

## THE GOLDEN FOUNDATION OF KEYWORD RESEARCH



### FREE PDF-Report

Easy Steps To Find Keyword Gold with Google's Free Tools

A Free Report by Internet Marketer

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# KEYWORDS: The Golden Foundation of Keywords and Google's Keyword Tool



This short report is intended to answer your basic questions on how to find and use the right keywords for your market or niche market and how to attract the right kind of people to your online offer.

If you are trying to get free traffic to your websites from no matter which source of traffic, you will have to invest the time to learn and **master the golden basics of keyword research**.

Keywords are your link to your market, to the people you want to attract.

They are the trigger that can fire up a stampede of traffic to your websites.

If you are not using keyword research before you are making anything public online with which you finally intend to market something, it is like *hoping* that the right people will find you and your offer online.

And grounding the use of words on your online hubs to attract prospect *just on hope* is like waiting for a submarine to emerge in a field of potatoes.

In this short report I'll explain to you why a proper keyword research is not only the foundation of your efforts to rank high in the search engines like Google.

Instead you will see that keywords are important for all of your online activities.

## A short note about myself before we dive into the keyword gold:

My name is Mirko Gosch.



Ever since I got introduced to the famous Internet Marketer Jonathan Butt I stopped worrying about my “funny” last name 😊

I am 41 years old and just recently quit my job as a lawyer to become a full time internet marketer. My goal is to not to make a living online. What? That’s right!

My goal is to get rich forever by learning and applying proven online marketing techniques and market valuable digital information products and services online in a B.S. free way. Products and services I can be proud of. I also love teaching others what I have learned about internet marketing so that they can become a success themselves.

I have invested countless hours over the last 8 months to soak up every bit of information on internet marketing I could get hold of.

I bought about every e-book and e-course on all aspects of internet marketing and I buried myself deep into gigabytes of information.

In all angles of internet marketing I found that it is inevitable to master the basics before you systemize it and that keyword research equals basics.

That is my short note. More of and about me on my blog: <http://mirkogosch.com> now, let’s crush it with keywords.

**Hope is a bad adviser when you are asked to choose the right keywords.**



Refrain from choosing the words you are using on your websites completely at random. Know instead, with which specific words from your market niche you need talk to your audience. If you don't know in which words to talk to your audience, readers and watchers, there will be no audience, no readers and no watchers.

Invest your time to do a proper and thorough keyword research.

Consider the knowledge of the right keywords in your niche or market in general to be the ground on which your online marketing success will begin to grow from.

“Keyword research” that may sound like a tedious kind of work but rest assured it can be fun and you’ll gain a lot of “insider-knowledge” by investing your time into this field of internet marketing.

Let us start with these questions:

## I. What are keywords?

**Well, here is a definition you’ll find useful:**

**“Keywords are words that are used by people on the internet to search for information which refers to a specific topic by using search engines (such as the biggest fish in the pond: Google).”**

Once you discover which exact words the people to whom you market your products and services are using in the search engines like Google to find the solutions to their problems, needs and wants, then you have done the first step to dominate your market.

It is Google’s premise to show up the most relevant content there is for any search term someone types into the search box. And of course, websites who address these exact keywords on their pages will be regarded by Google to be the most relevant websites for the regarding content.

## II. What types of keywords do you have to consider when doing your keyword research?

I have come up with this list to give you an idea

<u>Type of Keywords</u>	<u>Explanation</u>
<b>Singular Keywords</b>	<b>Online Marketer</b>
<b>Plural Keywords</b>	<b>Online Marketers</b>
<b>Strong Keywords</b>	<b>High Search Volume</b>
<b>Weak Keywords</b>	<b>Low Search Volume</b>
<b>Global Keyword</b>	<b>No Location Specification</b>
<b>Local Keywords</b>	<b>Local Specification</b>
<b>Misspelled Keywords</b>	<b>Self-Explanatory</b>
<b>Seasonal Keywords</b>	<b>Halloween Costumes</b>
<b>Long Tail Keywords</b>	<b>Where to buy Halloween C.?</b>

Now, this list is not complete yet as we have to add another type of keyword for us marketers.

