

Pat's Keyword Research and SEO Webinar, held on 6/23/10 – at 6:00 pm.

For the video replay to watch the replay and all of the screen sharing examples, go to:

<http://www.smartpassiveincome.com/webinar1>

Transcript Start

Hey everybody what's up?

This is Pat Flynn from the smart passive income blog, and thanks for joining me on my, on this very historic moment for me. This is actually my first webinar so I'm very appreciative of your presence here today. We got about sixty to seventy people on right now already and more trickling in. It's six pm so I'm going to go ahead and get started already.

Now before I actually get into the content I just want to let you know that this is a keyword research and search engine optimization webinar but I will be going back and forth between a piece of software called market samurai. Now, market samurai is in my opinion, the best keyword research tool that you can use. It is a paid product but you can get a free trial and try it out with me. If you're watching this on the replay in the future I would recommend pausing now and grabbing a free trial now which you get a smartpassiveincome.com. Sorry about that. smartpassiveincome.com/ms. Now you can grab your free trial there. And if you're watching this live now and I know most of you have that piece of software with, already so you can go ahead and walk with me through this webinar. I don't want this webinar to be like a sales pitch or like I don't want to be a salesman for that piece of software.

There are ways, I'm going to be honest with you, there are ways to figure all this stuff out without using market samurai using free tools, just Google ad words keyword tool and other ones that exist but market samurai will save you a lot of

time and I'll show all the bells and whistles of it as we get into the content here but I just want to let you know upfront that this is more about the content and not about market samurai even though I will be using market samurai half the time. Keyword research and search engine optimization.

Now this is a great webinar for you beginners out there especially, but I do throw in a lot of advanced techniques as well that you can use to help climb the rankings in the search engines and find those juicy keywords that will get traffic flowing to your website.

So let's go ahead and get started.

Keyword research.

Market samurai has a really cool analogy with keyword research and that is a prospect panning for gold. If you're panning for gold you go to a river and you pick up a whole bunch of rocks and sand and you put it in that little pan that you have its kind of circular and it has like grooves at the end of it. And then you like shake it around until you end up with these little gold flakes or maybe sometimes gold nuggets if you are lucky.

That is exactly what keyword research is like. You start with a niche which is like a river, you grab a whole bunch of keywords and you look at those keywords and you filter through them to see which ones are the money keywords. Which ones can we use which ones will be useful and drive traffic to us and make us money in the end. That's what this is all about. Finding those money keywords.

And you can use those money keywords for a number of things like if you are starting a new site and you're looking for niches to get into.

Two, it's especially great for article marketing and if you are writing content for sites like ehow or infobarrel. Doing keyword research is hugely important. I can tell you from experience that my income with writing for ehow when the writer's compensation program was still open. Once I started to actually doing the

keyword research and not just guessing what the people were searching for but actually looking at the numbers – my income skyrocketed and I'll talk more about that later.

And third, if you have a website already you can figure out what to write a blog post about or what categories you should have on your existing website.

So, this is a keyword research webinar for everybody.

The question from there is **what makes a good keyword? What is a money keyword?**

There's a few characteristics that we have to look at.

First is **relevance**. How relevant is that keyword to your website? If you have a keyword that drives traffic to your site but it's not even relevant to the content then it's kind of pointless because people are going to arrive at your site through that keyword and since it's not relevant they are just going to leave and be like all of that. I didn't end up where I wanted to be. So relevance is hugely important.

Second, obviously **traffic**. We all want more traffic and keywords have there's keywords that have more traffic than others and our goal is to find out which ones have more traffic.

Third is **competition**. This is probably the most important one that is always overlooked. You don't want to target a keyword that would be impossible to compete against and we'll talk more about that in a second about exactly what we should be looking for.

Number four is **commerciality**. Keywords actually have a value to them and the higher the value the keyword is the more potential money you can make and there's actually a way to put a dollar value on the visitors that you have to

certain keywords. So if you target those keywords with high values you're going to end up making more money because people will be more willing to pay for those whatever kind of products that are related to those keywords.

And there is a fifth one in here that's kind of that I like to put in here and that's **passion**. That's hugely important because in the past I've made websites before that had relevant keywords they actually did drive traffic. I had low competition so I could compete to grab the first ten spaces of Google, which is first page, and they were high commercial keywords – but I just didn't have the passion and passion. Without passion this stuff doesn't really matter. I just couldn't find any energy or passion to keep going with those websites I started, and they just died.

