

Nine Steps To A Professional Keyword Strategy

Want to know how to create a successful keyword strategy? Follow these steps.

- 1) Think about your ideal customer. How would he or she search for what you sell online? Jot down some notes about the search terms (keywords) your prospects might use to find products like yours on the Internet.
- 2) Sign up for Google Adwords (this is free and easy). From within your account navigate to the **Google Keyword Tool**. Type a keyword in the box at the top of the page. Make sure “broad match” is checked on the left. Hit “Search.” The page will populate with a cluster of keyword options with columns of information.
Note: If you are in America the column “Local Monthly Search Volume” means within the USA. You will also see columns for Volume, Competition, and Cost-Per-Click (CPC) for your keywords and related phrases.
- 3) Export an Excel file (see the “export” button in the center of the page). Repeat step two for all search terms and phrases you think are important. Export Excel files for each keyword cluster.
- 4) Combine the data on all the Excel files you have downloaded. Sort by the volume column so the high volume winners go to the top. Keep the top 20-50 entries and delete the rest.
- 5) Add two columns to your combined Excel file: one for “relevance” and the other “competition.” These will be blank until you fill them in as indicated below.
- 6) Use your best judgement to score each of your keywords and phrases for **relevance**. Use a scale of your choosing: 1-5, 1-10, etc.
- 7) For each keyword populate your **competition** column with the number of page mentions your phrase reports on the internet. To do this open a Google search, use quotes around your keywords. Example: type in “Internet Marketing Santa Rosa” and the number of results will be indicated at the top of the search results page.
- 8) Weigh the relevancy, volume, and competition of your final selections to determine the 3-5 keyword phrases that you focus on first.
- 9) If you do not sell nationally you can eliminate unnecessary competition by adding a “long tail” to your keywords. This is commonly a geographic target like “Internet Marketing **Santa Rosa**” but it could be a subject oriented tail like “Internet Marketing **for Small Business**.” When you go live test these search terms to gauge how many leads and closed sales you get from each unique keyword phrase.