### Money Keywords:

Money keywords are words or word phrases that are more likely to address those exact people in your market who are ready to buy. This could well be your favorite type of keywords as it is the most targeted one.

Although you have to realize that the number of money keyword searches per month in any given niche might not be very high. So you

certainly have to check the number of searches for this term before you put too much work into targeting just these kinds of keywords.

But please don't be misled here, the money keywords are certainly very important to know and are great keywords to target.

If you manage to get traffic from money-keywords to your websites the conversion to sales factor will be high. Probably a lot higher than that traffic what you get from less buying-determined traffic.

You don't need to have that much actual traffic to make good sales if your traffic comes from money-keyword traffic. Plus the competition might be substantially lower and thus it'd be much easier to rank on No. 1 on Google's first page for your money keyword.

Let me explain a little further what makes some keywords being "money keywords":

Someone who types "**buy** SEO course" e.g. into the Google search box is obviously at a different level in his online search for information than the majority of people who just type in "SEO course" and are thus more likely at a level in their search where they gather rather general information on SEO courses. The one who types in "buy SEO course" is more likely to buy your course on SEO if you manage to present your offer in front of his eyes.

Other keywords which can be labeled as money keywords are **product names**. Someone who types a specific product name let's say "Canon 500d" into the Google search box obviously knows exactly what specific digital camera he is looking for.

He is not looking for *any* digital camera but for a specific digital camera.

So if you were in the digital camera niche with your online business and you were selling the Canon 500d on your web-shop than you should of

course target this specific money keyword “Canon 500d” and not the much broader term “digital camera”.

**Product specific online reviews** could also be labeled as money keywords. Someone who wants to get a review about a specific product in general is much more likely to buy this product than someone who is searching for rather general information. Before he buys the product he might just wants to get a final review that will further help him make the final decision to buy the product.

Just don't make the mistake to give this kind of information seeker yet another blatant sales pitch. At the state where he is at with his research about the specific product he will very likely have read a couple of sales pitches and rather wants some reassurance whether he is going to make the right buying decision. Therefore make sure to present your review in a non-biased way, otherwise you might scare him off.

I think, you get the idea.

### III. What exactly do you need keywords for?

With the above introduction to money keywords you already know one of the many answers to this question. But I want to give you some more.

1. Now, if you are in it to win it in this online marketing game, if you want to market anything to anyone online then you need to have a good grasp of which keywords you have to use on your websites or on the other

information hubs you are using **to attract the right kind of people (traffic) to your specific offer.**

**To attract the right kind of people to your specific offer** by using the golden keywords **applies to free traffic from the search engines, it applies to any other kind of free traffic from social media sites, it applies to borrowed traffic as well as it does to paid traffic sources such as Pay Per Click (PPC) or media buy.**

For all of the above traffic sources it is well worth to find, analyze, sort out and use the right keywords. Hence those keywords which are most likely bound to trigger the desired attention and action of your prospects.

Let me give you a brief example: If you are in the dog training niche and offer a product or service on how to train a dog to stop excessive barking, then you want to attract people to your website who are interested in learning exactly that.

Google's keyword tool to which I'll introduce you later in this report will give you a precise understanding which keywords are related to your core keywords – "stop dog from excessive barking" in my example. But more on this later, let's continue with more answers to the question "what do you need keywords for?"

## **2. The niche market keyword knowledge you are about to gather from your keyword research will let you sneak into the heads of your prospects.**

Who and what are they?

What are their needs and wants?

What are they thinking about your specific offer?

What are they thinking about the problems in your niche?

Most of these questions will be answered after you've done your keyword research thoroughly.

The right keywords are your keys to your customers' heads.



The words and word phrases people are using when doing a search on Google will let you sneak into their heads and provide you with answers to the above questions. Equipped with your keywords you can then serve and address the niche with the right solutions.

