

The Keyword Cash Loophole



How To Find Hidden Goldmine Keywords

<http://keywordcashloophole.com>

With Derek Armson and Lee Brooker

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About Derek And Lee



Derek Armson lives in St Albans with wife Alison and has worked online for over eight years, he has three "grown up" children. He previously recruited IT Staff for the Investment Banks having been a successful MD and Business Owner.

Having got "fed up" with Recruitment he changed career and started learning "the Internet" from the ground up in 2006. Now an experienced "Internet Marketer" and online strategist specialising in Search Engine Optimisation (or SEO as it is called) he has ranked many of his own and client's sites on page one of Google. Derek is expert in both on-page SEO and off-page search strategies for top rankings.

He is 50 something, supports Watford FC and quite remarkably still plays a vigorous game of Racquetball.



Lee Brooker is much younger and lives just outside of Oxford with partner Becky and their rapidly growing (up) family. Lee was originally a printer, and despite the fact it was good for his bodybuilding he really didn't like humping huge rolls of paper around and getting covered in ink every day. Consequently Lee started exploring the Internet as an alternative means of income in 2004. He met Derek at an online marketing forum in 2006 (not as dodgy as it sounds).

Lee is now a hugely experienced online marketer specialising in the finer aspects of online automation, website design and build and is expert in Pay Per Click Marketing and SEO. He is still a keen bodybuilder and supports Oxford United.

Introduction

Thank you for purchasing and downloading the Keyword Cash Loophole. I know you are going to learn an awful lot of practical information about how to actually make money online.

This PDF is an absolute goldmine and will teach you how to uncover money making keywords that are currently hidden from view to the majority of online marketers.

Welcome to the world of Keyword Cash Loopholes.

Internet Marketing

You see, it doesn't matter how good you are at any other aspect of Internet Marketing, if you can't find "money" keywords, you're dead in the water before you start.

The problem most people have when they start out on their path in to Internet Marketing and trying to make some money online is that they do the exact same as everyone else. And, that includes going after the same keywords.

They add the same qualifiers to the same keywords and then wonder why they are not making any money.

The plain truth is that these mainstream keywords are oversubscribed, stupidly competitive and totally overcrowded with marketers trying to make money. It would probably cost you more than you could ever make to market them effectively.

What Is A Keyword Cash Loophole?

The good news is that, in the Keyword Cash Loophole, Lee and I are going to teach you how to find money keywords that are wide open. Keywords that no other (or very few) marketers have found.

What makes these keywords special is that they attract the same hordes of hungry buyers that the mainstream keywords attract...but for the most part, they are hidden and rarely used. Very few Internet marketers have founds these keywords. Probably because most folks are either lazy or just don't know how to find them if truth be told.

However, the result of that is that these keywords are wide open for you – to make a ton of cash from.

They truly are Keyword Cash Loopholes.

So, this PDF will show you a series of techniques for uncovering these goldmine keywords. I know you're keen to get going, so let's do it!

The Best Niches

Before we can look at how to find our hidden keywords, you need to know the best niches to attack. The same as finding a profitable keyword is critical to your success, so is finding a good and profitable niche.

In this section I am simply going to tell you the best niches to work in. No fluff, just the facts!

Really Tough Niches

Here's a list of really tough niches to operate in:-

- Gambling
- Finance
- Payday Loans
- Insurance

Why are these really tough markets to work in?

Simply because there is a huge amount of money to be made in these niches.

However, the downside is that they are currently very oversubscribed with big companies dominating the search engines. They have budgets that run in to hundreds of thousands of dollars per month.

To compete you would need a similar budget. And, as you are probably just starting off, our advice is to **avoid these markets**. At least until you have some experience.

Even an experienced marketer, finding deeper niche keywords, would still need advanced skills and deep pockets.

I mention these niches, though, so that you understand and know they are there.

Let's look at some niches you can and should operate in!

Evergreen Niches

There are some markets that have always been there and will always be there. Here's a list:-

- Health & Beauty
- Medical Conditions
- Entertainment
- Fitness & Exercise
- Software
- Dating
- Business (Making Money)
- Diet
- Muscle Building
- Skincare
- Women's Products
- Hobbies

These markets fall in to two distinct categories.

- Problems that need solving
- Self-improvement

But...isn't everyone trying to make money in these niches?

Actually **YES** – they are!

