



Basic Keyword Research

Cheat Sheet

- **Use the 80/20 rule:**

- Which keywords will give you the most 'bang for your buck?'

- **The Key Question:**

- When your potential ideal customer searches Google for your product or service, what do they search for?

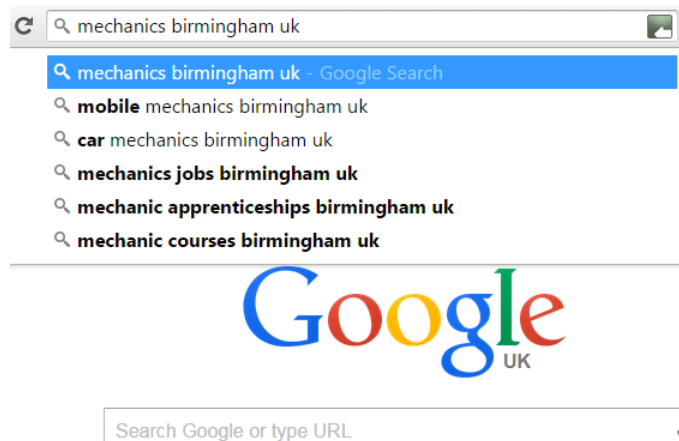
- **Brainstorm:**

- Brainstorm all the things related to your business and what you offer:
 - Your type of business
 - Your location
 - Your products and /or services
 - The solutions or benefits that your products/services provide
 - Things that the customer might think they should search for that you can help with. For example, you may be a dietician who's aware that people tend to look for certain medicines to solve their diet problems when they'd probably be better served by seeing you. In this case, you'd list the health supplements that they look for.
 - Is there anything else pertinent to your business, products or services?
- Use these keywords and phrases with the following easy keyword research tools...

Easy Keyword Research Tools

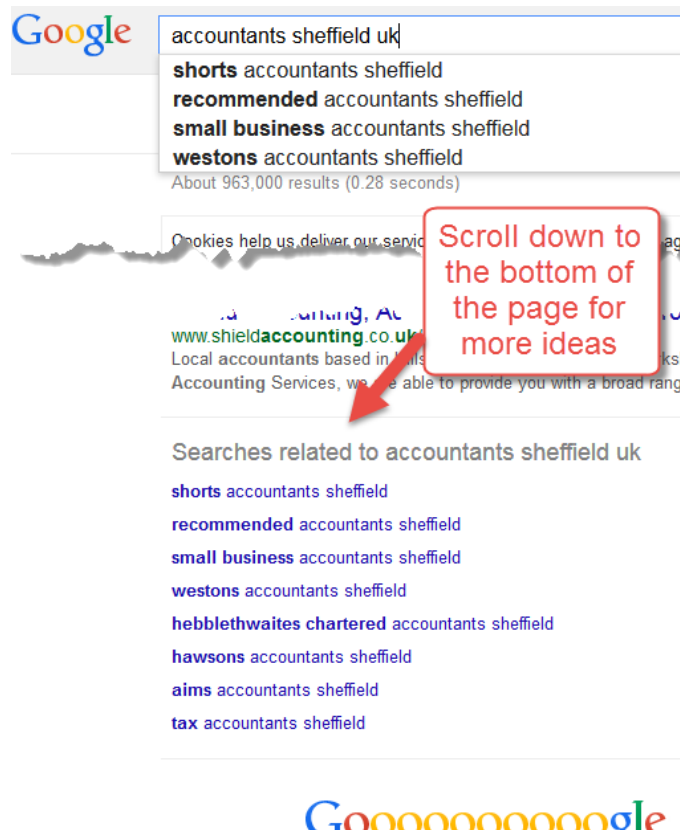
Google Instant

Search for your keywords and keyword phrases in Google. Take note of the suggestions that show in the drop down.



Google's 'Related Searches'

Scroll down to the bottom of your Search Results Page for related keywords and keyword phrases.



