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Developing A List Of Keywords For Marketing

By Catherine Franz

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Keywords aren't just some words that allow search engines, like Google, to find your web site. They are also key elements for creating attractive language to use in your marketing or advertising material. For instance places such as: brochures, business cards, flyers, and ads. Keywords can also fit well into speaking engagements scripts or audiotapes scripts as well as audience handouts.

It is important to create a keyword list for each product or service you have. The keyword list might even change slightly if there are various groups or audiences for that product or service.

For simplicity, I have omitted the word service and for the word product to reflect both.

Creating your keyword list can begin after you have clearly identified the buyer or audience for a particular product or service. You will need to know as much about the buyer's demographic and characteristics as possible. I also recommend including their descriptive qualities and personalities. Here is a list to kick start your brainstorming process:

- Communicative
- Competent
- Dedicated
- Enthusiastic
- Expert
- Hardworking

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- Improved
- Positive
- Negative
- Professional
- Relationship-driven
- Self-confident
- Successful
- Tranquil
- Spiritual
- Understanding
- Socially conscious
- Early adaptor

- Later buyer
- Has to see it to believe it
- Guarantee a must.

The list of keywords will describe the product and target the specific quality you have isolated as most important to those buyers. No grabbing out of midair. Take the time and research, this will help you save money and reduce costly marketing experiences.

You can complete your research with any combination of methods. Here are eight methods to help you build from:

- Brainstorming
- Yellow Pages or other indexes for services or products.
- Reviewing your company literature already created
- Checking out the competitor's literature
- Surveying key customers
- Searching through trade publications (articles and ads), and contacting them or visiting their web site looking for their buyer statistics/demographics.
- Use a general dictionary and thesaurus
- Use a specialized dictionary like the, Flip Dictionary.

You can use resources like the yellow pages or other catalogue-type indexes listing grouping to discover keywords your product or service would be listed under.

Let's move through an example. If you were selling a professional development product - you could be in any one of the following professions: professional speaker, life, business, or executive coach, consultant or trainer. Your

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buyer or audience is somewhat successful you're your product will help them add additional success. Here is a list of keywords that could describe their characteristics or qualities:

- Able to motivate others
 - Clearheaded
 - Clear-sighted
 - Committed to achieving excellence
 - Demands excellence
 - Full of character
 - Has good judgment
 - Has a wonderful stress-free life already
 - Highly perceptive
 - Lives up to her or her potential
 - Life-long learner
 - Sets high standards for themselves
-
- Stays on track
 - Strives for perfection
 - Strives to excel
 - Takes the initiative
 - Motivated to achieve

Okay, good start. Now, let's begin to put all this together. Let's zoom in on one of these: strives to excel. Let's narrow down further to one word: excel.

Look up the word excel in a synonym finder, thesaurus or my preference, the Flip Dictionary and you find the following keywords that you can add to your keyword list: best, better, exceed, outclass, outdo, out rival, outstrip, shine, star, superior, surpass, take the cake, transcend, dominate, tower above, be head and shoulders above, stand out in the crowd, hold sway, lead, take the lead, lead the pack.

The list can go on, however, will stop here because the point is made.

After this, you could let your fingers travel through the thesaurus and then add those words.

Alternatively, you could continue your list by visiting a few of your competitor's web sites and see what keywords they use. You do this by visiting their home page, right

clicking the mouse on the page, and select "view source."
In the HTML code look for "keywords." These are the keywords they use for the search engines to find them.

You will want to specifically focus on the competitor web sites that appear in first ten spots on one or two major search engines, like Google.

Next, select another method from your list of resources and continue until you feel you have enough right words.

After completing your list, you will want to review and place the keywords in priority order as best possible and eliminate any words that might be misleading. If you market globally, make sure none of the keywords mean something offensive in their language.

Internet web site marketing tips – selecting keywords

By Tomas Labas

I remember the days I was doing one of the biggest mistakes when choosing keywords for my Internet web site marketing.

Can you guess it?

It's choosing the most popular keywords.

Do you make this mistake too?

Here are a few reasons why the popular keywords shouldn't be considered for your Internet web site marketing:

Most popular keywords are getting lot's of searches in search engines, thousands a day. By side these keywords have the highest competition to deal with.

Most popular keywords have big competition in pay per click advertising campaigns. The bigger the competition – the bigger the cost per click for the keyword.

Many marketers fall into the same trap: the most popular keywords get the most searches in search engines and pay per click campaigns.

"I will build my Internet web site marketing campaign on this and that keywords and get lots of visitors to my web site!."

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Wrong!

What you'll get for sure is the biggest competition as if you will be dealing with many the same thinking marketers and marketing corporations (which have capital to invest in highly competitive market).

The more popular the keyword, the more bigger the competition.

Why not build your Internet web site marketing campaign on less popular keywords, keyword phrases?

You'll get less competition and a real possibility to compete for your business.

There isn't a solid method to choose the right keywords, however... One great rule of business explains the above said very clearly and it should be memorized as one of key rules while building your Internet business and internet web site marketing campaign.

Here it is:

"Search for the biggest demand and the lowest supply"

You can apply this rule when choosing your keywords. Search for the biggest demand keywords that have slightly low competition.

Memorize this rule and start applying it today and you'll notice how this principle is critical and how greatly it will help you in your Internet web site marketing.

So...

"Search for the biggest demand and the lowest supply"

Internet web site marketing is authors main area of focus and his work example could be found today at:



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