Relevance

Let's get into talking about relevance and exactly what that means.

This means finding all the keywords related to your niche. That is important because like I was talking about earlier you don't just want traffic but you want **targeted traffic**. Traffic that actually matters. Right?

So if you target the wrong keywords you can still get lots of traffic but it's dead traffic. I'm sure you know terms that are related to you and what you are doing online, but do you really know which ones are better? Do you really know which ones will drive more traffic? Well that's what we are going to teach you how to do today. You never want to go into things blindly and you're investing all this time and effort and you want to give yourself the best chance to succeed and knowing what keywords people are searching for and strength of competition and how relevant these keywords are all really important to finding your success.

You know how we were talking about the gold prospect grabbing all that dirt and sand and filtering those out. An internet marketer grabs a whole bunch of keywords and then filters through those to try to find those magic golden

keywords. I'll show you how to grab a whole bunch in a second but the easiest way to filter through them once you grab them is to use these few techniques.

You can use **negative keywords** to filter the negative keywords. These are keywords that you can tell whatever program you're using that if those terms come up with a certain word, it tells the program just to erase those and not include those.

Now the opposite of that is **positive keywords**. Now these are keywords that are particular words inside the keywords phrases that you want to be there all the time. Obviously if you are searching for keywords about dog then you want the word dog to be there all the time or if you want to get even more specific and actually look for dog training keywords you can specify this programs to always include the word dog training inside the keywords.

So negative, positive, and next is the **phrase length** whether you want one word or two words or the three words.

And lastly is the **phrase to broad ratio**. The phrase to broad ratio is there because sometimes Google reports weird numbers, especially in the ad words keywords tool because of the broaden phrase match setting which, means that they report search numbers for keywords not written in the same order which can sometimes mislead you when looking for those target keywords. Or, if those keywords are smaller parts of larger keywords that are searched for it reports those numbers as well. So the higher the PBR, the phrase to broad ratio, the more likely it is that you're looking at actual terms that people are searching for inside of Google. So I know it sounds confusing but just remember that the higher the phrase to broad ratio the more likely it is you're finding relevant keywords to what you are looking for.

So with that being said we're going to go into market samurai right now.

(MARKET SAMURAI DEMONSTRATION - SEE VIDEO...)

TRAFFIC

So let's go back to our little lesson board here, and next we are going to be talking about traffic.

Traffic is what everyone wants right?

Different keywords obviously have different search volumes and our goal here is to find out what keywords people are searching for. Because, when they are searching for it they are going to click and that is where the traffic comes from. Too many people, myself included, in the beginning, choose random keywords. Keywords that are related to their niche and are still relevant keywords, but they don't have traffic. That is why people wonder what's wrong when they are not seeing any results. It's because they are not checking out the search engine numbers.

Now, like I was talking about earlier I was talking about my ehow experience. When I first started writing for ehow, and if you don't know about what ehow is it's a site that you can write how to articles for and earn money based on clicks on your advertisements on your articles that you write.

In my early ehow days I just chose random topics that I thought people would be interested in. I wrote about seventy five articles in fifteen days. I was going crazy with it and then after those fifteen days I learned about keyword research and implemented those strategies and I wrote another seventy five articles.

I can tell you straight up that 95% of my income, which is usually about two hundred to two hundred and fifty bucks a month now, comes from those 75 articles that I wrote in the later half **after** I did a keyword research because I knew exactly what people were searching for. It just shows you that it really does matter and it can be tough especially for you beginners out there who might not even know where to start. Well that is why we're kind of here today. You want to target those keywords that are relevant but also have a lot of traffic.

There are two things to understand about traffic.

Number one is that ninety to ninety eight percent of traffic from search engines come from the first page of Google. And I know there's a bunch of different search engines out there but we are going to be talking about Google exclusively because they are the king. 90 to 98% traffic comes from the first page of Google. So your goal here is to be on that first page.

The second thing you have to understand is that even if you are number one ranking for a certain keyword you are not going to get all the traffic 'cause there's ten spots in there. There's nine other people that could get traffic from you even if you are first.

The way it breaks down is like this. The first ranking spot usually gets 42% of the traffic. The second ranking spot only gets 12%. That's a 30% difference between first ranking and second ranking. And third ranking is 8, fourth is like 6 I think and so and so forth. But you could just see how, that's a huge jump. So frankly number one is your primary goal obviously with a lot of keywords and a lot of niches you won't be able to do that. Do note that just a four percent, or even a two percent change per ranking would add up to thousands and thousands of visitors over time. That's a lot of traffic and potentially a lot of sales if you have stuff on your website to sell or advertisement clicks.