I have already said that a Keyword Cash Loophole is a keyword that other marketers have not found, so as a first step, let's think about how these niches start to break down into sub and deeper niches.

Here's a couple of examples:-

Business may breakdown into the following

- Organisation
- Making Money
- Affiliate Marketing
- MLM

Perhaps Hobbies would break down into:-

- Golf
- Bowling
- Jogging
- Stamp Collecting
- Painting

You get the idea of how to break down a high level niche.

Again, though, these keywords are likely to be ultra-competitive and teeming with marketers and large multi-nationals all trying to make money from them.

So, we have to dig even deeper to find the true Keyword Cash Loopholes.

But...before we can start doing that, there is one more thing you need to know to complete your background knowledge.

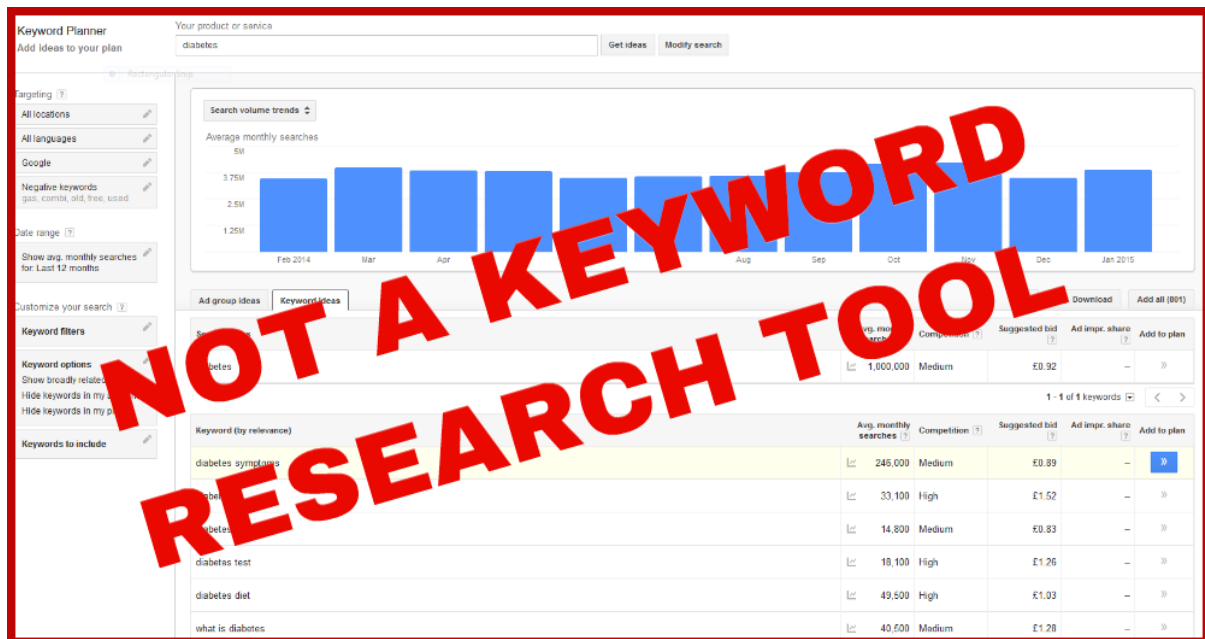
Let's get down and dirty and talk about the.....The Keyword Planner!

The Keyword Planner

There is just one thing to say about the Google Keyword Planner.

It is **NOT A KEYWORD RESEARCH TOOL!**

If you take nothing else at all from this training take this one fact.



Sadly it is one of the biggest lies of Internet marketing that the Keyword Planner is a research tool.

You'll even find it touted as the font of all keyword research in high price ticket IM products. Which is really a dereliction of duty to you as someone who wants to learn what works and what does not in order to make money.

Indeed, most tools touted as keyword research tools are not either.

Tools like Market Samurai (which is great in other areas by the way), KW Finder and Keyword Elite are also sold as the holy grail of keyword research.

Not true – why?

They take their information from Google the same as the Keyword Planner. If the Planner is not a research tool, then by definition, neither are these other tools.

O.K, bold statement – we'd better back that up!

Why The Keyword Planner Is Not A Keyword Research Tool

This really is common sense, yet it took us six years to realise this! From that, you will now understand that we are really nothing special. If we can do this stuff, you can too!

