



Keyword Research

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The Long Tail (mortgage example)

- Someone searching for "mortgage" is not a buyer. They're just kicking tires.
- Someone searching for "mortgage jumbo refinance California" is a buyer.
- Targeting specific 'long tail' keyword phrases is the key to online success.
- Micro segmentation: "go an inch wide and a mile deep" (people will find you).

Notes

Keyword Research Tools

- You want the phrases that have organic search volume but low competition.
- Pick four or five that you can target on your website (see selection exercise).
- Google Keyword Selection Tool: <http://adwords.google.com>
- The Google tool gives search volume approximations and PPC competition.
- WordTracker Free Keyword Tool: <http://freekeywords.wordtracker.com/>
- The WordTracker tool estimates daily search volume of words chosen.
- Tactical Execution > Resources > Useful Links > Keyword Research**

Notes

Initial Keyword Ideas

- List all the obvious keyword you can think of in your area of expertise.
- Visit competitor sites, view source and review their meta tags for more ideas.

Keywords		

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