

## Shhh!! Don't Tell Anyone ... But These 3 Little Words Can Lead To You Towards Your Fortunes On The Net!!

While the Internet changes almost daily, there is one rule that doesn't change – **the use of highly targeted keywords** for search engine placement. Get it right and you will be rewarded with fantastic rankings, traffic and most importantly, sales.

But get it wrong and it doesn't matter what you are offering, your web site will languish in cyber-blivion and eventually die a poor and lonely death!

If the mantra of the real estate industry is "Location, Location, Location" then the mantra of the Internet is certainly "Position, Position, Position" as your success depends on you knowing your target market and them being able to find you!

The Internet is literally the world's largest market place – a potential goldmine for those who have the right offer - but you can't be all things to all people, which is why highly targeted marketing is so crucial.

The aim of keyword searches is to give you an indication of the supply/demand ratio so you can decide whether there is an opening in the market for your proposed product or service.

The aim of keyword usage in advertising and web coding is to assist in listing your offer of a product or service in or on the relevant pages of search engines particularly, on the internet.

### Getting started:

This is exciting .... the light bulb moment when you jump up, pump the air and cry "I've got it!" The most exciting, fantastic, powerful money making idea anyone on the entire planet ever came up with.

I don't want to burst your bubble but you're a long way from ordering that Porsche just yet! How do you know someone will buy this fantastic, wonderful gizmo?

Settle down, sit down, get yourself focused and start your research:

**Step 1:** Surf on over to Overture and look up <http://inventory.overture.com> and type in your main keyword or keyword phrase. (Tip: a single word is often too broad, hone in on the phrase). This will give you an idea of how many people searched for that particular keyword in the last month. (We're not interested in longer than a month – the Internet changes too rapidly).

**Step 2:** What was the result of Step 1? Less than around 20,000 searches and it's back to the drawing board to change either your marketing ideas, or the product/service. Higher than this number and you can keep researching. (Tip: If the figure is over, say 150,000 you may want to 1. check out the latest keyword bid prices before going any further as they may be too expensive and 2. consider more specific combinations of a keyword or key phrase).

**Step 3:** Build on the list of keywords shown in the Overture search list by writing down every keyword and keyword phrase you can think of that people will use to type into the search engine to find a solution to their problem – which, of course, is what you are really providing. (eg. If someone has “piles” they are likely to look for “piles treatment” or “piles cure” etc.)

**Step 4:** You could go straight to Google and fiddle around with its keyword search tools, but there is an easier, faster and more thorough method. Surf on over to [www.WebBusinessWorks.com](http://www.WebBusinessWorks.com) and download a very nifty piece of free software called “Web Business Keywords Tool”.

This takes the guesswork out of the research process and shortens it from days and hours to just a few minutes. The software automates the entire research process so you can:

- Check out the number of searches performed on the words and/or phrases you've selected and written down on the list.
- Get the statistics on the number of 'sub-categories' of the words and/or phrases, which are critical in determining whether you have a viable business proposition.
- Check statistics on searched word/s and or phrases on 4 different search engines -3 for the USA (the biggest marketplace of internet users) and 1 for the UK.
- Save and Export the keywords you want into a file on your computer or you can paste them straight into a program such as a Google Ad-Words campaign.
- Translate these same keywords in to html code for your web site, thus creating the code for the meta tags – ensuring you get the best position possible in the FREE listings in the search engines.

While you may still have to pay for advertising initially, as the search engines can take weeks to give you a free listing, the more 'search engine friendly' your web site is, the better position you will be in to grab a top spot!

**Step 5:** Surf on over to 7Search.com, a pay-per-click search engine which is growing in popularity. To use its keyword tool just create a free account and log on. Then click on “Edit Bids” and go to “Keyword Suggestions”.

**Step 6:** Drop into [www.Teoma.com](http://www.Teoma.com), which provides related search results and keyword suggestions in the results returned to the searcher. It can open up new avenues of keywords and phrases not thought about before.

**Step 7:** We're not quite there yet! Now you need to crunch the numbers, determine the supply/demand ratio, and then, if it's a 'goer', save the keyword list so when you are ready to start testing some paid advertisements, you can export it straight to your advertising campaign, using facilities such as Google Ad-words (the little classified ads that appear on the right hand page of Google).

**Step 8:** Start planning your marketing campaign, based on the keywords list, and work out how much you are prepared to pay (bid) for keywords, how much for advertising etc.

As with many issues relating to the Internet, there is widespread debate about keyword search results and why they may differ from one search engine to another, or whether they favor advertisers etc.

Don't be distracted by any of this –you just want an indication as to whether the supply/demand ratio favors the business proposal.

**About the Author:**

**Jennie Armato is an Aussie businesswoman who has harnessed the power of the Internet to become a successful global entrepreneur. A passionate advocate for personal empowerment, Jennie generously shares her experiences, expertise and Internet secrets on her various web sites, which include: ,**  
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