

- You have to get out of the mindset of being a “product seller” and *into* the mindset of being a marketer
- I’m going to teach you how to use keywords to run a business not just to sell one-off products
- There is a big difference!
 - Most people teach keywords identification to sell a products
- When you do this you can sell anything, to anyone, any time on the web

Course Agenda

Module 1

- Keyword & keyword research defined
- Keyword Myths
- Why an SEO Keyword Bank
- How to Create an SEO Keyword Bank
- Where & How You'll Use Keywords
- Glossary of Keyword Terminology
- The Keyword Mapping Mindset™
- The 6 Keyword Mapping Mindset™ Questions
- How to Theme Your Keywords
- The Buying Cycle
- What Does Google See?

Module 2

- Hands on Keyword Tools Lab
- Google Adwords Keyword Tool
- Wordtracker Keyword Tool
- Market Samurai Keyword Tool

Module 3

- Organizing Your Keyword Bank
- Q&A

What is a Keyword?

- **Keyword:** A word or phrase that describes a specific product, want, need, problem or mindset. This specific group of people are using these keywords to search for a solution to their want or need.
 - **Keyword Example:** Lawn mower
 - **Problem Example:** How to use a mulching lawn mower
 - **Mindset/Lifestyle Example:** Why mulching your lawn is better than recycling

Drawbacks to Not Focusing on Keywords

- No traffic
- Wasted time
- Wasted money
- No one finds your products

Big Drawbacks!

Keyword Myths

Myths!

- A good keyword strategy is about quantity not quality
- Random keywords help
- Keyword tools alone are the best way to identify relevant keywords
- You can make a lot of money in a niche without understanding keywords
- You can dominate a niche without understanding keywords
- Keyword research must be time consuming
- Keyword research is boring
- Keyword research is static

Myths!

Myths!

Places to Use Relevant Keywords

- Web pages
- Social media pages
- Social media profiles
 - Twitter
 - Facebook
 - Google profile
- Blog post content
- Blog comments
- Signature files
- Titles
- Listing descriptions
- Store Descriptions
- eBay Reviews & Guides
- Website URLs
- Descriptive links
- Meta tags
- Affiliate sites
- Opt-in or “squeeze” pages
- Headlines
- Sub-headlines
- Article marketing
- Offline advertising
- Logos
- Taglines
- Public discussion forum posts
- **Anywhere online where you publish words!**

How to Create an SEO Keyword Bank

1. Get in the Keyword Mapping Mindset™
2. Frequent Idea Hotspots™ to become an insider in your market
3. Ask the 6 Keyword Mapping Mindset™ questions
4. Begin assembling snippets and excerpts of relevant keywords
5. Become proficient in the use of 3 keyword tools
6. Organize your keyword data and deposit in the bank!

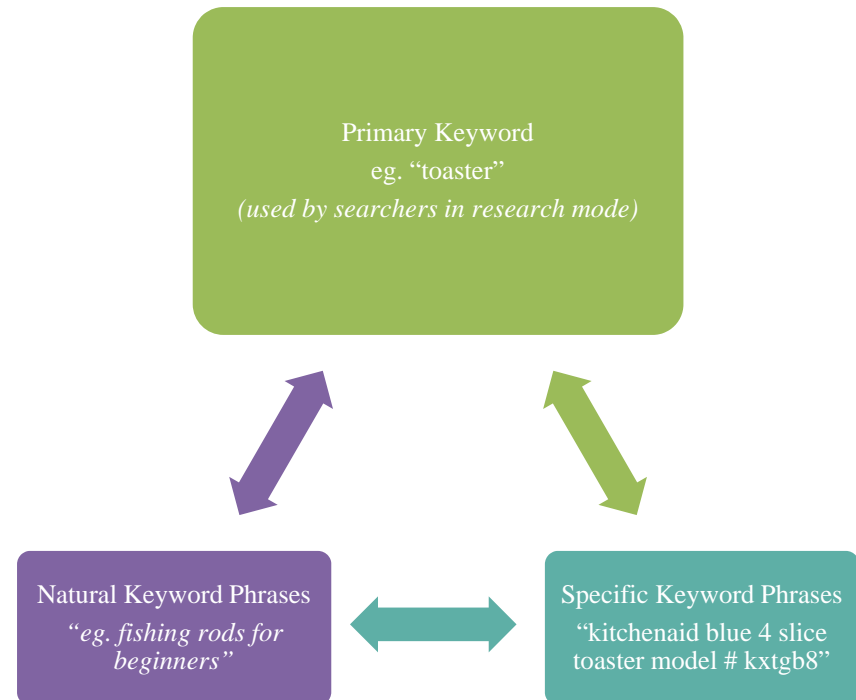




Keyword Definitions

Single Keywords vs. Keyword Phrases

- **Single keywords** are top level, root keywords
 - eg. *purse, tennis racket, wood stove, coffee mug, watch, bookshelf, toaster*
 - This is where most people stop
- Keyword phrases are two or more words used together in a natural sounding dialog **phrase** keywords to describe a product, problem or interest in an attempt to find the desired result
 - eg. *purse, tennis racket, wood stove, coffee mug, watch, bookshelf, toaster*
 - It can be made up of descriptive keywords
- **The closer people are to the buying cycle, the more they will use specific keyword phrases**
- *Both* root keywords and keyword phrases are an important part of your strategy



Long Keyword Phrases

- Longer Search Terms Becoming Popular
 - Search queries consisting of 4 to 6 words have become more popular
 - 1, 2 and 3 word searches have recently declined in popularity
- The more detailed the search, the more likely the person is past the research phase and closer to a purchase decision.
- Your longer search keyword phrases are connecting with highly motivated buyers
- An added bonus! Longer search terms usually don't have the same demand as shorter terms
 - Less competition
 - Less money for Pay-Per-Click

Begin with your root keywords



Expand with long keyword phrases



Your keywords will connect your products
with the world's searching behavior

Meta Keywords

- The meta keywords tag is a tag which can be used to highlight keywords and keyword phrases your web page is targeting.
- It is in a code format “behind” the web page
- The code for a meta keyword tag looks like this
 - `<meta name="Keywords" content="keyword phrase, 2nd keyword, 3rd keyword, 4th keyword">`
- Many people spammed the meta keyword tags and searchers typically never see the tag, so most search engines do not place much (if any) weight on it. Many SEO professionals no longer use meta keywords tags.