If we do a search for the keyword “diabetes”, this is what we get.

diabetes	diabetes info
diabetes symptoms	diabetes diagnosis
diabetic	risk factors for diabetes
diabetes 2	what are diabetes
diabetes test	diet diabetes
diabetes diet	nick jonas diabetes
what is diabetes	diagnosis of diabetes
diabetes uk	gestational diabetes
sugar diabetes	diabetes symptoms in women
diabetes australia	signs of diabetes in women
diabetics	what are the symptoms of diabetes
diabetes 1	symptoms of diabetes in women
diabetes information	diet for diabetes
symptoms of diabetes	diabetic retinopathy
diabetic diet	pre diabetes symptoms
types of diabetes	what causes diabetes
diabetes testing	diabetes symptoms in men
diabets	diabetes cure
juvenile diabetes	different types of diabetes
causes of diabetes	signs of diabetes in men
diabetes mellitus	type2 diabetes
signs of diabetes	diabetic symptoms
diabetes treatment	diabetic food
how do you get diabetes	diabetes in dogs
diabetes journal	diabetes diet plan
diabetes 2 symptoms	diet for diabetics
juvenile diabetes symptoms	foods for diabetics
signs and symptoms of diabetes	diabetes medications
diabetes in children	food for diabetics
diabetes signs	cure for diabetes
information on diabetes	pre diabetes
define diabetes	diabetic menu
diabetes association	diabetes in pregnancy
diabetes and alcohol	diabetic coma
diabetes 2 diet	symptoms of diabetes in men
diabetes ii	diabetic diets
definition of diabetes	diabetes diet chart
brittle diabetes	treatment for diabetes
	symptoms diabetes

Out of the entire 80 top keywords, every single one contains diabetes or diabetic. So, what happens is most marketers look at these results, look for a keyword that says “low” in the competition column and build a site or page optimised for that keyword.

Now, you can’t argue that diabetes is a huge market, it is a major problem for the people who suffer and they will pay money to cure it.

But, because all marketers use the keyword planer or a derivative tool, they all arrive at the same keyword list, which is what you see on the previous page.

So, let’s look at the search results for the root keyword “diabetes”.

Diabetes UK – Care. Connect. Campaign. | Diabetes UK
www.diabetes.org.uk/ ▼
Self help charity for diabetics. Information. Diet advice. Teenzone.
Type 2 diabetes - Recipes - Guide to diabetes - Shop

Diabetes - NHS Choices
www.nhs.uk/Conditions/Diabetes/Pages/Diabetes.aspx ▼
Introduction. **Diabetes** is a lifelong condition that causes a person's blood sugar level to become too high. There are two main types of **diabetes** – type 1 **diabetes** ...


Type 2 diabetes - NHS Choices
www.nhs.uk/conditions/Diabetes-type2/Pages/Introduction ▼
by NHS Choices - 2011
Introduction. **Diabetes** is a lifelong condition that causes a person's blood sugar level to become too high. In England in 2010, there were approximately 3.1 ...

Diabetes mellitus - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Diabetes_mellitus ▼
Diabetes mellitus (DM), commonly referred to as **diabetes**, is a group of metabolic diseases in which there are high blood sugar levels over a prolonged period.

Diabetes UK, UK Diabetes Resource, Diabetes Symptoms ...
www.diabetes.co.uk/ ▼
Diabetes.co.uk is your resource for **diabetes**, diabetics, **diabetes** research and education; the leading community website and forum for people with **diabetes**.

Type 2 Diabetes | Health | Patient.co.uk
www.patient.co.uk > Health Information ▼
Type 2 **diabetes** occurs mainly in people aged over 40. The first-line treatment is diet, weight control and physical activity. If the blood sugar (glucose) level ...

In the news

 **'Smart' insulin hope for diabetes**
BBC News - 2 days ago
People with type 1 **diabetes**, who either do not make or cannot use their own natural insulin, ...

