

Matt Alvarez Presents

Rush Hour Traffic

Keyword

RESEARCH

A Production of
Cutting Edge Ventures

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Introduction

Before we get started, I wanted to personally thank you for purchasing this eBook!

I've debated with myself about the opening of this book for several weeks, now. And, I've come to the conclusion that I could go one of two ways: 1) I could pass myself off as the guru to beat all gurus, you know the kind; or 2) I could be as up front and open with you as good decorum and the FCC will allow. Just kidding, by the way (about the FCC, anyway).

So, I decided on the open and honest approach... it was a no-brainer, really. Listen, folks, I'm just a retired Soldier who has been fortunate enough to have served my country and make it home in one piece. We all weren't that fortunate. I've spent the last several months learning how to create my own products and share them with people all over the world. And, I thought, what better way to continue teaching and training?! What you hold in your hand is my fledgling product... the first of many.

You see, I don't have the "dire straits" story or the "rags to riches" tale. I've been fortunate in my life: I met the woman of my dreams fairly early. Within two years, we were married and we were off to start our new adventure as an Army family. Flash forward about 16 years. 16 year-old daughter, 11 year-old son, marriage is still great, and I'm retired from the military.

It's these times... the big changes that happen... when a person considers how their life is going, and I love my life, but there had to be more. I wanted to provide a future filled with time spent with my family and friends, travelling, and most importantly, NO 9-5!

So I began learning everything I could about creating a passive income. And, I got really good at doing stuff on the computer, but I had no idea how to make any money from it. A few months ago, I purchased a program from a gentleman who has since become my mentor and the book you're reading is my first step. When I say first step, folks this is just the beginning! I envision an empire built upon the cornerstone that you now have in your possession.

The most important and the primary purpose for writing this eBook, is to teach you how to find keywords that very few other internet marketers or SEO professionals are targeting. I will explain how to ensure that these keywords are “buying” keywords. If you do not know what that means, if you have never heard that term, don't worry about that right now. I'm going to go into more detail in a later video. I am going to take you through some over-the-shoulder type analysis of the competition of a keyword. I will take you step by step through the techniques I use to help me gain insight into how well my competition in a particular niche is doing. It also tells me exactly what I need to do in order to rank for a specific keyword within that niche. Throughout the book I will guide through the use of some pretty cool tools that I use to determine what is needed to rank for a term and to decide what keywords work best for me. Finally, I will help you identify buying versus non-buying keywords and show you how to find the keywords that no other SEO or internet marketer is targeting.



In the interest of being 100% transparent, there are a ton of ways to get eyeballs on your squeeze page, sales page, online storefront, or any other internet real-estate... Pay-Per-Click (PPC), banner ads, social media, and the list continues as far as your imagination will allow. The problem with all of

these is that they all cost money... ALL OF THEM.

I don't know about you, but I had exactly \$0 to put towards advertising when I was a newbie! Not a single one of the advertising strategies above were even a remote option for me.

Learning how to conduct quality keyword research is essential to tapping into the oceans of free traffic on the internet. By applying the knowledge and learning to optimize your web-space, a bridge is built that spans the gap between the broke newbie and the seasoned professional with a hefty advertising budget.

SEO and keyword research, specifically, level the playing field... few people can come up with \$10K to just throw at a PPC ad campaign, but everyone is capable of learning how to, through SEO, maximize the traffic that reaches their offer through an internet search. In fact, it isn't hard to become really good at it.

I'm really looking forward to getting into the "meat" of this eBook, so let's get started!

I sincerely hope that you get what you need from it. If not, please shoot us an email at: support@cuttingedgeventures.com let us know what things are giving you trouble in your internet marketing or SEO business.

Oh, and hang on for the ride!

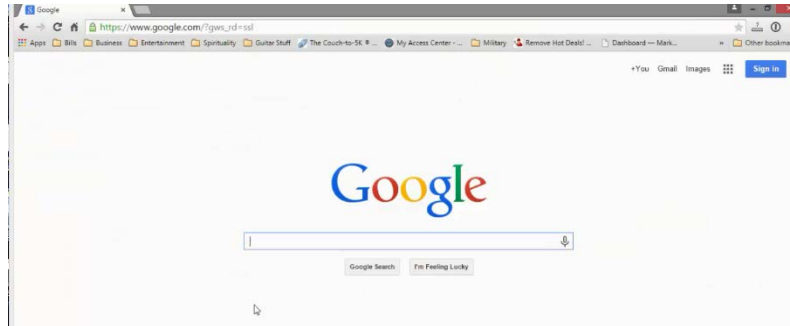
Here's to your online success!

A handwritten signature in black ink, appearing to read "Matt Hurst", is centered on a light gray rectangular background.

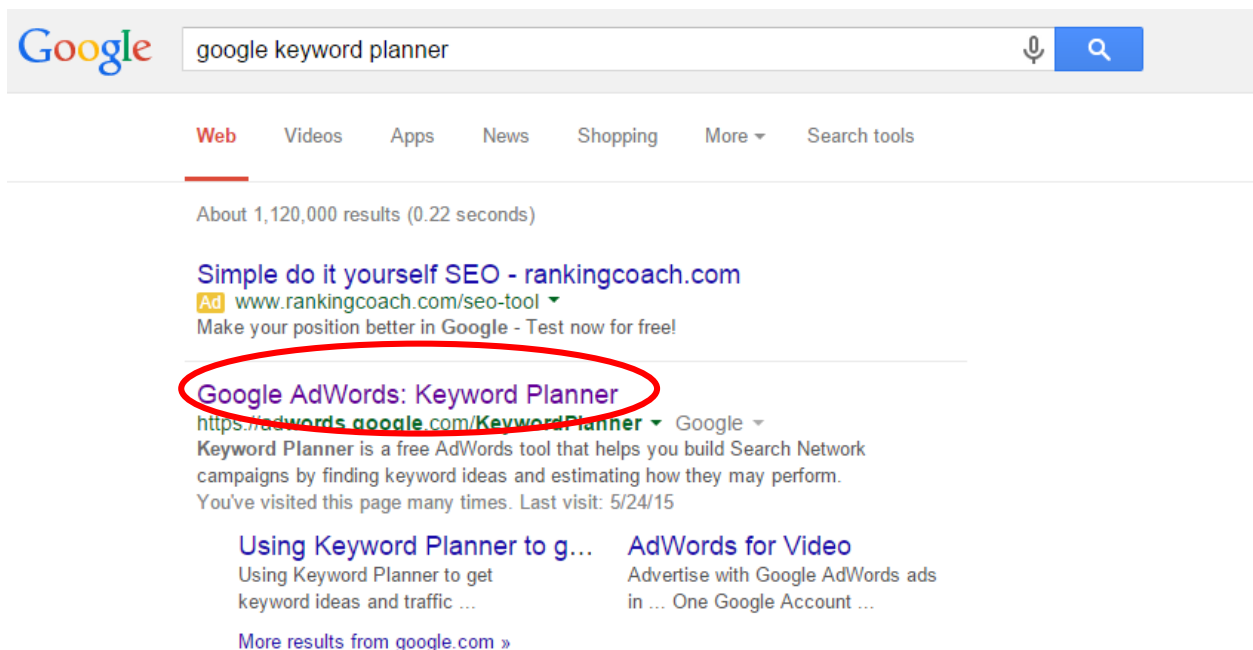
Chapter 1--The Basics of the Google Keyword Planner

The first tool we are going to talk about in the series is the Google Keyword Planner, formerly known as the Google Keyword Tool. Like the title says, this chapter will be the down and dirty basics; What the planner is and how to put it to work to help you find high volume, low competition keywords that you're going to use to optimize your blogs or your virtual store fronts or whatever internet real estate you happen to own. So let's go ahead and get started.

The first thing that we'll need to do is go into Google Search and we are going to type in "Keyword Planner."