What Does Google See?

- If the keywords are on your page, in your sentences, in your paragraphs Google picks them up
- Google does not see “invisible keywords”
- Google does not index “stuffed” keywords
- Bottom line? You can’t trick the search engines!

Long Tail & Brand Keywords

- Long Tail Keywords
 - Not top 100 products
 - Small, but intense demand
 - More precise and specific
- Brand Keywords
 - Keywords or keyword phrases associated with a brand. Eg. “Trek” or “Ugg”. Typically branded keywords occur late in the buying cycle and are some of the highest converting keywords.

Keyword Mapping Mindset™

See Keywords Differently™



Keyword Mapping Mindset TM

- Keyword Tools *alone* will NOT Make You Money.
- Keyword Tools will aid you in identifying keywords that will make you money
- Keyword tools are best utilized when you're in the Keyword Mapping MindsetTM
- Too many people depend on keyword tools alone to “tell them the right keywords” to give them their keywords.
- You have to get out of the mindset of being a “product seller” and *into* the mindset of being a marketer

Keyword Mapping Mindset

- When most people sell a product they think product based
- It very narrow in scope
- In the Keyword Mapping Mindset™ you think about what is going through the mind of the potential customer
- Imagine the *conversation* your potential customers would be having about your products, what keywords would they be using?
- “Baby Sleep-A-Nater” case study
 - Make, model #, style
 - Conversation in the mind of the customer
 - *eg: “baby not sleeping through the night, tried everything to get my baby to sleep”, natural sleep remedies for babies, help for tired parents”*
- **Ask Yourself:** How do I get my customers from where they are (their problem) to their final destination (your solution)?

Insider or Outsider?

- Are you an INSIDER or an OUTSIDER in your niche?
- Insiders get the money keywords
- *Insiders* make more money in their niche than *outsiders*?
- Why? Because they know what their customers are thinking about, talking about, feeling, reading, looking for, and what words how they say it
- An insider collects excerpts & snippets of conversations/keywords that their market is having
 - This helps them know the “secret language” of their buyers
 - The words that the target market is using
- As an insider, you know their pain, their problems, what makes them happy, why they are buzzing, recent developments, what’s cool, what’s in, what’s out
- A secret language – that’s the secret!
- Turn on your radar and start listening to how people are talking about your products
- The money is NOT in the tool itself.
- The money is in your insight

Frequent Idea Hotspots™

- Magazines
- Google groups
- Facebook groups
- Twitter
 - Search.twitter.com
- Supplier catalogs
- Product boxes
- Customer inquiries

Frequent Idea Hotspots™

- Newspaper
- TV
- Niche websites
- Internet
 - Wikipedia.com
 - eHow.com
 - Squidoo.com
 - Articles (search
 - Blogs

6 Keyword Mapping Mindset Questions

1. Who is your potential customer
2. What problem/want/need are they trying to solve?
3. Where else are they looking?
4. Why do they want/need your product?
5. When will they be ready to buy?
6. How can you lay down as many maps as possible to the products you sell?
 - a) How to information
 - b) Tips
 - c) Recommendations
 - d) Reviews
 - e) Examples
 - f) Descriptions
 - g) Model #'s
 - h) Etc.

Theme Your Keywords

- Google wants you to theme your keywords
- Google sees your primary phrase as your theme description
- Then use other phrases that support that theme
- Women's Tennis
 - women s tennis
 - women s tennis rankings
 - women tennis history
 - women tennis pics
 - women tennis players
 - women tennis players in the united states
 - women's orange tennis top
 - women's tennis rackets
 - women's tennis bags
 - women's tennis clothing
 - womens microfiber shorts tennis
 - womens tennis apparel
 - womens tennis photos
 - womens tennis shorts
 - women's tennis makeup
 - women's tennis shoes

Keyword Search Trends

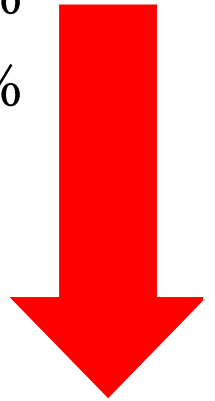
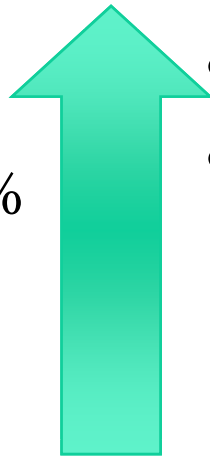
Keyword search trends are as important as product trends!

Searches Increasing:

- 6 word searches = 4.38%
- 5 word searches = 8.72%
- 4 word searches = 14.92%

Searches Declining:

- 3 word searches = 21.68%
- 2 word searches = 23.47%
- 1 word search = 20.48%



Source: Hitwise.com

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Coming up next...

Keyword Tools Lab



Leave Your Ah-ha's! Comments & Feedback at...

<http://whatdoisell.com/yourfeedback>

Your feedback
and comments
are always
appreciated!