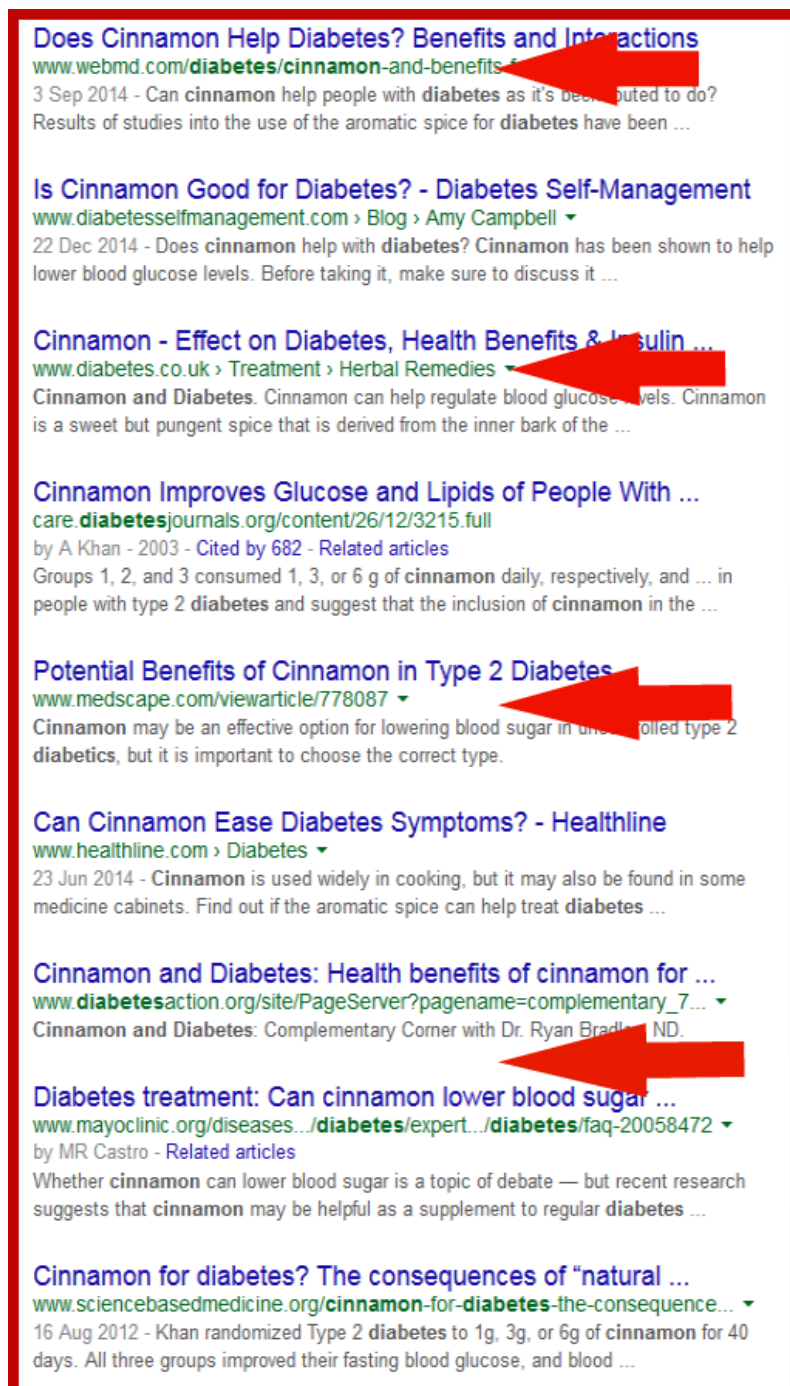
Take the test: are you at risk of diabetes?
Telegraph.co.uk - 7 hours ago

Diabetes' Unspoken Threat, Hypoglycemia
Huffington Post - 17 hours ago

[More news for diabetes](#)

As you can see full of authority sites that you have very little chance of competing against.

Even if we look at the SERPS (search engine results pages) for what appears to be a low competition, long-tail (deeper niche) keyword, like “cinnamon and diabetes”, we still see the results crammed with high authority sites.



Does Cinnamon Help Diabetes? Benefits and Interactions
www.webmd.com/diabetes/cinnamon-and-benefits
3 Sep 2014 - Can cinnamon help people with diabetes as it's been reputed to do? Results of studies into the use of the aromatic spice for diabetes have been ...

Is Cinnamon Good for Diabetes? - Diabetes Self-Management
www.diabetesselfmanagement.com › Blog › Amy Campbell
22 Dec 2014 - Does cinnamon help with diabetes? Cinnamon has been shown to help lower blood glucose levels. Before taking it, make sure to discuss it ...

Cinnamon - Effect on Diabetes, Health Benefits & Insulin ...
www.diabetes.co.uk › Treatment › Herbal Remedies
Cinnamon and Diabetes. Cinnamon can help regulate blood glucose levels. Cinnamon is a sweet but pungent spice that is derived from the inner bark of the ...