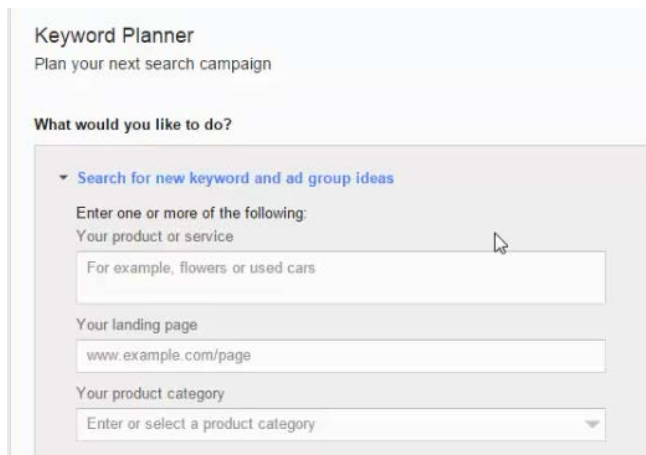
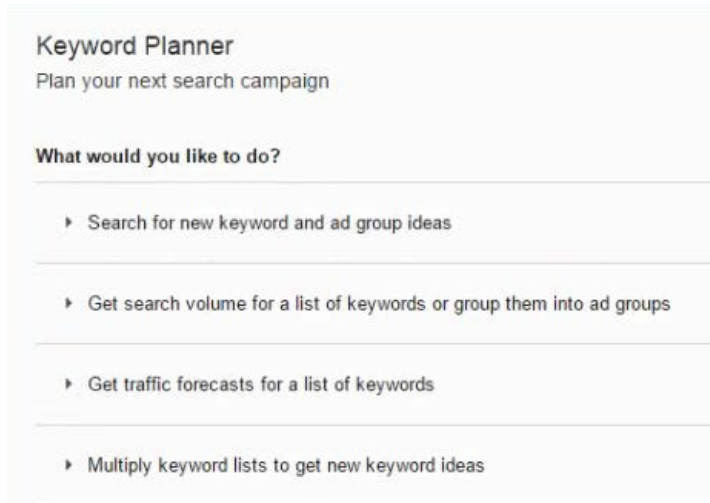


Okay now, we're concerned with first organic entry. It is going to take us to the home page of "Google Ad Words Keyword Planner."



One of the main changes that has occurred between the Tool and the Planner is that you now have to log in. You have to use your Gmail account and password. If you don't have a Gmail account, it takes about 5 minutes to get a free Gmail account. Once you have it, you can come back in here, you can log in and you can use this tool.

Now, when the planner loads, you are going to have four options on the left side of your screen. The first one we are gonna' really talk about is this first tab (obviously), The Search for New Keyword and Ad Group Ideas. If you click inside that, you are going to see a few fields that you can fill in information for.

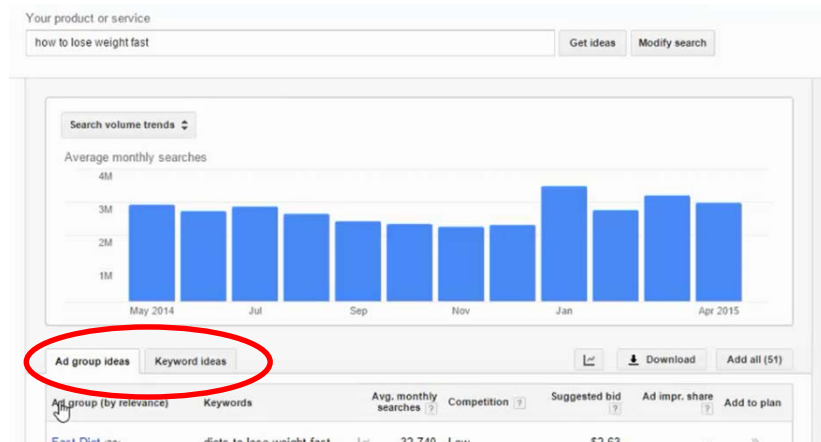


We really only want to be concerned now with the main box, "Your product or service". For the sake of example, we are going to use "weight loss" as our niche. So if "weight loss" is our niche, we could enter something in here like "how to lose weight fast." Okay, so that's going to be our broad keyword. This is more

than likely a very high competition keyword. I don't know because I haven't searched it, but more than likely it's going to be high competition, high search.

What we are trying to do is use the Keyword Planner to give us ideas of words that relate but may not have as many searches or competition. As you scroll down, you have areas that allow you to change the parameters of your search. For countries I typically stick with the 5 major English

speaking countries; Australia, Canada, USA, New Zealand, Great Britain or England. The reason is simple, I mean, this especially in the United States... this is where my customers reside. This is where my marketplace is. So that is where I stay. If that is not true to you, change that to whatever makes sense for your purposes. The same with these down here. I don't typically mess with these just because the defaults have worked for me in the past. I haven't messed around with trying to target any more than what I have right here. Alright, so what we are going to do is, we're going to click on "get ideas" and the Planner is going to default to the "Add Group Ideas" tab.



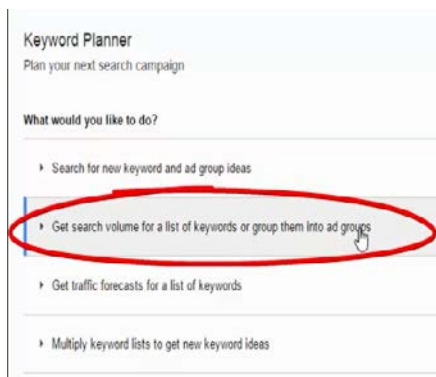
We don't really need to be too concerned with that right now. That's more for the marketers that are looking to do Ad Words or Pay-per-Click advertising. For SEO purposes, for what we are trying to accomplish with this, it's really not that helpful, so we are going to stay in this Keyword Ideas tab.

What we have done up to this point is we have taken a broad keyword, typed it into the Planner and let the Planner give us keyword ideas related to that main idea that we used as our search. Now if you scroll down, it will tell you that the Planner returned 800 keywords. That's not bad.

What I have just shown you guys is the building block of SEO. This is the old way though. And, you may not be able to tell from my authorship style, but I am not going to teach you the old way. Throughout the next chapters I will be showing you how to conduct keyword research like no one else is doing. This method will result in long-tail keywords, "buying" keywords with high-volume searches and low competition that will be extremely easy to rank. When I say that the competition for these are going to be low... guys, I'm talking about 100 or less competing pages in the search engines for these terms.

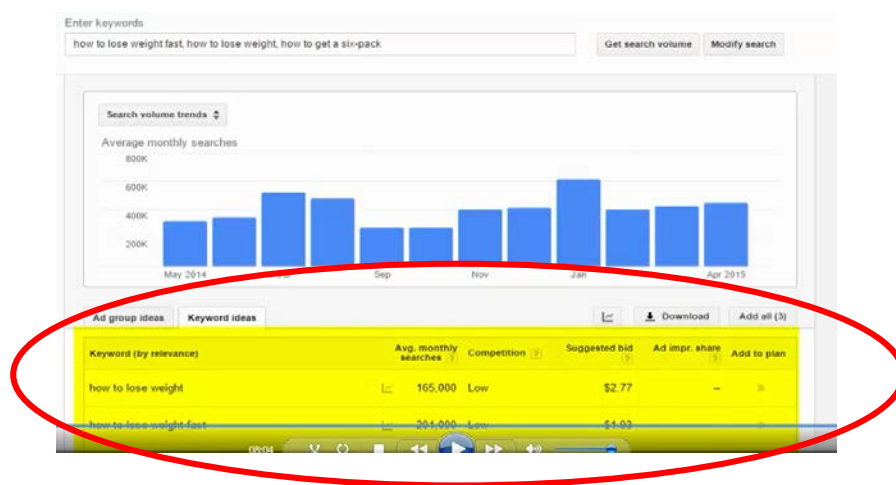
What we just walked through is how every other person out there is conducting keyword research. In my opinion, that's why so many people fail. Not just with keyword research, but with many other tasks involved with being an internet marketer, or being an SEO professional. If you stick with the old ways and you don't keep up with the trends and what's going on, you're methods are going to be outdated really soon.

