

Keyword Research

An Introduction

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Why is Keyword Research Important?

Keyword Research is the foundation of all good SEO, and can make or break your SEO efforts.

Why?

- They tell you where to go.
- Low hanging fruits... easy wins (long tail keywords) vs the tough ones.
- It lets you monitor and measure your results
- Help you understand what your market wants - Thoughts, Fears, Desires.
- Helps you unravel mysteries of your market.

Keyword Research is the Ultimate Market Research for the 21st Century!

Identifying Your Niche & Cross-Over Markets

Cross over markets - You get people who would be interested in your things, from keywords in related niches

The aim is to identify and find parallel niches in your market and pull in people

Allows you to target keywords you never knew existed

Enables you to out-do the competition

Example:

You could be selling pole dance equipment in Chicago, but you could potentially target people just starting out who want to learn pole dancing.

How To Brainstorm to Find the Cross Over Niches

Open your favorite mind mapping tool or get a pen and paper.
Xmind, bubbl.us, google it

Example:

“Soccer Training” niche

What do you think of when you think of “soccer” ?

Your mind map...



Why Some Tools are NOT Good for Keyword Research

Google Keyword Planner

These closely related, but not directly similar do not show up.

Try punching in “soccer” as an example.

Too much competition. Everyone is grabbing these common keywords and trying to rank for them.

You need to think beyond these tools to identify niche markets.

What is a Niche Market?

Think of it as a sub-section of a larger section.

In market terms, of a larger market.

Example

If you sell soccer shoes, it is a sub-niche of the larger soccer market.

You need to find other cross over niches in the soccer market.

People in these market would probably be interested in your niche.

Making Your Cross Over Niche Cloud Mind Map

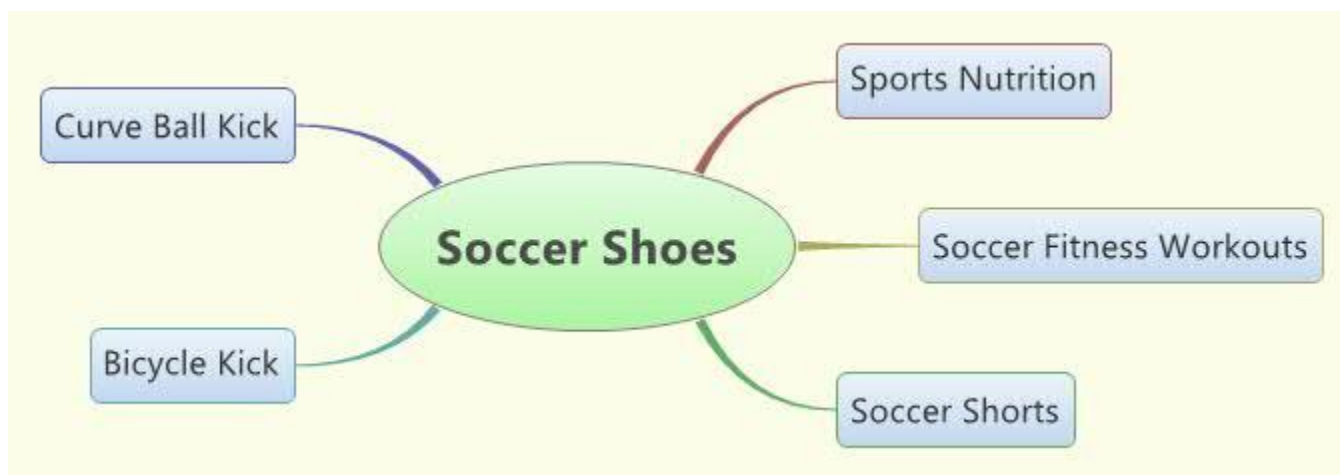
Think of cross over niches as other niches in your market.

Example

If you sell soccer shoes, it is a sub-niche of the larger soccer market.

So, you need to find other relevant soccer niches.

People in these market would probably be interested in your niche.



Making Your “Customer Avatar”

How to create a customer avatar.

Ask your self their..

- Age
- Gender
- Income
- Family status
- Hobbies
- Typical day in their life
- Their desires, goals
- Their pains / what they struggle with

And paint in your mind a picture of what they would look like, and write down a description...

** insert **

Places You Can Get Ideas for Cross Over Niches

Wikipedia - table of contents

Forums - board reader, google

Google Keyword Tool - tricks

Google Trends

Some keyword research and niche research paid and free tools

Three Types of Keywords

Three broad types of Keywords - Split Based on Search Volume (popularity)

1. Head Keywords

Example - Soccer

Single words, having millions of searches per month.

Very hard to rank and best left alone as bigger sites rank for these.

2. Broad Keywords

Example - learn soccer, soccer lessons, soccer shoes

2-3 word phrases, that get at least 2000 searches a month. Could be mid competitive, but could be very lucrative to rank.

3. Long Tail Keywords

Example - buy adidas soccer yellow shoes online.

The hidden gems really. Digital era allows us to cater to the long tail easily. Easy to rank, and very specific having a clear user / surfer intent. These together comprise the maximum of searches on Google.