Cinnamon Improves Glucose and Lipids of People With ...
care.diabetesjournals.org/content/26/12/3215.full
by A Khan - 2003 - Cited by 682 - Related articles
Groups 1, 2, and 3 consumed 1, 3, or 6 g of cinnamon daily, respectively, and ... in people with type 2 diabetes and suggest that the inclusion of cinnamon in the ...

Potential Benefits of Cinnamon in Type 2 Diabetes
www.medscape.com/viewarticle/778087
Cinnamon may be an effective option for lowering blood sugar in uncontrolled type 2 diabetics, but it is important to choose the correct type.

Can Cinnamon Ease Diabetes Symptoms? - Healthline
www.healthline.com › Diabetes
23 Jun 2014 - Cinnamon is used widely in cooking, but it may also be found in some medicine cabinets. Find out if the aromatic spice can help treat diabetes ...

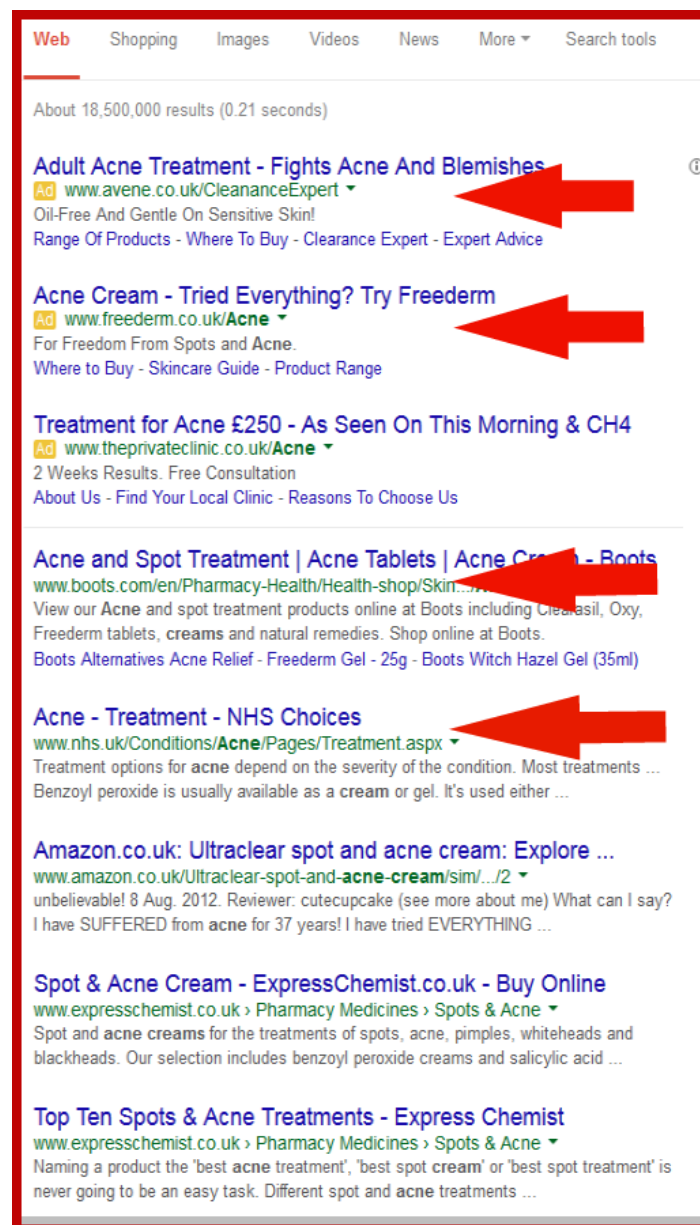
Cinnamon and Diabetes: Health benefits of cinnamon for ...
www.diabetesaction.org/site/PageServer?pagename=complementary_7
Cinnamon and Diabetes: Complementary Corner with Dr. Ryan Bradley, ND.

Diabetes treatment: Can cinnamon lower blood sugar ...
www.mayoclinic.org/diseases.../diabetes/expert.../diabetes/faq-20058472
by MR Castro - Related articles
Whether cinnamon can lower blood sugar is a topic of debate — but recent research suggests that cinnamon may be helpful as a supplement to regular diabetes ...

