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Keyword Analysis: Powerful Search Engine Optimization Starts With Keyword Research (The SEO Effect Book 6)

David Hall

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Keyword Analysis
Powerful Search Engine Optimization Starts With Keyword Research

Have you ever noticed that other people describe things differently, perhaps using different words than you would use to describe the same thing?

Have you ever been talking to someone for a while, telling a story or explaining an idea, and after you clearly explained yourself, the other person still just didn't get it?

Have you ever been talking to someone for a while only to figure out that they don't even realize you have been talking to them?

Perhaps you were not using language that grabbed their attention. Perhaps you were not speaking to them in a way that they could easily understand. Maybe you were just not using the right words.

Let's face it, language can be complicated. Most people can usually find at least 5-10 different ways to say the same thing. For online marketers, this causes a huge problem because if you are optimizing your site for one phrase without realizing that most of your target customers are actually using a slightly different phrase… most of your target customers won't find your site in the search results and you will miss an opportunity to connect with someone who was actively looking for the products or services that you provide.

We know that 87% of people use search engines to find what they are looking for online, and the primary role of search engines is to determine what webpages are most relevant to the specific keyword phrase that is typed into a search box.

Once you have been doing keyword research for a while you will see that there are usually up to a dozen variations for any keyword phrase… but, a couple of those will tend to rise above the rest and get the majority of searches each month, while other quite reasonable seeming keywords get little to no searches at all.

The point is… what happens if your website isn't optimizing for the right words? What if you are focusing on keywords that are just a little different than the ones that most people are actually using when searching for the products or services that you offer? Or, what if you actually get your site ranking for keywords that drive a lot of traffic, but it's the wrong type of traffic… you could be focusing on the terms people use when they actually have no intention of converting! Wasting your time… wasting your efforts… and wasting your chance to be a success.

One of the primary goals of SEO is to make sure that the words you use are the same words that the majority of people use when looking for your products and services online. It is also important to make sure that your site is using all of the terms and phrases that are associated with your topics to indicate your website is a

deeply

In this course “Keyword Research – Learn to say all the right things”, you will learn how to:

Find what keywords your competitors have used in optimizing their sites

Find every keyword in your competitors AdWords campaigns

Find every keyword that is driving traffic to your competitor’s site from Google’s organic search.

You will learn strategies to find every keyword variation, pattern and relevant niche market.

You will learn to identify keywords that lead to action and those that do not.

You will learn to categorize and prioritize keywords for optimal use at every stage in the planning, development and marketing of your website.

Without this information you are literally handicapping the potential success of every bit of effort that goes into your website. Keyword research is the absolute foundation of everything and in this course you are going to learn how to build upon a rock solid foundation.

So, let’s get started!!!

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