Okay, I'm off my soap-box...



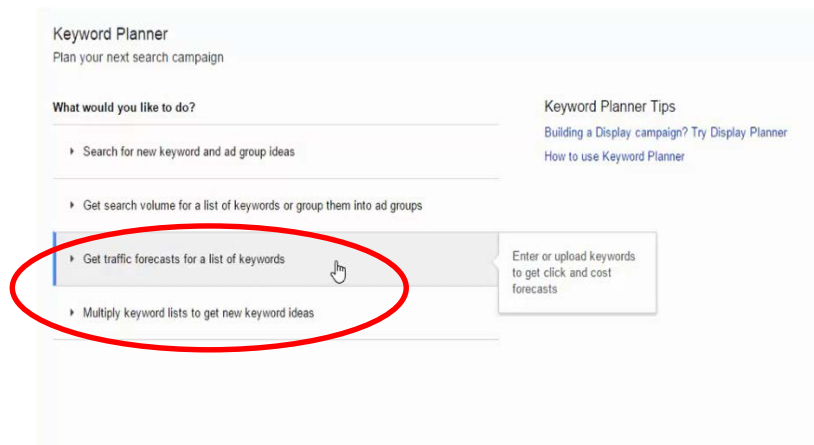
Now we need to go back to the main planner page, and go into the "get search volume for a list" tab. What this does is gives you a search volume... a **monthly** search volume, as the title says. It will not give you suggestions for other terms, it's only going to give you search volumes for the terms you type into the main box, or for the terms in the file that you upload. So you can put in a group of terms, let's say: "how to lose weight fast", "how to lose weight"

and for all the guys, "how to get a six-pack"... you can put as many words in here as you want. This is going to give you the overall concept of what I'm talking about, though. You have the targeting parameters, just like in the previous tab. Again, I just leave these where they're at, and just hit "get search volume". This function is probably my favorite within the planner. I won't get into all the details right now, but I'm going to show you how to use the results from this page to find some really, really crazy keywords.



But, as you can see, the three that I typed in up here, are now right here in our keyword ideas tab and nothing else is there. But, it's showing

competition for each of these keywords... competition and average monthly searches.



You don't really need to be concerned with the other two sections of the planner. For one, I don't even know what this "multiply keyword list" does! I've never used it and I don't know anybody who has. The other one, "get traffic forecasts for a list of keywords", is geared more for the internet marketer, or the SEO professionals that are trying to get in there with AdWords and pay-per-click and that kind of thing. This is not going to be helpful for us in SEO. So, the first two tabs are going to be our best buddies, but that's really all you need, guys!

That's all you need to have massive success with your SEO efforts.

Chapter 2--The Ubersuggest Method

In this chapter, we're going to be covering what I call "The Ubersuggest Method".

I know there are a lot of you out there that have the same question going through your mind right now, "What the heck is ubersuggest?"

I'll be explaining the details throughout this chapter, but basically, it's this awesome little tool that I use to find keywords that the keyword planner doesn't. In other words, the terms that you get from this tool are being targeted by very few, if any, of the other internet marketers or SEO experts out there... this, my friends, is GREAT news for us!

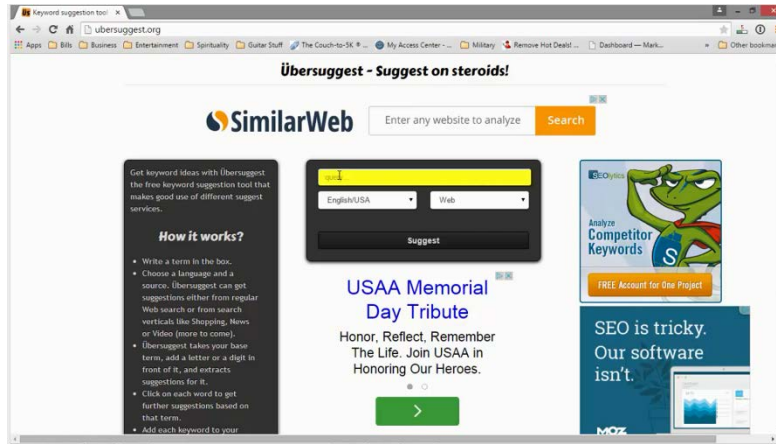
The method for working with Ubersuggest is pretty straight forward, but it does have some really cool features that I will be pointing out as we go through the rest of this chapter. In a nut-shell, though, you're going to use a broad-based keyword term, somewhat related to your product, niche, etc. This will be your starting point.

Again, for the purposes of this chapter as well as all of the other chapters within this book, we are using "lose weight fast" as our search term.

- 1) We're going to enter our search term into Ubersuggest
- 2) We will then expand all tabs
- 3) Ubersuggest will present all long-tail keywords

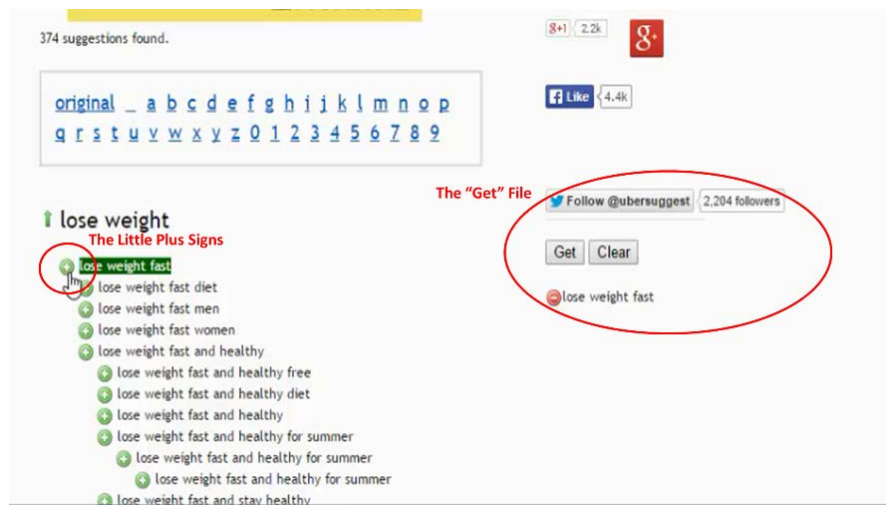
I know that a little of this sounds confusing, and it should, because we haven't gone over any of it, YET. I just ask that you hang with me, guys, this will all become very, very clear.

So, starting at our Google search page we'll type in... you guessed it... "ubersuggest". The one we want will be the first one, but I want you to notice that this is FREE boys and girls! I like free!



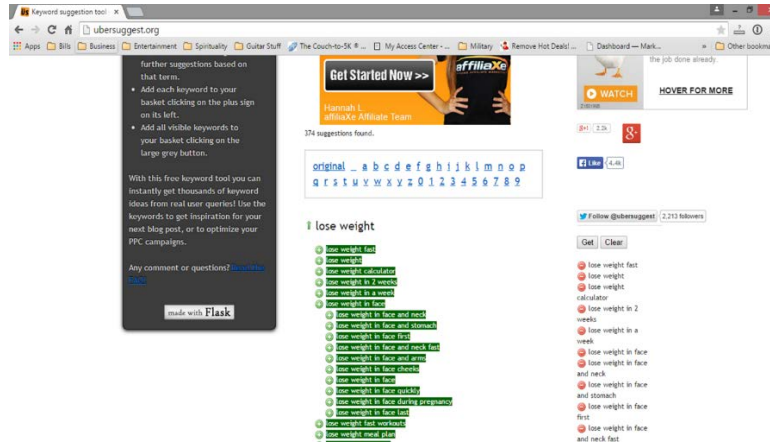
We click into the ubersuggest site and, you're just going to type your related keyword in the search bar. So we type in "lose weight". Then all you do is hit "Suggest". It won't look like anything happened... but, it did. If you scroll down, you're going to see a whole bunch of keywords... 374 suggestions found. That doesn't sound like much but, if you click on any of the words it's going to expand out. To another set of words. In the next set of words, if you click on one of them, it expands out. This is going to happen over and over and over again.

