Keyword Selection

© 2008, Patrick Schwerdtfeger

Keyword Selection

☐ Put keywords together into logical phrases searchers might put into a query.

Long Tail Keyword Phrase	Organic Volume	PPC Competition	Organic Competition

Research Competitive Phrases

☐ Re-enter the competitive phrases to dig deeper and find more ideas.

High-Competition Phrases	

Identify the "Sitting Ducks"

☐ Find the keyword phrases with good organic search volume & low competition.