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Is Something Missing From Your Keywords Research? (Part 2)

By Serge Botans

In my previous article, I raised the issue that proper keyword research must take into account

countries. The reason for that was that the demand for keywords can vary between countries. I gave examples of that fact using the Overture keyword tool.

To support my argument (that we need to be aware of countries when doing keyword research), I gave 2 reasons:

1. it will help us determine which countr(y/ies) to target, and
2. it will help us know what countr(y/ies) our visitors are most likely to come from.

I would like, in this article, to expand on these 2 reasons. I would also like to add further reasons why any keyword research must be country based.

1. When doing keyword research, we need to understand the limitations of our research. This is necessary in order to remove any assumptions we make about our findings. For example, if you find that the demand for a keyword is very high in the US, you cannot assume that the demand for that same keyword will also be vey high in other countries. You will only know for sure how much demand there is worldwide by doing country specific keyword research. Such research can be done using a tool such as the Overture keyword tool,
2. It will tell you where your visitors are most likely to come from. This in turn will tell you what features you need to add to your web site. For example, if you are targeting a keyword that is in demand in the US only, then obviously most of your visitors will come from the US. This then means that you need to design your web site primarily for US visitors. You will hence need to:

- use US spelling such as "color" and not "colour",
- if you sell products, then list your prices in US\$,

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- if you live in the US, then add a fax number so your visitors can place orders by fax,
- if you live in the US, you could organise a US free call number for your visitors to ring you should they need to,
- if you live in the US and you ship your orders, then you could include shipping costs. You could also include how long it will take for them to receive their order,
- if you don't live in the US, then you will need to make it possible for your visitors to pay you in US\$,
- if you don't live in the US and you ship your orders, then you could include shipping costs. And you could include how long it will take for them to receive their order,
- and so on . . .

If on the other hand, you are wanting to target several non-English speaking countries, then:

- you may need to add a translation service to your site so that your visitors can read your site in their language,
- you may need to add a currency exchange service so that your visitors can convert your prices into their currency,
- you may need to make it possible for your visitors to pay you in their own currency,
- you may need to add other ways for your visitors to pay you apart from credit cards. You could offer international cheques/checks, money orders, direct bank transfers, . . . I once had a customer who wanted to pay me in Euros from Italy and needed my address to do so. The easier you make it for people to place an order, the greater the chances someone will place an order!
- if you ship your orders, then you could add the shipping costs to each of the countries you are targeting. And include how long it will take for them to receive their order,
- and so on . . . May be you can think of other things you will need to add to your site to accommodate your international visitors.

3. It will help you target the right keywords for the country you want to target. For example, if you want to target Canada, then you will need to use keywords that are in high demand in Canada only. There is absolutely no point doing keyword research in the UK if you are wanting to target Canada as the keyword demand between the 2 countries may vary greatly.

4. It will help you develop a keyword strategy so that you can target several countries at the same time. This can be achieved in several ways depending on the keywords' demand and supply.

- you could use keywords that are in common demand in the several countries. For example, if you sell

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"widgets" with your site and you find that there is a healthy demand for "black widgets" in the US, the UK, Canada and Australia. Then you could target that keyword with your site as that keyword will help you target 4 countries in one go,

– you could use keywords in demand in each country, as long as they complement each other and are highly relevant for your site. For example, using the widget idea, if you found that "colored widgets" are in demand in the US, "white widgets" are in demand in the UK, "black widgets" in Canada, and "coloured widgets" in Australia. Then, you would just target all these keywords with your site which would not be hard to do as all these keywords can easily be targeted together.

Given the right circumstances, you could even use both strategies at the same time.

As I mentioned in my first article, the Overture keyword tool enables you to research the demand for keywords in some 19 countries around the world. To see the countries that Overture supports, go to

www.overture.com

and have a look at the top right corner of the page. By clicking on any one of the

countries listed, you will have access to the Overture keyword tool for the country you selected, and this will enable you to research the keyword demand in that country.

As you may know, keyword demand is only one half of the equation. Keyword demand needs to be

looked at together with its supply numbers. One of the ways of determining keyword supply is to use Google. This means that to you need to know how to use Google to research the supply of keywords in your country of interest. This is a bit harder to explain and beyond the scope of this article.

I hope that this second article has convinced you about the need to be country aware when doing your keyword research. The success of your web site may depend on it.

Serge M Botans

Serge M Botans is the CEO of

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a web site that provides advice

on keywords. Free evaluation available. He is also the inventor of CID, which is an alternative to KEI.

Keyword Research Made Simple!

By Kim Thaysen

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Keyword Research is the first task in optimizing your web site and pay-per-click campaign. Here you need to know what keywords your target group is using.

Your keywords are the words and phrases that people might use to find your products, brands, services, or information, via search engines.

Step 1: Keyword Identification

The first step in your keyword research is to identify keywords. Keyword identification is about finding the keywords that your target group is using. You can probably develop a few ideas very quickly. If you run a pet shop, you may identify keywords such as: "dog food" and "cat food".

Step 2: Find Keywords

The second step in your keyword research is to find keywords what people actually use and to organize your keywords by their popularity.

To find keywords and their popularities use the keyword search box from Aleksika to learn the search behaviour of your audience. Find out what they call things, how they identify subjects, how precisely or broadly they generally search.

You can also get good keyword ideas from the top keywords collection that contains the top 100.000 keywords of the year or the keyword directory where you can find keywords organized by subject.

Step 3: Choose Keywords

Copy the relevant counts and phrases into a spreadsheet. After you've examined all the individual phrases that could apply to your site, your spreadsheet will contain every phrase of importance.

Next, sort the phrases by the "count" column. The resulting display shows the relative importance of each phrase.

You will have to choose keyword phrases that are most relevant to your Web site – two and three-words keyword phrases that best describe your products and services. Many searchers enter one-word queries into the search form but the chance of competing successfully for one-word search engine keywords is fairly remote. The number of competing websites is simple too high.

Instead of wasting your efforts then you choose keywords with one-word, it is suggested that you concentrate on those keywords, which are easily manageable.

You can read more about Keyword Research on Aleksika's web site.

Kim Thaysen, Manager for Aleksika. Experts in Search Engine Marketing. Aleksika is all about helping you do smarter business by increasing marketing Return on Investment.

Keyword Research Made Simple!
Is Your Affiliate Website Targeted?
A Word To The Wise, Why Are Keywords So Important?
Make The Search Engines Love Your Site
Keywords - Key For All Doors

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