What I want you to do, is take 15 or 20 minutes and go through all these, get 'em down three or four levels. Make sure you get down to the bottom 'cause the screen kind of moves when you're clicking on these so, make sure you scroll back down to the bottom of what's happening.

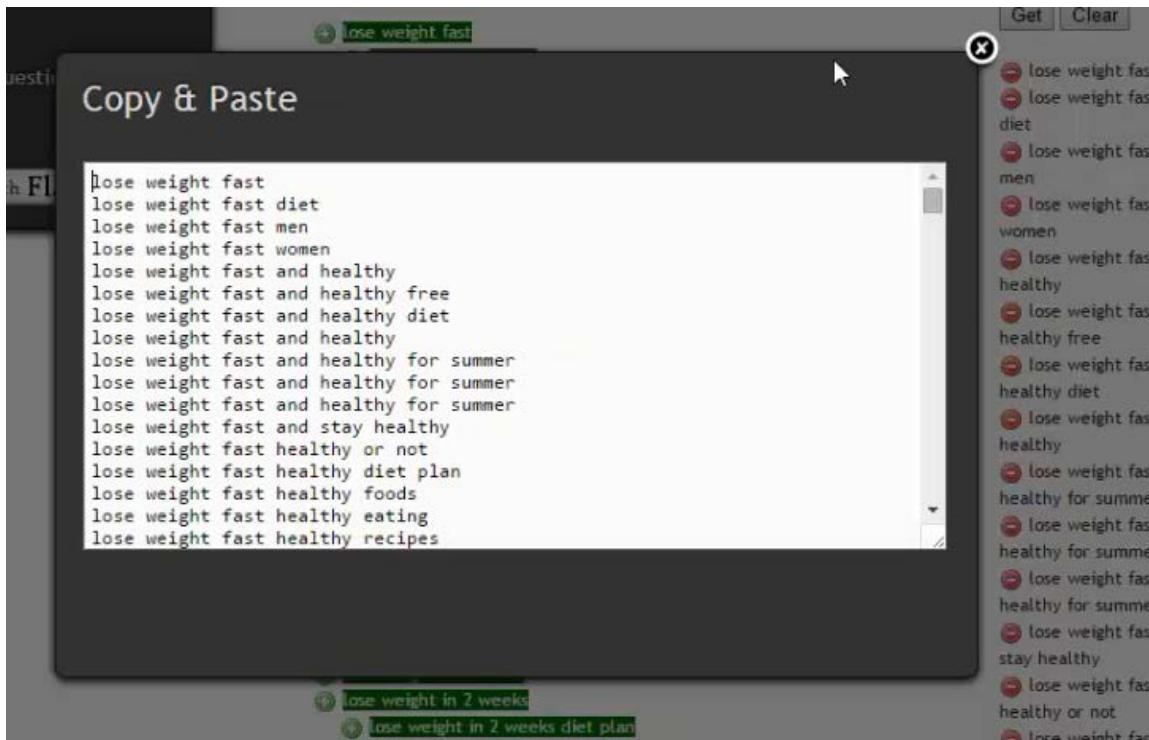


Okay, so I've opened up several of these tabs and you can do one of two things, you can go through and click on the little plus signs and they'll be added over on the right hand side in your "get file". That's what I call it anyway. I don't know what it's actually called, but it's a "get file".

So you can use that, or you can do this: Scroll up and click on "Select all keywords". When you scroll down, you can see that all of them are selected and ALL of them have been added to our "get file".

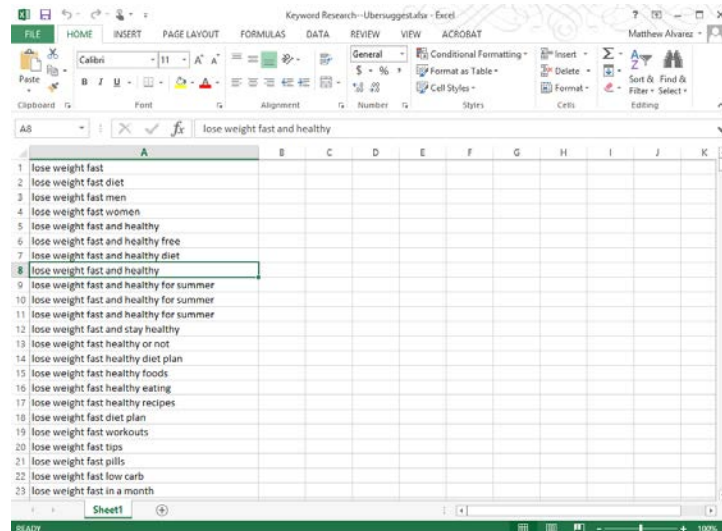


What we're going to do is go over and click on "Get". You're going to see a window like this:



Place your cursor inside this box and you right click, select all. Now, you can do a few things here... you can use the short-cut (I like to use the short-cut) CTRL+C; you can also do a right click and copy if you want.

Alright, now from here, this is really, really simple. Okay. You're going to pull up your program of choice... I like excel, click inside the document, and you can either CTRL+V, or right click and paste. You now have a list of long-tail keywords.



This list is going to be very important as we continue with the next chapters, guys. So, hang onto it... save it somewhere you can find it. I'll explain how we're going to utilize these keywords and analyze the competition for 'em in a future video.

Not only that, this list is going to keep you from having to re-create a new list or do a new keyword research process every time you want to change your SEO, or every time you want to test a new term.

Keep this list.

Note: **Save this file as a “.csv” file. This will allow us to use it when we get to the next step in the process.

Now, I urge you to go through Ubersuggest and use your niche and get this list. We'll be using it in the upcoming chapters.

In the next chapter, I'm going to show you how to REALLY use the Google Keyword Tool.

Chapter 3--Google Keyword Planner Revisited

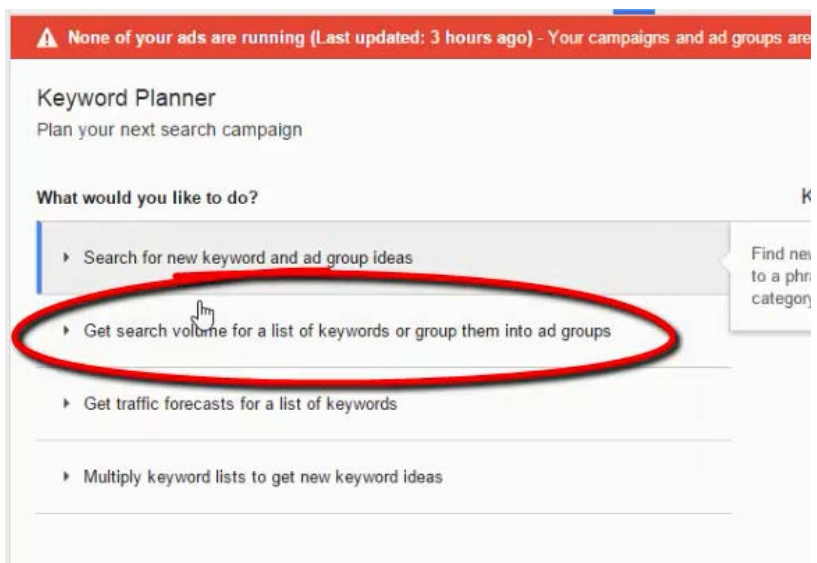
In this chapter, guys, we're going to go back into the Keyword Planner and use it for what is, in my opinion, probably the best use of the keyword planner. We're going to use it to conduct some analysis on the long-tail keywords that we were able to get out of Ubersuggest in Chapter 2.

