



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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Building Your SEO Keyword Bank



Module 3 Agenda

- Building SEO Keyword Bank Building
- Organize Your Keywords
- Create Your Keyword “Bank Account” Lists

Building Your 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 Assemble Snippets and Excerpts of Relevant Keywords
- 5 Research & Refine Keywords Using the 3 Keyword Research Tools
- 6 Organize your keywords and deposit in your SEO Keywords Bank™!



Apply Relevant Keywords to *All* Your Web Properties!





Let's Build your SEO Keywords Bank!



Building Tools

- Google Docs
 - <http://spreadsheets.google.com/>
 - Online, mobile access
- Open Office
 - <http://www.openoffice.org/>
- Microsoft Office

Organizing Your SEO “Keyword Bank Accounts”™

- Keyword Bank Accounts are documents containing multiple spreadsheets in which you organize your keywords
- Recommended: Organize by Niche Market
- You can also organize by:
 - Product
 - Product line
 - Sub-niche
 - Micro-niche
 - Website
- Don't get hung up on organizing all your SEO Keyword Bank Accounts™ the same!

Google docs Golf Niche

Google docs Tennis Niche

Google docs Bike Helmets



Just do it!

3 Steps to Creating Your “Keyword Account” Lists

1. Spreadsheet tool
 1. Google Docs
 2. Open Office
 3. Microsoft Excel
2. List of keywords
3. Keyword research tool
 1. Google Keywords Tool
 2. Wordtracker
 3. Market Samurai





Setting Up Your Keyword Account Lists

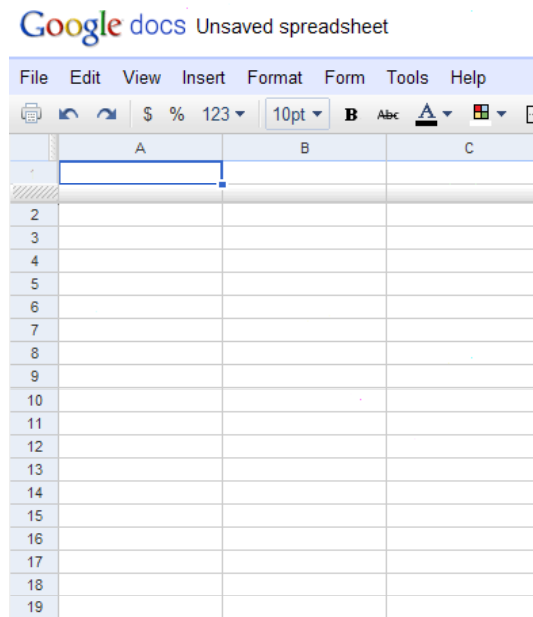


Step 1- Name Your List

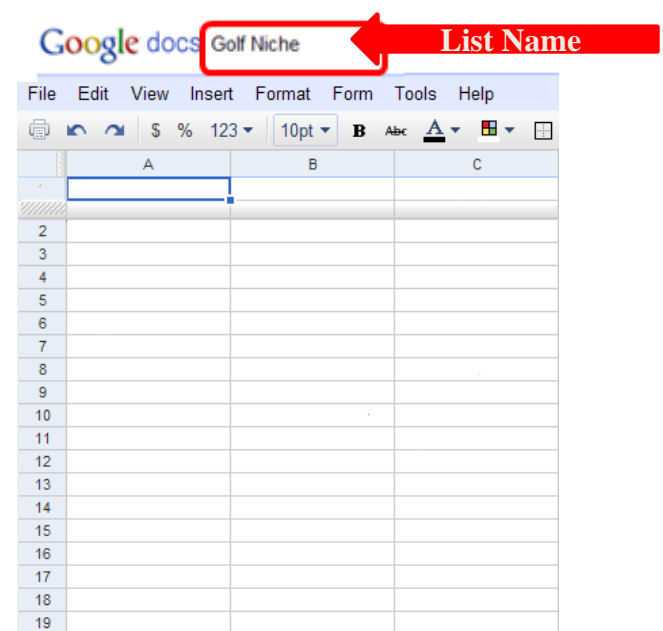
- Open a new spreadsheet
- Save As your niche name