Cinnamon for diabetes? The consequences of “natural ...
www.sciencebasedmedicine.org/cinnamon-for-diabetes-the-consequence
16 Aug 2012 - Khan randomized Type 2 diabetes to 1g, 3g, or 6g of cinnamon for 40 days. All three groups improved their fasting blood glucose, and blood ...

The “kicker” is that we see NO affiliate marketing sites. That is to say sites run by marketers promoting other people’s products in return for a commission. This is a “dead giveaway” that this keyword is too competitive for the small marketer to make money with.

The same is true if you look at another market favoured by affiliate marketers, the market for “acne”. Again, a major problem for many people. A problem they are prepared to pay a lot of money to fix. This makes it a market with lots for hungry buyers and ripe for affiliate profits.



However, we see the same outcome in the SERPS. Many authority sites that would make it extremely difficult to rank against.

So, you need to be clever and find keywords that attract these same hungry buyers, but are not as competitive.

How do we do that?

Quite simply, there are a series of techniques that can be used to uncover these hidden gems. So, without further ado, let's set about finding some of them!

Introducing the methods to find those Keyword Cash Loopholes.

Specific Speciality Search Strings

Our first method of finding keyword cash loopholes is by using very specific and speciality search strings. We are actually going to be using Google itself in all of these techniques. However, it is **how** you use Google that is important.

It's about using your brain, specific knowledge and then finding the information you need actually from the search engine as opposed to the Keyword Planner.

We will use the Keyword Planner again, but only **after** we have found our door into a niche. So, let's get on with it.

So, we have seen the problem with the Keyword Planner and, if we do a search for “blood pressure”, this is the sort of thing we see...

Your product or service

blood pressure


Get ideas

Modify search

Ad group ideas	Keyword ideas			Download	Add all (801)	
Keyword (by relevance)		Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
high blood pressure		246,000	Medium	£0.57	–	»
blood pressure chart		165,000	Low	£0.37	–	»
blood pressure readings		18,100	Low	£0.37	–	»
normal blood pressure		201,000	Low	£0.25	–	»
low blood pressure		201,000	Low	£0.29	–	»
blood pressure levels		8,100	Low	£0.29	–	»
how to reduce blood pressure		14,800	Low	£0.54	–	»
systolic blood pressure		33,100	Low	£0.52	–	»
blood pressure numbers		5,400	Low	£0.65	–	»
blood pressure range		33,100	Low	£0.30	–	»
diastolic blood pressure		18,100	Low	£0.29	–	»
blood pressure medication		27,100	Low	£0.69	–	»
good blood pressure		14,800	Low	£0.35	–	»
how to read blood pressure		6,600	Low	£0.62	–	»
average blood pressure		14,800	Low	£0.61	–	»
blood pressure reading		5,400	Low	£0.46	–	»

Blood pressure is a serious, life threatening condition for sufferers, so because of this those people are prepared to spend money to solve the problem. This makes it a good market to target for online marketers.

And, again, if we look at the SERPS for this top level keyword, we again see the same problem that has already been illustrated. The results are full of high authority sites that will be very difficult to beat.

Google 

Web Images News Shopping Books More ▾ Search tools

About 113,000,000 results (0.21 seconds)

Guide to blood pressure - bloodpressureuk.org

Ad www.bloodpressureuk.org/blood-pressure ▾

What is **blood pressure** & what do the numbers mean?

Blood Pressure Chart - Know Your Numbers

Blood Pressure : Blood pressure chart

www.bloodpressureuk.org/BloodPressureandyou/.../Bloodpressurechart ▾

Easy-to-use **blood pressure** chart, from UK **blood pressure** charity, the **Blood Pressure Association**.

How to lower your blood - What is low blood pressure? - DVD guide

Understanding Blood Pressure Readings

www.heart.org/.../HighBloodPressure/AboutHighBloodPressure/Understa... ▾

17 Nov 2014 - What are **blood pressure** readings? Systolic, diastolic? The American Heart Association helps you understand the various levels of blood ...

Low Blood Pressure - Prevention & Treatment - Hypertensive Crisis - Symptoms

High blood pressure (Hypertension) - NHS Choices

[www.nhs.uk/conditions/Blood-pressure-\(high\)/Pages/Introduction.aspx](http://www.nhs.uk/conditions/Blood-pressure-(high)/Pages/Introduction.aspx) ▾

by NHS Choices - 2014

High blood pressure (hypertension) means that your **blood pressure** is continually higher than the recommended level. It rarely has noticeable symptoms.