In Chapter 1, I took you through the Keyword Planner and showed you the traditional way of conducting keyword research. The problem with that is that I don't want you using the Google Keyword Planner as your sole tool... or even your primary tool, for your keyword research. A lot of people go wrong doing this. It's been engrained into people's heads for so long that this is the right way to do business. Now, when people type their broad keyword into keyword planner and it spits out all those suggestions, those suggestions have been seen by 99.9% of all internet marketers and SEO experts out there! 99% of them are targeting the same exact words. So, if you're going to find words that no one else is using, you have to think outside the box a little bit. You have to use sights like Ubersuggest, which we covered in the last chapter. If you haven't read the chapter and done the work, please go back and do so, because what I'm about to cover here won't make any sense to you unless you've already done that work.

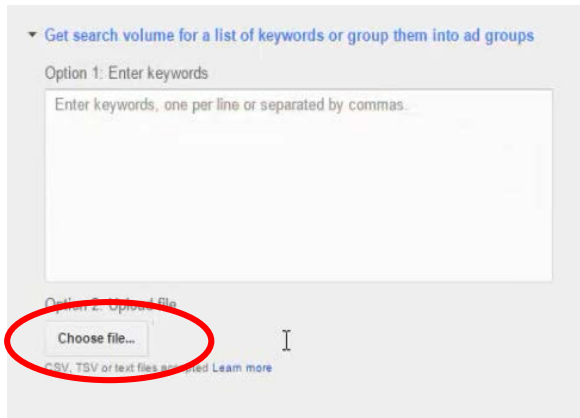
So, from here, we're going to go ahead and go back into the keyword planner. Alright, in the keyword planner, we're only going to use this second tab... the "get search volume for a list of keywords or group into ad groups" tab.

Inside you're going to see the standard setup, you're going to have a main area where you can put in all of your keywords, one-by-one, separated by commas or by putting one per line, just as it says.

This is very time consuming... a very big

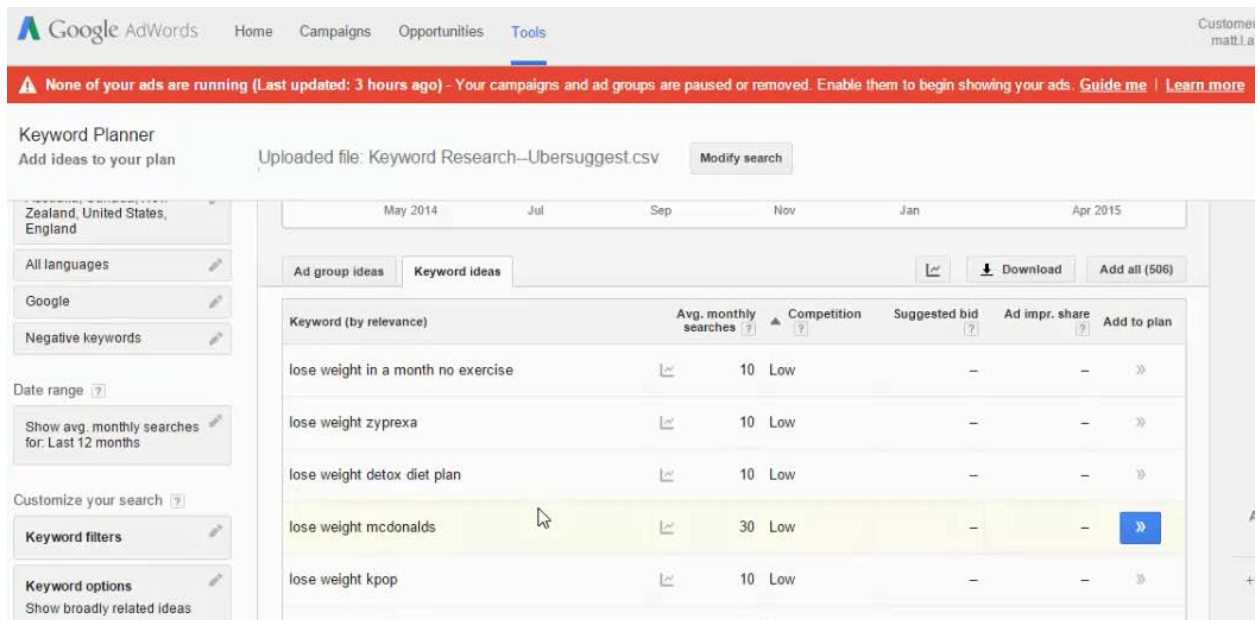


pain in the ass. But you have the option to choose a file.



If you click on the “Choose file” button, the planner will let you browse and find your keyword list (I hope you remember where it is). Simply find your list, select it, and click on “Open”. You’ll also have some targeting parameters that you can change, but just like before, I’m going to leave all that stuff alone for this, finally, you’re going to click on “get search volume”.

Literally guys, it took me like 15 seconds to get from the home page to the page you see above. Now, this is where the good stuff starts to happen! You can sort these results by competition... high to low, low to high. The planner also gives you suggested bids.



Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
lose weight in a month no exercise	10	Low	—	—	»
lose weight zyprexa	10	Low	—	—	»
lose weight detox diet plan	10	Low	—	—	»
lose weight mcdonalds	30	Low	—	—	»
lose weight kpop	10	Low	—	—	»

I like to search based on competition, all the low competition in one spot and then I just scroll through. I try to keep the average monthly searches somewhere around 1000, but the clicks per month doesn't really matter because you're going to be optimizing your site for a lot of these words... into the hundreds, depending on how much SEO you're willing to do. Once you get these into ad groups or keyword groups that you're going to optimize your site for, if you get 10 or 12 words that are pulling 1600

searches per month, you're up to 16K to 20K searches per month just on that hand-full of keywords. You see... the results compound.

This is what I want you to do. Yes, there will be homework, but this is easy... what I want you to do is go in there and (in the military, we used to call it "knob-dicking" *sorry if I offend anybody). I just want you to go in there and click buttons and mess with the filtering... see how it effects the data. I want you to group your keywords into separate lists of words that complement each other and document them on a separate text document.

In the next chapter, I'm going to help you determine if you can actually rank for the group of keywords that you've picked, okay?

Chapter 4--Best Keywords for SEO

In this chapter we're going to dissect the keywords that we have in our list and identify those that are going to be the ones to use in our online efforts. This is where we get into the "buying keywords" that have been mentioned in previous chapters.

If you've made it this far, you've been through the planner, I've taken you through that. I've shown you the Ubersuggest Method on finding long-tail keywords, and I've also taken you through what is the proper use and the best use of the keyword planner for internet marketing and SEO purposes. What we're going to do now, is shave down the list that you have further by weeding out the bad keywords. Not all keywords are equal... that's just the way it is... some are going to convert at a higher rate than others, which makes them more attractive to us as internet marketers or SEO experts.

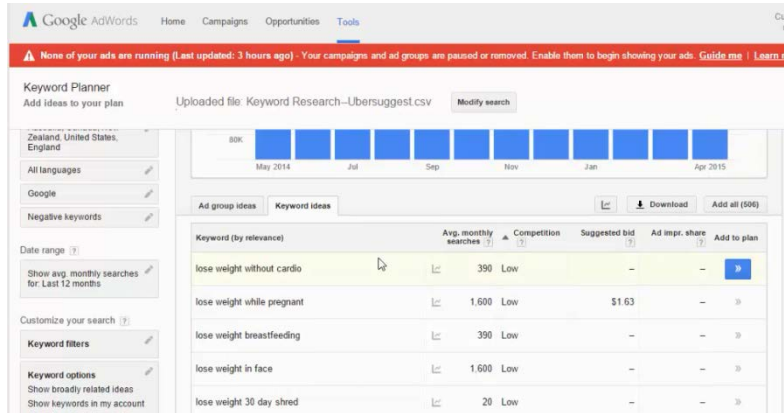
As those internet marketers and SEO experts, though, we must focus on and seek out those "buying keywords". In our example of "lose weight", "buy supplements to lose weight" or "lose stubborn belly fat" would represent targeted long-tail keywords... "buying keywords". Whereas, with "how to lose fat", this is not necessarily the case.