- 3. The vast majority of your competition is not using a thorough keyword research, so by doing the research work you can outsmart your competition and surpass their Google ranking.**

If you are doing your keyword research job good then Google will love what you will be doing with your keywords on your website and it will rank your website or post higher than your competitors' websites and posts.

**Attention:** Further up in this report I said something to the effect that keyword research and its implementation into your websites *are the foundation of your free targeted traffic*. *I didn't say it is the only ingredient of your traffic pulling online marketing activities.* There'll be

more to do than just gathering and implementing the right keywords into the right places on your website or blog. I know. But don't worry we'll be covering how to solve further on-page SEO and off page SEO tasks in another report. I know that there is this saying that only 10 % of your Google ranking derives from on-page SEO like choosing the right keywords and put them into the right places on your website. 90 % of a website's ranking is said to come from back-links!

But keywords are the foundation of your efforts to drag targeted traffic to your sites and if you get the keyword research done and the implementation of those results into your websites going at all, then you'll be way ahead of many within your competition. That is great. So, don't worry and let's get on with my last answer to our question.

- 4. And last but not least the keyword research will get you a full grasp of your specific market's lingo which is essential for you becoming a leader in your niche.**

You have to get to know which lingo your market uses. In every niche there are certain types of words you want to get used to. Your keyword research holds the answers to this task as well and it will leave you with an invaluable understanding of your specific niche.

# The exact process of keyword research

## IV. How do you know which keywords are the right ones to use in your niche?

### 1. Brainstorming

I suggest you always start off with **brainstorming**. Think about every word or word phrases which you consider to be related to your niche, its problems and your offer, your solution. Write those words down or better even type them into a notepad file on your computer.

### 2. The Plain Google Search

Next you could further research those words you have come up with by **using the plain Google search function**. Type your word findings into Google's search box.

This way you will find out which of your competitors websites Google considers to be of the greatest relevance for those words – the more relevant Google considers a website to be for a search term (keyword) the higher this website's ranking on Google will be –if all other things (structure of your website and back-links) are at least equal with your competitors sites.

Checking out the top 5-10 organic search results can definitely give you a lot more input about your niche by legally “spying” on your competitors websites.

### 3. Google Ads

Also **check out the Google ads results** for your word findings.

Explore your competitors' sites. Which words are your competitors using on their websites, in their posts' headlines, which categories are they using and what are the main topics they are talking about which you haven't thought of yet?

Which keywords are they using in their ads? You get the idea. Now **write those new word findings down and add them to your list of words.**

This is a great way to gain substantial knowledge about your niche and you will gather a lot more words than you yourself will have thought of in your first step of brainstorming.

But yes, this can take up a lot of time and you might get distracted by all the content you have got to go through when checking out your competition's websites.

This can be dangerous and may add to your existing information overload but still, exploring your high ranked competition will be beneficial.

Before we go on and explore the most powerful free Google tool in our keyword research arsenal, I'd like to draw your intention to another little known tool Google offers us for free.

## 4. Google Wonder Wheel Tool

**Google Wonder Wheel Tool** will further enhance your keyword arsenal and will provide you with related words for your research term in a mind-map-like manner.

The screenshot shows a Google search for "how to stop a dog from excessive barking". The search results page includes the Google logo, search filters (Everything, More), and a sidebar with options like "Any time", "All results", "Wonder wheel", and "Standard results". The main content area displays a "Wonder wheel" tool with a central hub labeled "how to stop a dog from excessive barking" and several spokes pointing to related terms: "train your dog", "obedience training", "praise him", "stop dog constant barking", "stop barking dogs whistle", "stop neighbors dog barking", "separation anxiety", and "bark collar". The right sidebar shows search results for "Stop Dog Barking From Barking" and "How to Stop Y...".

You'll find this neat little tool when you open Google in your browser, type a word into the search box and press "search".

On your left browser window you'll see a direct link to the wonder wheel or you need to click on the "more" tab on the left side where Google offers more tools to help you refine your information query.

Once you found the wonder wheel tab, click it and whatever you have used as your search term before will be placed in the middle of a wheel

branching out and showing you results which are related to your search term (see the image above).