Google docs Golf Niche
Google docs Tennis Niche
Google docs Bike Helmets

New Spreadsheet

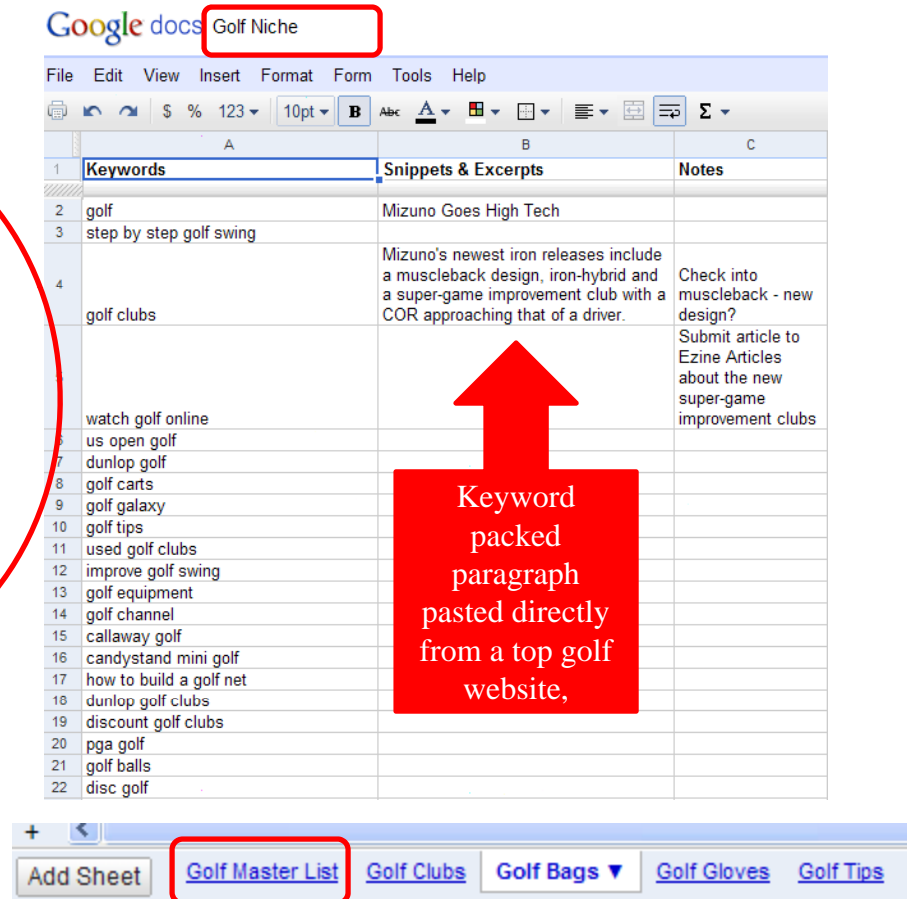
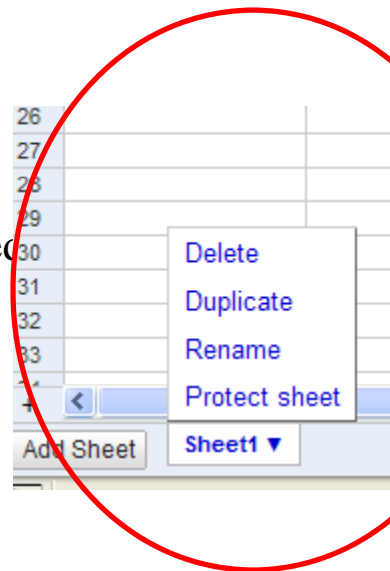


Save as Niche Name



Step 2- Create a Master List

- Add individual spreadsheets inside the master list
- Master List
 - Not filtered or vetted for relevance
 - Brainstorming list
- Culled from:
 - Research Tools
 - Idea Hotspots™
 - Keyword Mapping Mindset™
 - Snippets & Excerpts
- Your Brainstorming List



Step 3- Create Refined/Specific Lists

- Create individual spreadsheet pages for each product you sell within the niche
- Add to/update these lists on an ongoing basis
- Refer to them any time you publish *anything* on the web

The screenshot shows a Google Docs spreadsheet titled "Golf Niche". The spreadsheet has a table with the following columns: Keyword/Phrase, Search Volume, Search Engine Traffic, Value, In Use, and Results. The table is currently empty. Below the table, there is a sidebar with the following links: Add Sheet, Golf Master List, Golf Clubs, Golf Bags, Golf Gloves, and Golf Tips. A red box highlights the "Golf Clubs" link, and a red arrow points to it with the text "Create Individual Spreadsheet Pages". Another red box highlights the "Golf Niche" title, and a red arrow points to it with the text "List Name".

	A	B	C	D	E	F
1	Keyword/Phrase	Search Volume	Search Engine Traffic	Value	In Use	Results
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

Google docs Golf Niche

File Edit View Insert Format Form Tools Help

10pt B Abc


Add Sheet Golf Master List Golf Clubs Golf Bags Golf Gloves Golf Tips

Create Individual Spreadsheet Pages




List Name

Step 4 –Research & Refine Your Keywords

- Start with core keywords
- Those that will bring the most profits the fastest
- Use the research tools and the process described in Module 2 of this course to research and refine your Keywords list

Keywords	Advertiser Competition ?	Local Search Volume: September ?
Keywords related to term(s) entered - sorted by relevance ?		
ladies golf clubs		60,500

- Look for keyword phrase combinations that are a natural fit

dunlop golf clubs		18,100
ladies golf sets		14,800
women's golf clubs		18,100

Begin with your root keywords



Expand with long keyword phrases



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

Step 5 – Populating Individual Keyword Lists

Always Keep Your Individual Keyword Lists Clean & Updated

- Create Refined/Filtered Lists
- Refined Lists
 - Product
 - Product line
 - Concept
 - Niche
 - Sub-niche
 - Micro-niche

Google docs Golf Niche

	A	B	C	D	E	F
1	Keyword/Phrase	Search Volume	Search Engine Traffic	Value	In Use	Results
2	ladies golf clubs	16750	8400	Core	Yes	Drives 29% traffic to eBay store. Ranked on page 15 in Google
3	ladies wilson light weight golf irons	9210	4365	Long tail phrase		Ranked #1 in Google
4	ladies competitive golf clubs	2340	495	Low		14 visitors to eBay store last month - two sales

+ [Add Sheet](#) [Golf Master List](#) [Golf Clubs](#) [Golf Bags ▼](#) [Golf Gloves](#) [Golf Tips](#)

Create Spreadsheet Pages



Congratulations!

You Now Own an SEO Keywords Bank





Coming up next...

Keywords Made Simple™ Summary & Q&A



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

<http://whatdoisell.com/yourfeedback>

Your feedback
and comments
are always
appreciated!