It's important to approach our research from the client's perspective. Put yourself in their shoes. This will help you understand what motivates them to search for something online. When they go online in search of something, how they search for it gives us a ton of information about their motivations. For instance, the keywords they use can tell us whether they're looking to buy or whether they're just shopping around. If we look at the examples I used before, it's pretty obvious that "buy supplements to lose weight" is a term being searched by someone who has their wallet in hand and they're ready to buy. "Lose stubborn belly fat" may not be as immediately apparent, but chances are that this search is motivated by emotion, and... let me tell you something, EMOTION SELLS... it sells. On the flip side, someone searching for "how to lose weight" is just searching for information, you know, window shopping. The chances that this person is going to buy are far less than the first two. That's not to say that it's impossible, but it's going to be a much harder sell. Does that make sense?

So, let's go back to our google keyword planner, the analysis of the keywords from Ubersuggest.

Once you sort the results by "average monthly searches"; you can kind of take a look at the keywords, but remember

you want to put yourself in the buyer's shoes, right? One I might consider is "lose weight fast pills". To me, someone searching that specific key phrase has their wallet in their hand and they're ready to buy something! But, someone who searches "lose weight calculator" is not looking to buy anything, they just want to calculate their body fat or something, right?



The screenshot shows the Google AdWords Keyword Planner interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools'. Below it, a red banner states 'None of your ads are running (last updated: 3 hours ago)'. The main section is titled 'Keyword Planner' and 'Add ideas to your plan'. It shows an uploaded file 'Keyword Research-Ubersuggest.csv'. The left sidebar has filters for 'Location' (New Zealand, United States, England), 'All languages', 'Google', 'Negative keywords', 'Date range' (Last 12 months), and 'Keyword filters'. The main table displays keyword ideas sorted by relevance. The table has columns: 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Suggested bid', 'Ad impr. share', and 'Add to plan'. The keywords listed are: 'lose weight without cardio' (390 searches, Low competition), 'lose weight while pregnant' (1,600 searches, Low competition, \$1.63 bid), 'lose weight breastfeeding' (390 searches, Low competition), 'lose weight in face' (1,600 searches, Low competition), and 'lose weight 30 day shred' (20 searches, Low competition).

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
lose weight without cardio	390	Low	-	-	+
lose weight while pregnant	1,600	Low	\$1.63	-	+
lose weight breastfeeding	390	Low	-	-	+
lose weight in face	1,600	Low	-	-	+
lose weight 30 day shred	20	Low	-	-	+

So, as we scroll on down the page, we can start to identify pain points, "lose weight without exercise", "lose weight without dieting", "lose weight overnight", "lose weight fast"... all of these are pain points. People are fed up with whatever's got them where they are in life and they're fed up with it, they're ready to fix it, and they don't care what it costs. Does that make sense?

There's two reasons people buy... two reasons why people do anything in life... it's the avoidance of pain or the pursuit of pleasure. But, it's a well-known fact that people will do a lot more to avoid pain than to attain pleasure.

Another thing we look at is how you can target a particular keyword. For instance, let's go back to "lose weight smoothies", for instance. You can couple that with an Amazon store-front with an offer for say, a smoothie machine... is some of this stuff starting to make sense? Once you begin to look at things from the opposite direction, it's pretty simple to find a path that meets your marketing needs. Just keep this in mind... if you don't have anything to sell, you're not going to sell anything... and having that keyword does you absolutely no good, and you'll basically be wasting your efforts. So, be able to tie whatever keywords you find to a product that you can sell.

Another thing I want to point out is, as you go through, you'll notice different little sub-niches that you can go into... women, men, pregnant women,

women over 40, men over 40... it's just an endless list. If you see one of these that you want to target, my suggestion is that you take that keyword phrase and use that as your broad term back into Ubersuggest, and start your keyword research all over again because you're going to get much better keywords, based on that sub-niche. Make sense?

That will just about wrap up this chapter, guys. I know it was a quick one, but there's really not much to it. As you do more and more of this "picking the best keywords for your targeted market", it's going to become second nature.

Just to recap, you want to go for the "buying" keywords. You should feel as if someone would have their wallet out when they started typing into the search bar.

"It doesn't matter what it is... I got my wallet sitting right here, I'm typing in this keyword, and the first thing that comes up, I'm buying it."

See what I'm saying? You want those kind of keywords. Also approach your research as if you were the buyer... what motivates you to buy? All I'm going to say is that this one technique, just this one shift of perception will change everything about the way you conduct your keyword research and will lead to much better results from your marketing campaigns or SEO efforts.

In the next chapter, I'm going to really get into analyzing the competition and seeing what's going on with the competition.

Chapter 5--Analyzing the Competition

In this chapter, I'm going to be covering the techniques that I use to conduct my market analysis, and determine what I need to do to rank the keywords that I have identified throughout this guide. The tools that I like to use for this are:

- All-in-title search using google
- OpenSite Explorer
- Majestic SEO

I'm also going to talk a little bit about back-link analysis, but I do want to let you know that the OpenSite explorer and majestic SEO are both paid memberships. They do offer a free membership, or a free trial, with limited use of the various tools. The free membership is probably going to be okay for newbies, but as you progress in your endeavors as an SEO expert, internet marketer, entrepreneur... whatever your specific vocation may be, you're probably going to need to upgrade to one of the monthly plans. At the time of this writing, majestic seo had a monthly plan at \$79 a month, their quarterly plan (if you choose to pay quarterly) was \$49 a month, and the OpenSite explorer has a \$99 a month fee for their basic plan which covers 5 campaigns.

So, let's go ahead and get into it. We're going to go right back into our google keyword planner... this is where we got the competition analysis results for the long-tail keywords that we got from Ubersuggest.

While you should have a shortlist of the keywords that you're interested in targeting, for the purposes of this guide, I'm just going to choose one of these keywords and we're going to walk through the process.

Keyword Planner

Add ideas to your plan

Zealand, United States, England

All languages

Google

Negative keywords

Date range

Show avg. monthly searches for: Last 12 months

Customize your search

Uploaded file: Keyword Research--Ubersuggest.csv

Modify search

Ad group ideas	Keyword ideas			
Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	
lose weight drinking water	720	Low	\$2.54	
lose weight smoothies	720	Low	\$1.93	
lose weight really fast	720	Low	\$3.10	
lose weight fast tips	720	Medium	\$2.89	
lose weight by drinking water	720	Low	\$2.49	

I think I'll go with "lose weight really fast". It sounds like a good one... seems like it has a pretty good pain point. All we're going to do is just copy this and paste it into our google search engine. Basic google search.. copy and paste your keyword into the search bar and you search it. This search revealed 37 million hits, right away, that's a lot. What we have to do here is establish how many of these sites are actually targeting our specific keyword phrase and the ones that are ranking just because they are popular sites. When you scroll down, it's pretty easy to sort which ones have been targeted via SEO and which ones are simply popular.

