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KEYWORD RESEARCH

AN INTRODUCTION

Finding Niche Markets. How to lay a solid foundation for your SEO through effective keyword research in your market.
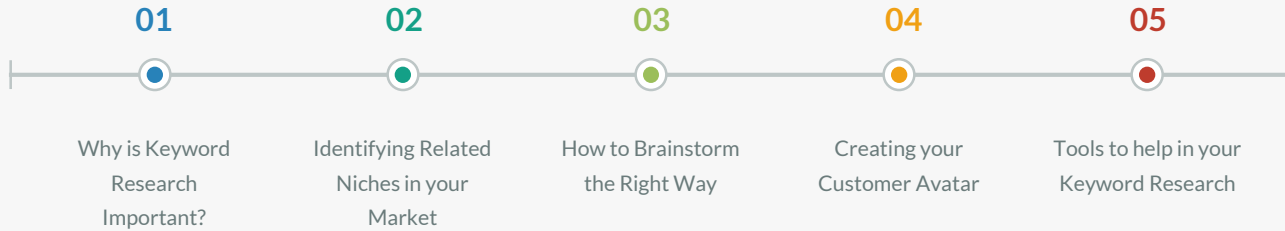
Overview

What we will discuss in this introductory video.

01	02	03	04	05
Why is Keyword Research Important?	Identifying Related Niches in your Market	How to Brainstorm the Right Way	Creating your Customer Avatar	Tools to help in your Keyword Research

Why is Keyword Research Important

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

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

01

Defines your Strategy

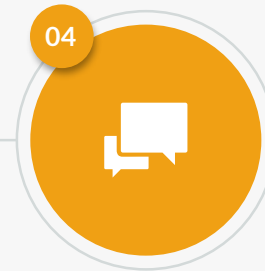Keywords will help define your tactical map for you to execute a solid strategy.

02

Gets You Easy Wins

Keywords will help you identify the "easy wins". The low hanging fruits vs the tough ones.

03

Monitor & Measure

Keywords help you monitor and measure results. Without a good feedback mechanism you're shooting in the dark.

04

Thoughts, Fears, Desires

Keywords help you understand how your market thinks. Their Fears and their desires.

05

Market Mysteries?

Keywords will help you unravel mysteries in your market that will give you the competitive edge.

What is a Niche Market?

✔ **Think of a Niche Market as a sub-segment of a larger market.**

   For Example...

   If you sell **soccer shoes**, it is a sub-niche of the larger **soccer** market.
   So, you will need to identify other niches in the soccer market.

✔ **Understand that people in these niches would probably be interested in your niche also, as they are closely related.**

✔ **I like to call these associated potential niches – "cross over niches"**

Identifying "Cross Over" Niches in Your Market

Basically, you get people who would be interested in your offer, from keywords in related niches in your market.

As an Example - You could be **selling soccer shoes online**, but you could potentially target people who are looking **for soccer coaching in Chicago**.

★★★★★ Its very critical that you understand this Five Star Tactic as it will work wonders for you!

Identify New Opportunities
The aim is to identify and find parallel niches in your market and pull in people.
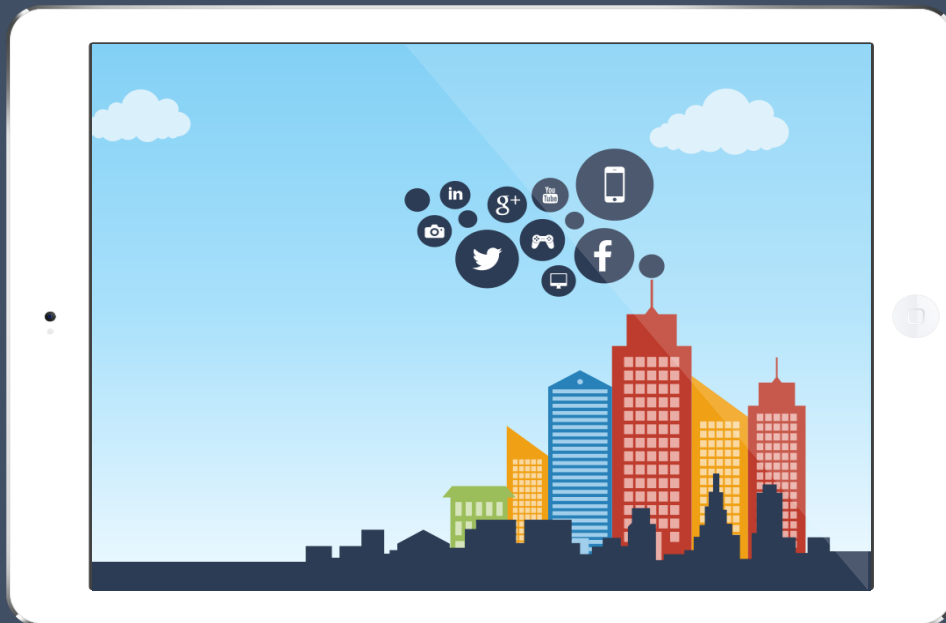
Target New Keywords
Allows you to find and target a large number of keywords you never knew existed from other niches.

