

Keyword Research

Notes for August 19th Call
with
Mike Paetzold and Steve Roye

Keyword Call

This worksheet and call are
Copyright 2009 – MikeAndSteveTalk.com
All Rights Reserved

Find Your Niche

- Google Trends
- Technorati
- Amazon Best Sellers
- Local Borders, Barnes & Noble, etc

Check Profitability

- How many adwords ads
- How many different products
 - Clickbank
 - Commission Junction
 - Amazon

Starting The Journey

- Go to Keyword External Tool
 - Keywords 3 or more words
 - 900 searches a month minimum
 - Buying keywords

Drilling Down

- Google Wonder Wheel
 - Find new topics
 - Take them back to the external tool

Check Competition

- Add term into Google in quotes
 - 50,000 to 100,000 results maximum

Commercial Viability

- Use Microsoft OCI Tool
 - Preferably 50% or higher
 - Subjective – use your instincts

Keyword Tree

- Reverse order – will use longer words first
- Low hanging fruit first

Questions

- Ask us what is not clear

Paid Services

- Can make it quicker and easier
- Market Samurai
- WordTracker
- Keyword Country

Homework

- Find first niche
- Create your keyword tree
- Get a domain and get started