Gauging traffic based on searches is kind of what we do. Google ad words keywords tool spits out that search number for us and that we usually base our searches our niche ideas and selections and target a keywords on the number of searches. **Well the number of searches isn't as important as the amount of traffic that comes from them.** So it's easier to understand things based on the traffic not the number of searches. So for instance if there's a thousand searches for whatever keyword that is 420 clicks. When we go into market samurai I'm going to show you how to find the searches but then we'll turn

them off because there's a tool on there that shows us how much traffic we can expect as well.

This is just a generalization, I mean here's the cool trick or just something to think about. Even though you rank first that doesn't necessarily mean you'll get most of the clicks. If your site title and description are better than this first guy and more eye catching and more relevant then you're going to get more traffic because people are going to see that and be interested. So one little trick is to include in the keyword in the title of your page. Make sure you always include your keyword in the title of your page. Whenever someone types in your keyword into Google and your page comes up those keywords are bolded. Include them twice if you can. That's what I do and I'll show you later in another example but I think my website smart **passive income** blog: **passive income** ideas for online business or something like that. So my keyword is shown twice so my keyword is bolded twice when people search for passive income and the same goes for the description. Now you don't want to go overboard with them. You don't just want to have your description be passive income, passive income, passive income, passive income because Google doesn't like that. They want it to be natural.

Let's go ahead and go into market samurai once again...

(MARKET SAMURAI DEMONSTRATION - SEE VIDEO...)

Competition

We're going to talk about competition next. Like I said in the intro this is the most important part that many people, most people myself included in the past don't really focus on. Now like I said your goal is to get on the number one page of Google, first page of Google but there's only ten spots available. And everyone is competing for those ten spots. So when searching for keywords we have to look at two aspects. We have to look at first the amount of competition and secondly we have to look at the strength. With the amount of competition

we're just seeing how many other web pages we're up against and secondly we have to also look at how strong they are cause for amount...we have to take them both into consideration because if there's like a billion websites out there that all have our keyword but they're all really pagering zero then we have a really good chance of getting in the first page of Google. Now if there's only ten thousand websites or even a hundred websites that might not seem like a lot but if they are all power authority websites like Amazon or eBay or About.com then there's probably no chance we are going to get in there either. So we have to find the correct balance of amount and strength in order to understand that if it's possible to rank on the first page of Google and then we can either decide to do a website for that niche or write a blog post about that or whatever.

Most people do really good research on the relevance and the searches and the traffic of a website but they fail to look at the competition. Like I said is the most important thing cause you dont want to enter the ring against a champion website. You want to enter the ring against competition where you have a chance to get in the first page of Google. It would just suck to do all that work and create a website and do all this ad campaigns and optimize your website both on and off site and just not even get close to the first page and it's not worth your time if it's not even possible.

Let's go ahead into market samurai once again and we're going to look at the seo competition data which is a cool thing that they have here.

(MARKET SAMURAI DEMONSTRATION - SEE VIDEO...)

Commerciality

Next were going to be talking about commerciality and like I was talking about at the beginning you can actually put a value or a worth on certain keywords. Much like how different keywords have different search numbers, traffic and competition (again, both amount and strength of competition), keywords also have different worth or value. Targeting keywords with a higher value can lead

to more profits or more ad clicks for your niche blogs or your websites whatever. So we want to find a way to search for keywords that are worth more. So what does that mean exactly. Well there's two ways to access commerciality.

The first way is to look at the **ad words cost**. Now ad words is Google's thing where you pay to show advertisements when people type in certain keywords. Some keywords are worth more than others. Some keywords with relatively low competition are only worth five cents a click, so whenever someone clicks on that ad it's only going to cost you five cents. Other keywords are three to five dollars per click and those are the competitive keywords and if you can rank for them you are going to have a better chance of making more money with your website.

You can also think of the Adwords cost per click as the actual commercial value of each visitor. So not only do you have to look at cost per click but you also have to look at the traffic because if you have a keyword that has a high cost per click but it's not getting much traffic then you're not going to see as many profits as a website that has more traffic, obviously.

You'd kind of have to multiply the CPC (cost-per-click) by the amount of traffic in order to see what the total SEO value is of keywords. So I know it sounds complicated when we go into market samurai it will make much more sense...

(MARKET SAMURAI DEMONSTRATION - SEE VIDEO...)