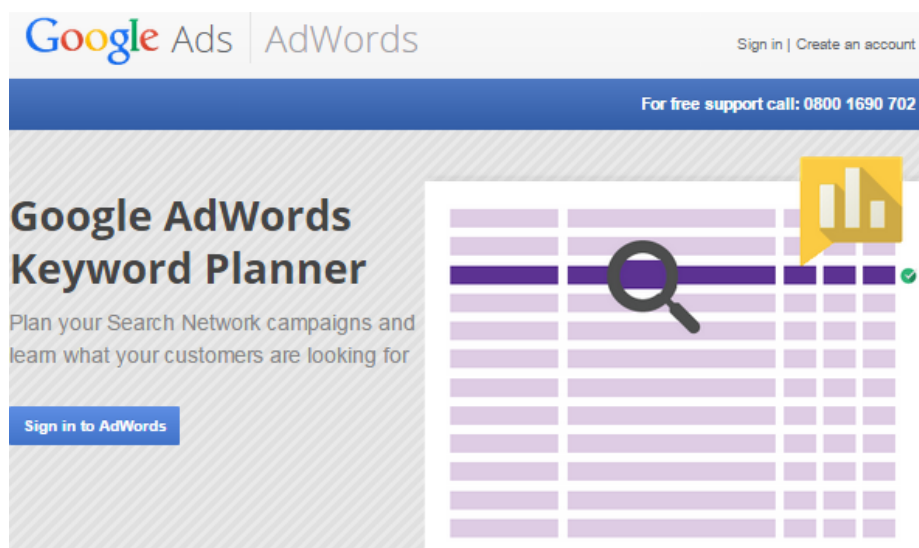
Note Related Phrases

Take note of the **related keywords and phrases that Google highlights in bold** (highlighted in yellow below) on your Search Results Page.



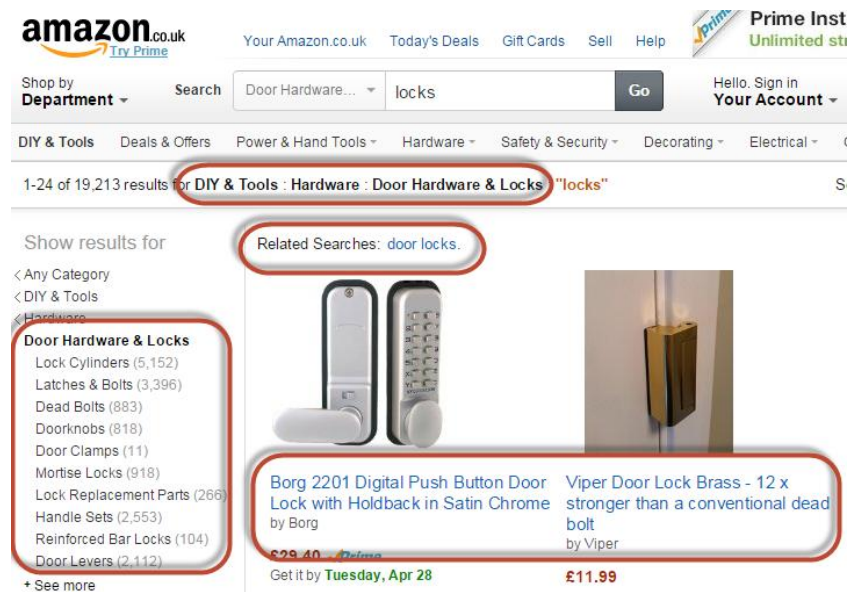
Google Adwords Keyword Planner

Get a free Adwords account to **use Google's free Adwords Keyword Planner tool**. This will give you estimated traffic figures for your keywords and keyword phrases.



Amazon

Use Amazon's search engine to find more keyword ideas. Look at the categories, products, related searches etc.



Optimization Tools For Google

- Yoast
- Squirrly
- Scribe
 - We recommend getting **Rainmaker** instead. Scribe comes free with it and it costs less!

For a complete explanation of how to conduct simple effective keyword research and why visit:

<http://www.marketingforowners.com/simple-keyword-research/>