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An Ingenious Way to Use Wordtracker . . . that's actually easier too! (Part 2)

By Robin Nobles

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(Continued from Part 1)

Now, let's look at a "new" way to use Wordtracker, John's step-by-step approach:

To write this article, I came up with a real-life example and I started at step #1, just like you will do with your own site.

Let's say that your client sells aromatherapy supplies over the Internet. Your first step is to try to determine the target audience. Who would be buying aromatherapy supplies? One target audience would be people with stress in their lives who want to use aromatherapy as a way of relaxing. So, let's try that angle and see what we come up with.

* Go to Comprehensive Search at Wordtracker (<http://www.wordtracker.com>) and type in "relaxation." Click Proceed.

* Scroll toward the bottom of the page and click on "Check boxes off."

* Scroll back to the top, and look at the various choices. Remember that the "Predict" column is the predicted traffic you could expect to get for each of those keyword choices from all of the major engines and directories in one day.

* Begin marking keyword ideas, all the while thinking of a strategy to pull in traffic for your client's site through the target audience.

* Scroll back to the bottom of the page and click on "Option 2: Competitive Search."

* Choose MSN and Google, since those two engines have the potential of bringing in a lot of traffic to most Web sites. Of course, you can choose any two engines or directories that you'd like. Click Proceed.

* What did we find? "Relaxation" and associated words were not

good choices, because the KEI in comparison to the projected traffic was too low. Targeting those keywords just wouldn't have been worth the effort for such a low amount of traffic. Keep in mind that this is a real-life example, so this is certainly something that could happen to you when doing this strategy yourself.

* So, we went back to the drawing board and tried "aromatherapy." Again, not a good example.

* Then, we tried "massage." After all, aromatherapy oils are used when giving massages, and people who are interested in massages would be a perfect target audience for aromatherapy supplies.

* After studying the Wordtracker results for the MSN and Google search engines for words that include "massage," we picked the third result, "Techniques of Massage," because it's an excellent and appropriate angle for our client. The #1 result in MSN has a KEI of 3696, but it wouldn't work with our client's site. You have to be sure to choose keyword phrases that are appropriate for your particular client's site.

At MSN, "Techniques of Massage" has a KEI of 255. Within a 24-hour period, if your site was placed well in the MSN engine, you could expect to get 90 visitors from MSN alone. What is your competition? 1954.

"Techniques of Massage" in Google has a KEI of 900, 165 potential visitors through Google alone in a 24-hour period, and competition of only 555.

Remember that a "good" KEI is anything over 100, and an "excellent" KEI is anything over 400.

Let's be honest here. You could manage a top 10 for this keyword phrase with your eyes closed (and your computer turned off).

So, for our aromatherapy client, we could create a page on the various techniques of massage, including (of course) her oils and aromatherapy products. We would spend time on the page and give it true value to both the engines and the target audience. And, we would subtly add graphics and link text that points to the client's products in various areas of the page.

John gave another example

He says, "If you're selling 'digital cameras,' don't optimize for 'digital cameras.' Did you know that everyone is searching for 'Digital Cameras Review'? Build a page offering reviews of

digital cameras, which has a KEI that just blew me away."

Another effective strategy: Top Reports

Besides Comprehensive Search, John also likes to look at the top reports for high performance keywords or topics that are related to his client.

John explains, "I'll review the Long Term Reports, which are the top 1000 keywords over the past 24 hours. Then, I cut and paste any topics related to my client into Comprehensive Search to get streams of currently 'hot topics.' I define a hot topic as a popular topic in high demand, which may also have lists of related keywords phrases also in high demand."

What happens if you can't find a hot topic that relates to your site in the top 1000?

John answers, "Many people do not know that Wordtracker offers extensive top word reports beyond the database. All you have to do is ask, and they'll sell you:

* The Top 20,000 words \$99

* The Top 100,000 words \$500

* The Top 500,000 words \$2000"

Additional suggestions

* When John goes to Comprehensive Search, he doesn't put in a huge list of keyword phrases. He types in one single word, then lets Comprehensive Search do the rest. This allows him to come up with ideas and angles that he would have never considered before.