The screenshot shows a Google search results page for the keyword "lose weight really fast". The search bar at the top shows the keyword. Below the search bar, there are tabs for "Web", "Videos", "Shopping", "Images", "News", "More", and "Search tools". The "Web" tab is selected. The results show "About 37,400,000 results (0.45 seconds)". The first few results are organic search results, and the last few are ads. The organic results include:

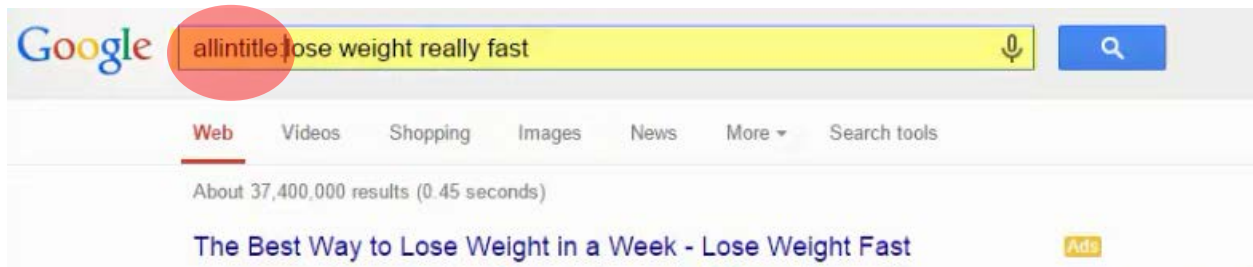
- The Best Way to Lose Weight in a Week - Lose Weight Fast** from www.cosmopolitan.com. The snippet says: "Mar 1, 2015 - The more you pick, the more weight you'll lose. ... spaghetti, sandwich rolls — will instantly slim you down because the simple carbs in these ...".
- How To Lose 20-30 Pounds In 5 Days: The Extreme Weight ...** from fourhourworkweek.com. The snippet says: "May 6, 2013 - Part 1 — this post — details exactly how top fighters like Georges St. Pierre rapidly lose 20-30 pounds for 'weigh-ins.' To refine the method, ...".
- How to Lose Weight Fast: 3 Simple Steps, Based on Science** from authoritynutrition.com. The snippet says: "A simple 3-step plan to lose weight fast, along with numerous effective weight loss tips. All of this is ... However, if you really want to, then use this calculator."
- 16 Ways to Lose Weight Fast - Health.com** from www.health.com. The snippet says: "Had it with strict diets? We found easy lifestyle tweaks that send extra pounds packing. We talked to readers who shred up to 60 pounds, just with some easy ...".
- How To Lose 20 Pounds Really, Really Fast | Blog - FitWatch** from <https://www.fitwatch.com>. The snippet says: "But he really does have a solution for losing 20lbs really, really fast, so read on... Back 'in the day' when I was a full time personal trainer and I met with weight ...".

The ads on the right side of the page include:

- Lose Fat. Gain Muscle.** from www.bodybyboris.com. The snippet says: "(352) 234-4348 30 Day Proven Process Results Guaranteed."
- Truth About Garcinia** from www.carnbogia.com. The snippet says: "TryGarcinia in less than \$3. Healthy Natural Appetite Control."
- How to Lose Weight Fast** from www.poundshavingtips.com. The snippet says: "40 Easy Tips. these expert tips will make it easy to lose weight".
- How Can I Lose Weight Fast** from www.integrated-peace-arts.org. The snippet says: "(914) 648-0492 Mindful Life Weight Loss Blog-Coach Sustainable Weight Loss: \$10/Week See your ad here »".

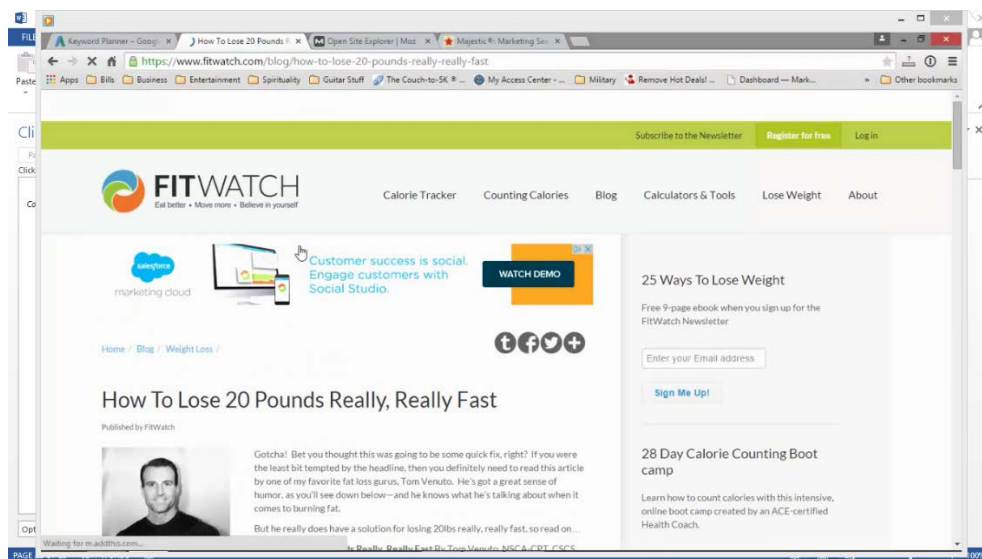
Right off the bat, the first few are going to be authority sites, or just simply popular sites: "Cosmopolitan", "The Four Hour Work Week", I've never heard of "Authority Nutrition", but I'm sure they are very popular in certain circles, "health.com", "Fitwatch"... I'm not too clear on "Fitwatch", I think this may be the one I want to use further in the chapter, but we'll get back to that in a minute.

What we're going to do first is go back up to our search bar here and we're going to type in front of our keyword "allintitle:", and we're going to hit "enter".

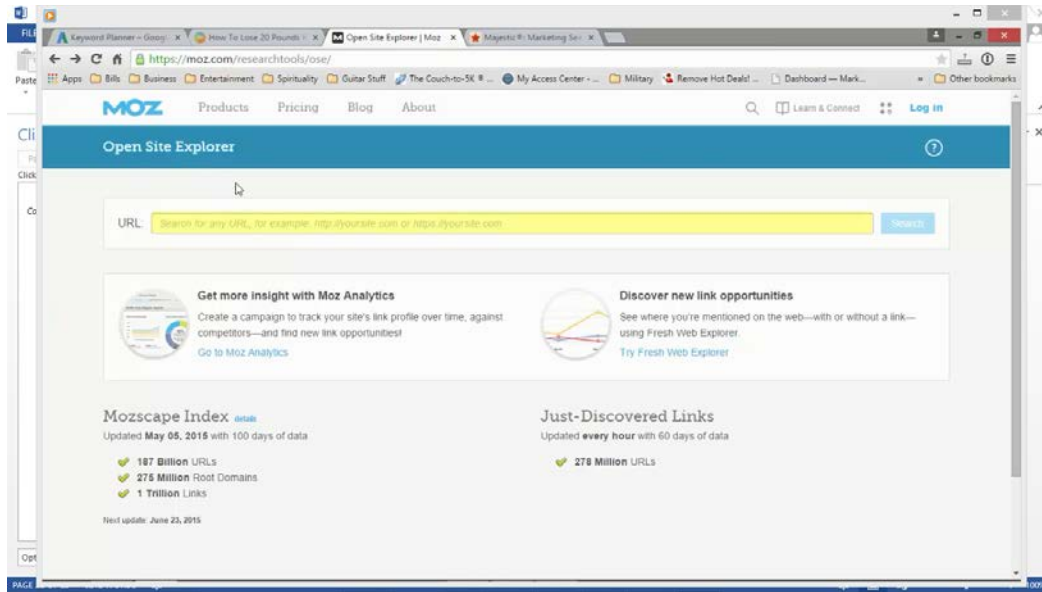


What this is going to do is give us a list of pages... 9180 results... that number represents the pages, of those 37 million that initially come up, that are targeting my primary keyword phrase. They're optimizing for that phrase. This is a very good number for us, people. What we're looking for, typically, is less than 30k pages of competition. If the "allintitle" search yields less than that, you should be able to rank pretty well with that keyword, and relatively easily.

So, we're done with the "allintitle" search. We have an idea that we can rank for our keyword phrase, so we're going to go back to the typical search, and we're going to find one of these sites, that isn't an authority site. I mentioned "Fitwatch", I think we're going to try that.