All results are clickable and lead you to more branches with even more results.

Great stuff, but the most powerful free Google tool in your research arsenal is still to come:

## 5. Free Google Keyword Tool

Now, this free Google tool is a marketer's dream come true. No guess-work to be done, this tool will tell you more about your niche and even about your customer than any other free Google tool available today.

Google's free-to-use **Keyword Tool** will provide you with all keywords related to your search term and your niche if you just dig deep enough.

It will (if you tell it to do so) come up with plenty of synonyms for your search term, will tell you exactly how many people per month are using those specific keywords globally or in a chosen geo-specific region when searching for related information and will also let you know how much money you would probably have to spend if you consider bidding on any of the keywords for a PPC-ads.

This way you do not bet on the wrong horse –keyword that is. Plus you also get a grasp of how lucrative it can be to rank on the No. 1 spot of Google for a specific keyword or phrase. Imagine you could get those companies and people who are paying big bucks for their PPC ads to place an ad on your website. Once you have entered the number 1 position on Google's first page for your keyword it shouldn't be that difficult to approach those advertisers and tell them that you are the number 1 site on Google for the search term they are bidding on and you offer them space on your website for their ads.

You'll find Google's keyword tool here:

<https://adwords.google.de/select/KeywordToolExternal> .

What you'll learn from using the keyword tool will very likely amaze you.

Even if you know –or think you know- your market or niche quite well, before you use the Google keyword tool you would hardly be able to tell which of the most relevant keywords in your market niche are the most sought after words. But with this tool you'll soon know.

And it is pretty easy to use as well.

I suggest we have a look at Google's Keyword Tool in action.

To give you a relevant example for the search I went to the [www.clickbank.com](http://www.clickbank.com) website (the world's largest marketplace for digital information products) and quickly chose a product from the health & fitness category within clickbank's marketplace.

As you will know, this category is one of the most lucrative categories around and surely an evergreen.

The program I chose has the name "The diet solution program".

Starting the Google keyword tool search with a product name will bring us immediate search results of a money keyword.

## Keyword-Tool

Verwenden Sie das Keyword-Tool, um sich weitere, möglicherweise relevante Keywords anzeigen zu lassen. [Tipps zum Keyword-Tool](#)

**Wichtiger Hinweis:** Wir können nicht garantieren, dass die Leistung Ihrer Kampagne durch diese Keywords verbessert wird. Wir behalten uns das Recht vor, neu hinzugefügte Keywords abzulehnen. Sie sind für die ausgewählten Keywords verantwortlich und für die Gewährleistung, dass die Verwendung Ihrer Keywords nicht gegen geltende Gesetze verstößt.

Die Ergebnisse werden auf die Sprachen und Länder abgestimmt, die Sie unten auswählen:

Deutsch	Uruguay
Chinesisch (traditionell)	USA
Chinesisch (vereinfacht)	USA, kleinere ausgelagerte Inseln
Dänisch	Usbekistan
Englisch	Vanuatu
Finnisch	Vatikanstadt

<b>Wie möchten Sie eine Auswahl von Keywords generieren?</b> <input checked="" type="radio"/> Beschreibende Wörter oder Wortgruppen (z. B. grüner Tee)  <input type="radio"/> Website-Content (z. B. www.beispiel.de/produkt?id=74893)	Geben Sie pro Zeile ein Keyword oder eine Wortgruppe ein: <input type="text" value="The diet solution program"/> <input checked="" type="checkbox"/> Synonyme verwenden <a href="#">Ergebnisse filtern</a> <input type="button" value="Keyword-Tool"/>
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Note: The Google keyword tool will look slightly different on your computer if you are in the US. I am operating the search from my computer in Germany. But except for the language everything should be the same.