Long Tail Keywords

Now we are going to talk about long tail keywords.

You don't want to target keywords like "fly fishing", because they are way too saturated and it would be impossible to rank on the first page of Google. You want to target **long tail keywords** that people are searching for that will give

you a better chance of getting search engine traffic, because those are less competitive keywords.

Keywords that people are still searching for, that are still relevant, that are still bringing in traffic.

Let's say you have a main keyword: your site is about **dogs**. That is your theme keyword.

You can't just talk about dogs or you can't just use the keyword dogs without using any other keywords and expect to get traffic from Google. You need to branch out and use other words that are related to the niche to look more natural, and possible rank for THOSE keywords to drive traffic to your site. So words like dog collar or dog clothes would give you a fighting chance of getting traffic. But going further up the tree we have longer tail keywords. (Long tailed keyword includes more than one word) Dogs is just one word, dog clothes is two. You can have more keywords, which give you an **even better chance to rank on the first page**, like **dog collar brands** for example. I'm just thinking off the top of my head here. **Dog flea solution**. Obviously we have to do research on this but I'm going to show you how to find exactly what long tail keywords you should be using on your website as well in Market Samurai.

Now before I get back into MS, I want to talk about somethings called **derivative keywords** and **semantic keywords**. These are both things you should include in your website. Let me explain.

A derivative keyword would be something like dog collar (for a main theme keyword: dog) 'cause it includes our main keyword in it.

A semantic keyword would be something like puppy, puppy leash or a canine choker. These are all keywords that are related to our niche but **do not** contain our main keyword, and Google wants you to have these on your site as well. It seems more natural if you have these other terms on here.

What's nice is these keywords have extremely low competition (especially the semantic keywords), so it'll be easier to rank on the first page of Google for these and these are terms again people are searching for.

However, the traffic is less as well. Low competition and low traffic. So you do want to use a good amount of derivative and semantic keywords on your website cause you'll look more natural in Google's eyes, and drive more traffic if you target more. You want to have a good mix.

That's why I think my site at greenexamacademy.com, which is a site that I have that sells an eBook and a study guide and talks about tips to pass the LEED exam. LEED is my "theme" keyword. But I targeted derivative keywords like LEED AP, which stands for accredited professional, which was a term that I knew was used in the industry, or also LEED practice exam. I used all these derivative keywords but I also used semantic keywords such as "green building exam". These are other terms that I knew people were searching for, people were using just from talking to people about it. They would use these terms to talk about LEED. And that's why when my website changed from intheleed.com to greenexamacademy.com. If you don't know the reason for that change, it was because LEED was a trademark that I was using on my site's domain. When I created my website I didn't plan on monetizing it or anything, so when they found out I was I guess they found me and said well you can't use that anymore, - that's fine. So I changed my name to greenexamacademy.com because "green exam" was also being searched for and that is a semantic keyword for the LEED exam. So again I think that's why that's probably a reason why I saw so much search engine traffic was because I was using both derivative and semantic keywords in the natural way.

So finding long tail keywords in Market Samurai is actually REALLY cool...

(MARKET SAMURAI DEMONSTRATION - SEE VIDEO...)

SEO – Search Engine Optimization

We are going to talk about search engine optimization now.

There are two types of search engine optimization that you have to understand.

There's **on site and off-site**, on your website and off your website.

Now on site ones are really important. They include (and I know some of you have websites already and may not be able to do some of the following, like you can't change your URL to have the keyword in it but that's okay. Try to do as many of these things as you can to maximize your chances of outranking the competition and ranking higher in Google).

Some of the things you could do are **include your keyword in the URL of your website**. It's hugely important especially if you are just starting out because what's cool is like take my site for example smart passive income blog. The URL is smartpassiveincome.com, so whenever anyone links to me they use the keyword passive income because that's included in my URL.

(MARKET SAMURAI DEMONSTRATION - Finding Optimized URLs - SEE VIDEO...)

You also want to **include the keyword in your title** and you want to optimize this. Like I was talking about this for, let's head on over to it's actually head on over to my website. You could see that the title says: **the smart passive income blog – passive income ideas and online business tips**. So I get ranked higher for passive income because I have it twice here. You don't want to go overboard and just say the title of the website is passive income, passive income, passive income because that doesn't look natural, but this example looks more natural. It gives me more weight with the keyword passive income and just to show you I'm going back to Google. I already have passive income typed here. But you can see the results here in Google. Here is the smart passive income blog. Passive income is bolded and then it's bolded again. So if you just kind of squint at the screen you can see that my website even though it's fifth right now (it likes to fluctuate between three and five) that it actually stands out. I have passive

income highlighted twice here in the title and twice here in the description as well and also in the URL. So like I was saying before again it's important to try and get in the URL again if possible.