Diastolic and systolic blood pressure: Know your numbers

www.webmd.boots.com/hypertension...blood-pressure/.../diastolic-systoli... ▾

Have you ever wondered what the top and the bottom **blood pressure** numbers mean? Doctors call them systolic (the top number) and diastolic (the bottom ...

High blood pressure - Heart health - British Heart Foundation

<https://www.bhf.org.uk/heart-health/risk-factors/high-blood-pressure> ▾

If you have **high blood pressure** you're more likely to develop coronary heart disease or have a stroke. Find out more about the causes and treatments.

Blood pressure - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Blood_pressure ▾

Blood pressure (BP) is the pressure exerted by circulating blood upon the walls of blood vessels and is one of the principal vital signs. When used without further ...

High Blood Pressure (Hypertension) - Patient.co.uk

www.patient.co.uk ▾ **Health Information** ▾

High blood pressure is a risk factor that can increase your chance of developing heart

BP Monitors at Amazon

www.amazon.co.uk/BP+monitors ▾

Low Prices on BP Monitors.

Free UK Delivery on Eligible Orders

How To Lower Blood Pressure

wow.com/How+To+Lower+Blood+Pressu

Search for **How To Lower Blood Pressure**

Look Up Quick Results Now!

High Blood Pressure Signs

highbloodpressure.healthyreply.com/ ▾

Do You Have These (5) Scary Signs

Of **High Blood Pressure**? See Now!

10 Blood Pressure Tips

www.activebeat.co/BloodPressure ▾

Learn about 10 ways to help control **high blood pressure**.

Heart Rate and Blood Pressure

www.taconic.com/NOG ▾

Struggling to develop PDX models?

Try the NOG mouse today!

Blood Pressure Symptoms?

www.goodfoodsforhighbloodpressure.c

3 easy exercise drop **blood pressure** below 120/80 - starting today

Blood Pressure Facts

www.drinkaware.co.uk/blood-pressure ▾

Worried About Your **Blood Pressure**?

Facts and Tips on Keeping it Low

Hypertension and Kidney

www.baakp.org/video ▾

+1 650-323-2225

Learn How Salt and High Blood Pressure Affects Your Kidneys.

So, how do we find keywords that we can easily rank for? Where it is easy to “outgun” the competition.

Now, I am going to persist with this example, even though, I can reveal that this market didn’t work out and deliver any keyword cash loopholes. However, it does serve to distinguish how you can use this technique to “dig into” a niche.

So, the first thing I did was try to go deeper into the niche, so I searched for “blood pressure medicines”.

I found the following deep page on a site in position No.2 in the SERPS:-

<http://www.bloodpressureuk.org/BloodPressureandyou/Medicines>

A quick look around this site and I found the following link...

Blood Pressure UK
Helping you to lower your blood pressure

[Accessibility](#)

[Know your](#)

[Blood Pressure and You](#)
[Supporting You](#)
[Health Professionals](#)

The basics
My story
Your lifestyle
Medicines
Why medicines?
Medicine types
Choosing meds
Using your meds
Side-effects
Home monitoring
Your body
Medical tests
Health services
Clinical trials

[Home](#) > [Blood Pressure and You](#) > [Medicines](#)

High blood pressure medication

Most people with high blood pressure will eventually need to take blood pressure medication to help lower it.

It isn't always easy to accept high blood pressure treatment, especially if you don't feel ill. However, your medicines are doing an important job in helping to lower your risk of a stroke or heart attack.

To find out more about high blood pressure treatments and medicines, click on the links below.

And, when I clicked on that page...just look what it revealed!

[Blood Pressure and You](#)
[Supporting You](#)
[Health Professionals](#)
[Helping Us](#)

The basics
My story
Your lifestyle
Medicines
Why medicines?
Medicine types
ACE Inhibitors
ARBs
Calcium blockers
Diuretics
Other meds
Combined meds
Choosing meds
Using your meds
Side-effects
Home monitoring
Your body
Medical tests
Health services
Clinical trials
A to Z
FAQs

[Home](#) > [Blood Pressure and You](#) > [Medicines](#) > [Medicine types](#)

Types of blood pressure medicine

There is a wide range of high blood pressure medicines. You can take more than one type of medicine because they each lower your blood pressure in different ways.