As you can see I have chosen the language and the territory I wanted to conduct the search for. Pressing the “Keyword-Tool” button this is a glimpse out of 192 results the keyword tool comes up with:

Keywords	Mitbewerberdichte	Volumen der lokalen Suche: April	Durchschnittliches Suchvolumen pro Monat
<b>Mit den eingegebenen Begriffen in Verbindung stehende Keywords - nach Relevanz sortiert</b>			
the diet solution program review		Daten nicht ausreichend	1'300
the diet solution program reviews		Daten nicht ausreichend	210
the diet solution program manual		Daten nicht ausreichend	320
the diet solution program		Daten nicht ausreichend	8'100
Alle Keywords herunterladen: <a href="#">Text</a>			
<b>Zusätzliche Keywords, die in Betracht gezogen werden sollten - nach Relevanz sortiert</b>			
diet solution		201'000	60'500
diet solution program		Daten nicht ausreichend	14'800
weight loss program		550'000	550'000
diet exercise		135'000	246'000
diet fitness		110'000	135'000
diet solutions program		Daten nicht ausreichend	390
diet plans		246'000	450'000
diet program		301'000	246'000
diet plan		823'000	1'220'000
diet meal plan		60'500	74'000
diet weight		1'000'000	1'500'000
lose weight diet		201'000	301'000
best weight loss program		14'800	18'100

You can see from the pic above, that there is a substantial amount of searches for both of the money type of keywords I have high-lighted. So this might be interesting to further investigate. The synonyms and related terms the keyword tool provides us with can and should be considered when you are writing the content for your website when targeting this niche.

So I recommend to export them to an excel sheet or as plain text to notepad.

Keywords	Mitbewerberdichte	Volumen der lokalen Suche: April	Durchschnittliches Suchvolumen pro Monat	Übereinstimmungstyp: <span>?</span>
<b>Mit den eingegebenen Begriffen in Verbindung stehende Keywords - nach Relevanz sortiert</b> <span>?</span>				
the diet solution program review	<input type="checkbox"/>	Daten nicht ausreichend	1'300	<a href="#">Hinzufügen</a> <span>⌵</span>
the diet solution program reviews	<input type="checkbox"/>	Daten nicht ausreichend	210	<a href="#">Hinzufügen</a> <span>⌵</span>
the diet solution program manual	<input type="checkbox"/>	Daten nicht ausreichend	320	<a href="#">Hinzufügen</a> <span>⌵</span>
the diet solution program	<input type="checkbox"/>	Daten nicht ausreichend	8'100	<a href="#">Hinzufügen</a> <span>⌵</span>

The two arrows point to the area where you can add the wanted search results to your clipboard, further down, also on the right-hand side you can then choose in which format you are going to export your chosen files.

With the results from the Google keyword search we now know, that there is a substantial amount of people searching for the product “The diet solution program” plus we are equipped with over 190 phrases which are related to our search term. It looks like a lucrative niche.

But however well equipped with keywords we now are, we are still not at the point where we could predict whether it is worth our time to try and rank for our money keywords.

We will have to consider the existing competition for our keyword terms and although the keyword tool already gives us an idea about the competition as you can see on the pic below – the less filled the box is the less of a competition there is- there is more that we will have to research.

Keywords	Mitbewerberdichte	Volumen der lokalen Suche: April	Durchschnittliches Suchvolumen pro Monat
<b>Mit den eingegebenen Begriffen in Verbindung stehende Keywords - nach Relevanz sortiert</b> <span>?</span>			
the diet solution program review	<input type="checkbox"/>	Daten nicht ausreichend	1'300

If the first 5 websites Google shows in the organic search results are doing everything right with their on-page SEO and their off-page SEO (Back-Links) then it would be very difficult to compete with those existing sites.

But if our further research would show that those top-5 sites for our search term haven't done a lot of SEO and have not too many back-links either, then and only then should we really consider to enter the competition.

I feel tempted to write on, but this report ends here.

If you are interested in further SEO research techniques and especially what else it is that you need to know about our competition before you start to enter it then I invite you to check out my blog [www.mirkogosch.com](http://www.mirkogosch.com) frequently as I will be covering further techniques and tips in the next few weeks.

It is my hope that you have gained some new knowledge about keywords and keyword research and it was my pleasure writing this report.

Spread the Good, Attract the Good

Mirko Gosch

Schleswig, 05.27.2010