Title:
Striking Keyword Gold ˘ How To Grab Keywords By The Tail

Word Count:
1640

Summary:
Anyone can pick out related keywords to rank their websites for. However, it´s the crafty webm

One popular approach is called the ˆlong tail˜. In this approach you go after three word + phr

Keywords:
seo, search engine optimization, keyword, marketing, internet marketing,high paying keyword

Article Body:
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The Purchase Cycle:

The very first thing you need to understand before starting keyword research is the ˆPurchase

Attention > Interest > Desire > and Action.

Finding tons of low competing yet high converting keywords is as simple as understanding your

Let me give you some examples. Let´s imagine you are a new Real Estate Agent in the crowded bu

Think Like Your Customer

Imagine yourself as a customer who is using Google to find or sell real estate in Los Angeles.

Search Term: 1 ˆReal estate˜ (hmm too broad what was I thinking?)
Search Term: 2 ˆLos Angeles real estate˜ (Lots of options maybe I need a local agent?)
Search Term: 3 ˆReal estate agent in Los Angeles˜ BINGO!!! If you are a real estate agent in L

Now let me show you how the competition for rankings in Google has diminished as the customer

To get a good feel for the level of competition for a phrase one simple but highly important S
The command I use in Google is intitle:"real estate" (returns results with the exact phrase "r

Diminished Competition

intitle:"real estate" Over 59 Million Pages Retuned
intitle:"Los Angeles real estate" Down to 25,000 Pages Returned
intitle:"Real estate agent in Los Angeles" 57 Results and only 7 Domains listed!!!
This high conversion keyword is just sitting there waiting for you ˆour new real estate agent˜

Let me give you one more example and then we will move on. Let´s say you sell high-end condos

Results:

Search 1: ˆHawaii Condos˜ intitle ˘ 11,100 pages
Search 2: ˆHawaii Condo Rental˜ intitle ˘ 147 pages (Great action phrase)
Search 3: ˆHawaii beach front condo˜ intitle ˘ 0 pages!!!

I could literally go on and on finding great marketing opportunities for these two markets. I

Make Use Of Action Words

Ok let´s say you sell the latest PC video cards at great prices. You have done your homework a

A popular video card series right now is Nvidia´s Geforce 6800. However, when you do an intitl

intitle:"Buy nvidia geforce 6800" 3 sites!!!
intitle:"Purchase nvidia geforce 6800" 0 sites!!!
intitle:"Lowest price nvidia geforce 6800" 0 sites!!!

You get the idea. Now that you understand the concept I can suggest a few keyword research too

Now let´s put you on a path to find 20 to 40 money keywords you are not currently using

Keyword Research Steps:

Step 1 - Logs: One great asset that you may not be utilizing is your weblogs. You should alway

Step 2 - Competition: Your competition can be a great source of keyword research. Check the ke

Step 3 ˘ Keyword Tools: Three free tools that you should check out are SEO Books online keywor

A word to the wise, these tools should only be used as guides. They are heavily biased to PPC

The main thing to look out for with any tool that uses Yahoo is that it does not separate plu

Bonus 1: Don´t forget about hyphenated or potentially hyphenated words.
If you are looking at a term like ˆincrease online traffic" don´t forget hyphenated versions o

Bonus 2: Use slang or insider terminology when and where it makes sense. One great example of

Bonus 3: People often type keyword phrases as one word. So instead of typing in ˆHawaii Condos

I must mention that just because you find great keywords that others are not using in their ti

I hope that I have helped to get your mind churning about the endless possibilities in your ow