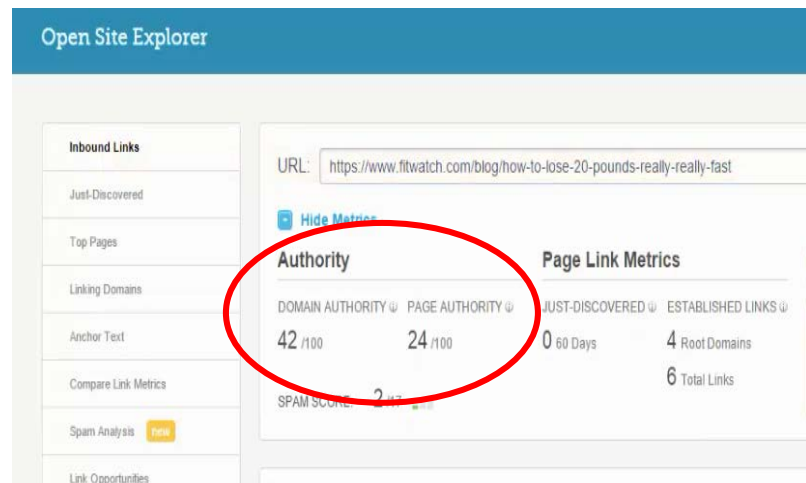


Typical fitness webpage, as far as I can tell. But we're not really concerned with that... what we're going to do is copy its URL and we're going to take this over to OpenSite explorer.



OpenSite explorer is set up a lot like google, you've got your search bar, and all you have to do is right click and paste that URL in there and click on "Search".

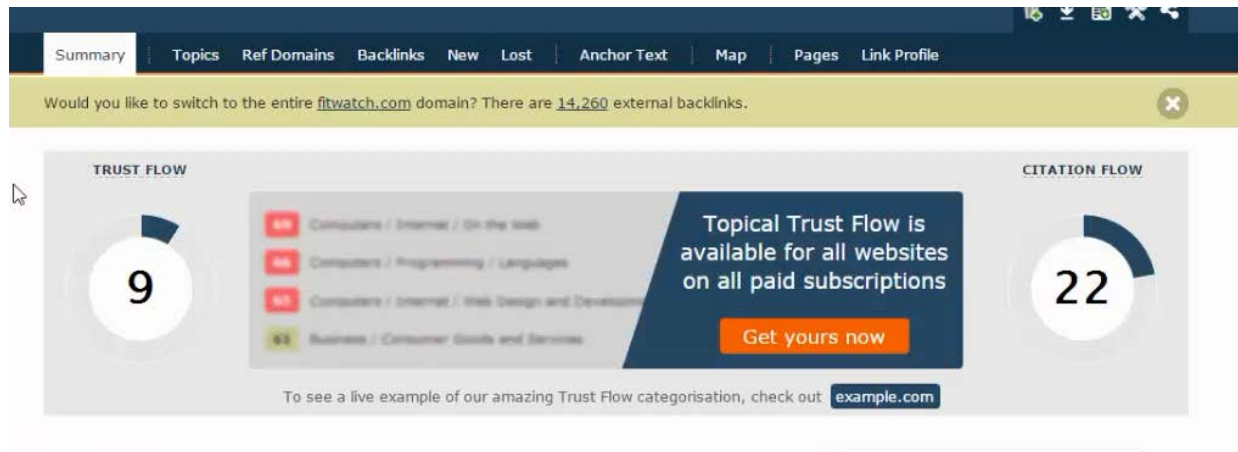
Now, a real quick explanation of these authority grades... the authority grades track the high-level back-links to the site and page. If you have over 30 in the "domain" category and less than 30 in the "page" category, this means that there's a good number of back-links pointing to the site itself, but not necessarily to the page that we landed on. Ideally, you want to be looking for a domain authority of 50 or less and a page authority of 30 or less. This will give you the best chance of ranking for that keyword. As you can see, this particular site meets those criteria... so far, so good.



The next thing we want to do, is go to Majestic SEO.

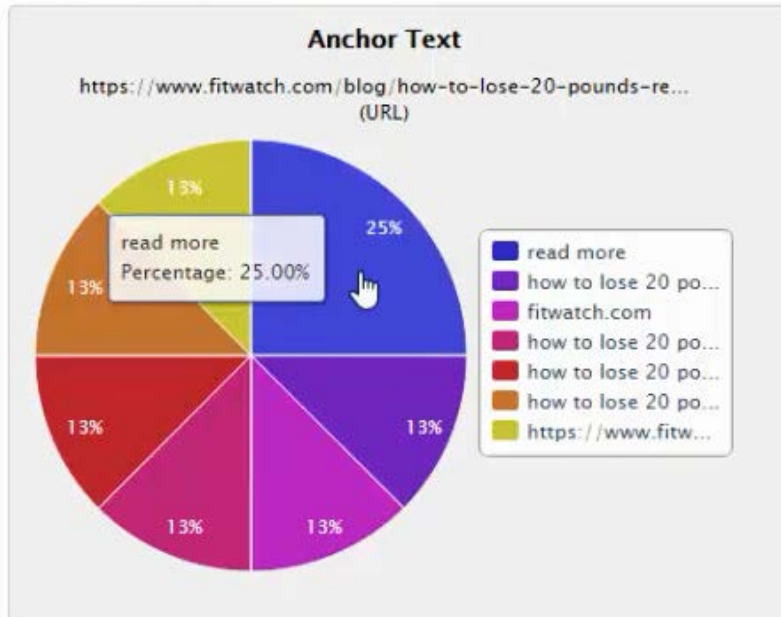


Again... you just right-click and paste and hit search. This is what comes up.



Here you see that the trust flow is pretty low and the citation flow is, fair to middlin', I guess you could say. I'm not going to get into all the nasty details with regards to trust flow and citation flow, but here's kind of how it works: These two numbers create a ratio, citation flow over trust flow (CF:TF). For instance, if you have a citation flow of 40 and a trust flow of 20, you'll end up with a ratio of 2:1, right? Or, 0.5. The max ratio possible is 0.9. Typically, the better the site is, the higher these values will be and the closer they will be to each other... this ratio nearing one.

Now, scroll down the page until you find this:



This chart shows what words are being optimized within that website. I would advise against targeting the primary keyword over and over and over again. I would instead, focus on the non-targeted anchor text. How you implement your chosen keywords, however, is way beyond the scope of what we're talking about in this guide. This... "read more", we don't even worry about that right now, but as you move

your cursor around, you can see which words are being targeted and at what percentage. "How to lose 10 pounds really fast", "how to lose 20 pounds really, really fast", "how to lose 20 pounds really, really fast", and so on. So, five of the seven are targeting the same exact keyword. Again, I'm going to tell you that I would suggest against that, okay?

What you ideally want to look for on this page is that the trust flow and the citation flow are both under 10 and you want to see a clear imbalance in the use of the actual keyword as anchor text. Again, we've shown a clear imbalance in the use of anchor text. We're a little over 10 on our "Citation Flow"... double that, but like I said, these are guidelines. You want to look for something that's under 10, but with a clear imbalance down in the pie chart, you still have a very good chance of being able to rank for that keyword.

So, you're going to repeat that process with all of your keywords, and from this process, you're going to create a new short-list of the keywords that meet the criteria that I just discussed.

- You want to have a TF and CF of less than 10,
- A clear imbalance of the actual keywords as the anchor text, and
- From the OpenSite explorer, you want your domain authority less than 50 and your page authority less than 30.

So, those are the things you want to look for with all of your keywords.

You need to keep that list in a secure location. Thus far, you've put a lot of work into creating it, and it's going to become vitally important as you begin the setup of your website and your upcoming campaigns.

Conclusion

I sincerely hope that you've taken a few nuggets of wisdom away from this guide. I've enjoyed putting it together and I'm looking forward to getting started on the next one.

Once again, thank you very much for choosing us as your source for learning to conduct keyword research.

Here at Cutting Edge Ventures, our goal is to help as many people as we possibly can achieve success online.

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This has been a Production of