Outwit Your Competition
Enables you to out-do the competition by finding keywords they don't know about.

Brainstorming to Find the Cross Over Niches

Brainstorming will help you get there faster. You'll need to follow a process though.

Get your Mindmapping Tool Ready

Start by opening your favorite mind mapping tool... Xmind, Edraw, Diagram Designer or bubbl.us

A pen and paper will do just fine if you don't have access to these.

Put On Your Thinking Cap!

What do you think of when you think of your niche?

You need to start thinking of **related things** that come to your mind when you think of your niche, or its most popular keyword.

An Example

If you are in the "Soccer Training" niche, ask yourself… What do you think of when you think of "soccer" ?

And, your mind map may look like this …

Creating Your Customer Avatar

✔ **What is a Customer Avatar?**

   An image profile in your mind, of what your typical target individual looks like.

✔ **How To Create a Customer Avatar?**

   Ask your self, what is their...

   Age, Gender, Income, Family status, Hobbies, Typical day in their life, Their Desires, Their Pains, Their Goals, Their Struggles.

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

Making Your Niche Cloud Map

✔ *We've already established that cross over niches are **other** niches in your market, in which people would be interested in your niche.*

✔ **Now we need to use this to help make our niche cloud map.**

✔ ***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. *Your Niche Cloud Map could look like this...*

A Word of Caution

Why we DONT use the Google Keyword Tool for Brainstorming.

⚠ **Don't Use the Google Keyword Planner Tool!** *Why? Because… closely related, but not directly similar keywords do not show up!*

As an example, try punching in "soccer" and here's what you will see…

Keyword (by relevance)		Avg. monthly searches [?]	Competition [?]
soccer store		14,800	Low
soccer games online		22,200	Low
soccer stores		6,600	Low
soccer games		368,000	Low
soccer shop		14,800	Low
soccer gear		6,600	High
free soccer games		9,900	Low

Keyword (by relevance)		Avg. monthly searches [?]	Competition [?]
soccer jerseys		40,500	High
soccer teams		12,100	Low
online soccer games		8,100	Low
soccer online		14,800	Low
soccer world		18,100	Low
play soccer games		3,600	Low
soccer news		60,500	Low

Where To Get Ideas for Cross Over Niches

✔ **Online Forums - boardreader.com**

✔ **Wikipedia - Table of Contents**

✔ **Simple Googling**

✔ **Free & Paid Keyword and Niche Research Tools**

Three Kinds of Keywords

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

Head Keywords

Example

Soccer

Single words, having millions of searches per month.

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

Broad Keywords

Examples

learn soccer, soccer lessons

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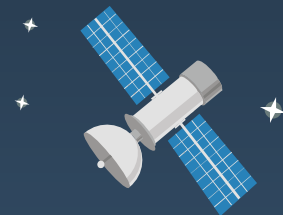
Long Tail Keywords

Example

buy adidas soccer yellow shoes

Easy to rank, and very specific having a clear user / surfer intent. These together comprise the maximum of searches on Google.

THANKS FOR WATCHING

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