So keyword in the URL, keyword in the title, **keyword in the description**, like I just showed you, and **keyword in the header**. Keyword in the header, like in the background or in the code of your website to have your keyword in the <h1> tags on your front page.

These things here can be done with the All-In-One-SEO plugin. This is if you're using WordPress, which I hope you are cause it's a really easy to optimize the website for seo if you are using WordPress.

Next for on-site, you'll want to include a sitemap. For this one, the plugin you want to use is Google Xml Sitemaps. It's almost automatic. You put it in there and it almost generates it automatically for you.

Now one cool trick I'd like to do is I also make the filename of my logo the keyword as well. Now what does that mean? What I mean is that you actually name your logo image your keyword (even in alt tag). Now if I view this image (my logo) and I come down to show you or you could see it here this tab, the name of my image is **passive-income.jpg**. Again another little cool trick that you can do to give yourself a little bit more weight for those certain keywords that you want to target.

Another thing you can do on-site is optimize your 404 page. That's the page people arrive at when they go to a broken link, which you hopefully don't have but maybe they typed in the URL wrong or someone else linked to you with a broken link. If you have a few things on your 404 page you can improve your search engine optimization. You should have a search form, you should have links to **something** as well – I would recommend your most popular articles and you want to include a line text in there that just says "I'm sorry we couldn't find what you were looking for, try this things to help find the information you were

looking for.” They can type in the search form and or view your links from your most popular post, or maybe you’re most recent post or your categories – whatever. That’s nice because a lot of times when people arrived at your 404 page they’ll just leave. This is a way to get them to stick around.

Lastly, make sure you sign up for **Google Webmaster Tools**, its free and just type that keyword in Google to find it. There’s a whole bunch of cool things you could do for your website, as it actually checks to see if there are broken links or if the site maps are working correctly to make sure that your site is optimized for Google and for search engine rankings cause you don’t want to have mistakes on your website that you can easily fix, and give yourself a worse chance of climbing as high as you can. You want to make it error free.

For Off-site there are a few things. The **domain age** which I know you can’t really control but if you’re buying domains for a site then that’s something to think about is the age of the domain that’s taken into account. The **page rank**, the **number of indexed pages**, the **back links** and back links are important because those are sites that are linking back to your website which counts as a vote in Google’s eye. The **quantity**, the number of them is important but what is more important than that is **quality**. So you want quality back links which means back links that are coming from sites that have more authority or a higher page rank and plus also the anchor text that comes along with it is very important.

Now one trick that I like to use off site is just to “be everywhere.” It’s a short phrase but it means a lot. Be everywhere.

So this goes along with branding. You want to be everywhere. When someone thinks of your niche or your keyword or whatever. They want to think, you want to be the person to go to. Or what everyone thinks about. So when people think of passive income I want to be I want to be that image in their head about what passive income is. So if they’re linking to it on their website or even just telling a friend they know to go to smartpassiveincome.com that’s my goal. So that’s why I’m on face book, I’m on twitter, on other social networks and on YouTube, I

have YouTube videos and make sure to use the same picture everywhere just so people you know consciously or subconsciously just know that I'm the passive income guy. And that should be your goal too you don't want to hold yourself back and just stick with one thing. Go put yourself out there. Don't just stick on your blog and expect to do well. I know this isn't totally related to search engine optimization and keyword research but more your business and blog in general. Off site – just be everywhere. So hopefully that helps a little bit.

Now let's go back to market samurai and look at the seo competition module, which is awesome...

(MARKET SAMURAI DEMONSTRATION - SEO Competition Module, and other features of Market Samurai, including Monetization, Finding Backlinks, Rank Checker, Page Rank Analysis, etc. - SEE VIDEO...)

Please visit <http://www.smartpassiveincome.com/ms> for your FREE TRIAL of market samurai. I recommend getting it now and putting in your own keywords and seeing who your competition is and what you're up against.

Thank you for your time, and I definitely plan on doing more webinars in the future, so keep an eye out for that. Again, go to <http://www.smartpassiveincome.com/ms> to grab Market Samurai for FREE.

Cheers!

-Pat

Transcript End