* Like John, spend a lot of time thinking of your target audience. Who are you trying to sell the products or services to? There may be several target audiences, as in the case of our aromatherapy example. If so, go after keyword choices to target each of those audiences.

* Don't be afraid to let your creativity take hold. If your first few choices don't work, continue trying. Using Comprehensive Search, it doesn't take long to go back through the system with a different keyword idea. Keep going back until you find a possibility that might work for your site or the site of a client.

* Be sure to give the surfer what they're looking for when they

choose your site from the search results. If you promised them "techniques of massage," then be sure to give them good, solid content in that area, including related links. Weave your products and services throughout the page as you can. But, don't ever try to trick a surfer.

* If you get stuck and just can't find a keyword phrase with a high KEI and a low level of competition that will work for you, take a slightly different approach. Instead of trying to bring in a large amount of traffic through one single window, try creating several windows and bring in a little traffic through each one. Though more time consuming, this strategy can be equally effective in the long run.

* If you aren't already a member of Wordtracker (<http://www.wordtracker.com>), sign up for the free trial and test the system out for yourself. Pricing is very reasonable, depending on your needs. For example, you can use the service for a week for \$19.94, and many other plans are available.

The bottom line is this: if you are serious about your Web site,

you've got to be serious about keyword choice. If you're serious about keyword choice, Wordtracker is a "must have" service for you.

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Robin Nobles is the Director of Training of the Academy of WebSpecialists (<http://www.academywebspecialists.com>), where she has trained several thousand people in her online courses in searchengine marketing strategies (<http://www.onlinewebtraining.com>). She also teaches 3-day "hands on" search engine marketing workshops in locations across the globe with Search Engine Workshops (<http://www.searchengineworkshops.com>).

Product Review– Quick and Easy Ways to Instantly Mine Pure Gold from WordTracker

By Keith Baxter

The other day I was surfing the net looking for resources relating to WordTracker. WordTracker is, in my opinion, one of the top two market research tools on the net. The problem is that very few people understand how to harness the real power this service provides. Heck, I'm been stuck in their 'Keyword Universe' section for hours... until now.

The only resource I could find on harnessing the power of WordTracker was by a man named John Alexander. His book is entitled Quick and Easy Ways to Instantly Mine Pure Gold from WordTracker.

Bingo, based on the name alone, I knew this was the book for me! For only \$29.95, I couldn't go wrong... or could I?

I downloaded the 48 page PDF file and instantly printed it out for my reading pleasure. I finished reading this in a whopping 20 minutes.

Did I learn anything? yes.

BUT, I didn't feel like I learned 'Quick and Easy Ways to Instantly Mine Pure Gold from WordTracker'. Instead, I feel like this title would be more appropriate, 'One Easy Way to get a bit more out of WordTracker, and it has nothing to do with Keyword Universe'.

Ok, so I suck at writing book titles, but you get the point.

I do think the overall message John attempts to get across is valid and needed to be stated in a book. I also think the one technique described is not only clever, but VERY useful. With the quality of information given, this book is priced well.

If you're new to WordTracker, I would recommend becoming more familiar with the service before jumping in and using his technique. As odd as this reads, I think you need to hit a level of confusion that most WordTracker users experience prior to appreciating what this book has to offer.

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Because the price of the book is low, and I did learn something, I'm giving this a 7.

Keith Baxter owns and operates several major websites including

.

He publishes 2–3 new articles per week and is available for consulting. He can be reached at

Product Review– Quick and Easy Ways to Instantly Mine Pure Gold from WordTracker

How To Find Good Keywords

An Ingenious Way to Use Wordtracker . . . that's actually easier too! (Part 1)

The New WebPosition Gold 3 . . . Definitely Worth the Wait

New Strategy On How To Slash Your Pay–Per–Click Advertising Cost By Half Immediately

Adwordiser

Coin Collector Software

Internet Marketing Video Training Vault

Profitable Crafts Vol 3

Quick–Turn Marketing Exposed



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Impair Healthy Healing In People Over The Age Of 30!