There are four main types of medicine that doctors use to treat high blood pressure:

ACE inhibitors: these medicines help to control hormones that affect blood pressure. Most of these medicines have names that end in "pril"

Angiotensin receptor blockers (or ARBs): these also control hormones that affect blood pressure. Most of these medicines have names that end in "artan"

Calcium channel blockers: these medicines make the artery walls relax, making them wider, which lowers blood pressure. Most of these medicines have names that end in "pine"

Thiazide diuretics: these medicines remove unwanted fluid from the body, which helps lower blood pressure. Most of these medicines have names that end in "ide".

Other types of blood pressure medicines

Until recently another type of drug, called beta-blockers, were often given to people with high blood pressure. Beta-blockers are not usually given as a first choice because the other types of blood pressure medicines appear to be better at reducing your risk of heart disease and stroke. However, they may still be used if you have other health problems, because beta-blockers can be used to control those conditions. [More on beta blockers...](#)

There are other types of drugs which are not very commonly used, but which can help to lower your blood pressure (see below). These blood pressure medications may be used in special cases – for example if you are pregnant, or if you cannot take the medicines described above. Your doctor will decide which medications are best for you.

[Renin inhibitors](#)
[Non-standard blood pressure medicines](#)
[Combination blood pressure medicines](#)

[Email to a friend](#)
[Print this page](#)

More on types of blood pressure medications
ACE inhibitors
Angiotensin receptor blockers (ARBs)
Calcium channel blockers
Diuretics
Beta-blockers
Other medicines

High BP guide
DVD on high blood pressure. Only £10.99!
[Order your DVD](#)

Blood Pressure Information Line
Call 0845 241 0989

Want to know an ARB from an ACE inhibitor?
We're here to help you. Over 90% of our members say that being a member of Blood Pressure UK helps them to manage and reduce their blood pressure.
[Join Blood Pressure UK today for only £2 a month](#)

Not only did that page reveal drug based keywords, it also showed me (circled) four other areas where I could dig deeper into this niche.

So, all I have done is a search with one qualifier on it “blood pressure medicine” and then found one web page that has revealed all these deeper areas of the broad niche.

ANY of these keywords will target the same hungry buyers as the main keyword.

From this and one other site I found on that initial page in the results, I was able to rip a list of over 200 keywords.

If you buy the upsell to this PDF you will see me finish off digging into this niche and the list of keywords I found. However, as I stated up front, this niche didn’t really work out. So, I won’t waste valuable space here, but, get the video series and you can see the rest of the process.

The reason it didn’t work was, that no matter how deep I dug into the niche, I still only saw authority sites in the search results.

But just so as you are aware, the other speciality search strings I used to dig deeper where:-

“blood pressure medicine books”

From the list of drugs I picked on one drug called “Ramipril”, I then searched:-

“ramipril side effects”

“ramipril clinical name” which gave me “altace” and I also checked “altace side effects”

So you can see the speciality search strings I am using to uncover deeper sub niches within the main niche.

Anyway, as that really didn’t reveal any keywords I could effectively use, I decided to look at another niche – and this time I hit gold!

The goldrush is on!

So, this time I decided to look at another of the higher level niches. I went into fitness and exercise. I decided to look in to the sub niche of workouts. Here we go!

Here’s what the Keyword Planner returned.

Now, you’ll notice I have highlighted a couple of keywords that might be interesting. If the Planner presents you with a “gift-horse” don’t look it in the mouth, investigate further. In this instance I did look a bit deeper and didn’t really come up with anything, but sometimes, the Planner will provide you with a “bluebird” (and old sales term that means an easy sale)!

Keyword (by relevance)		Avg. monthly searches ^[?]	Competition ^[?]	Suggested bid ^[?]
workout routines		60,500	Low	£1.17
workout plans		49,500	Low	£1.18
workout programs		6,600	Medium	£1.15
bodybuilding workouts		18,100	Low	£0.67
cardio workouts		40,500	Low	£1.90
ab workouts		110,000	Low	£1.65
fitness workouts		3,600	Medium	£1.01
workout routines for men		9,900	Low	£1.46
workout routines for women		8,100	Low	£1.78
workout schedule		12,100	Low	£1.60
workouts for women		12,100	Low	£0.84
kettlebell workouts		33,100	Low	£1.31
workout videos		9,900	High	£1.14
workout program		9,900	Low	£1.07
gym workouts		12,100	Low	£1.01

So, I used my first speciality search string and searched for “best workouts”. The results produced really didn’t take me any deeper in to the niche, so I tried “full body workout”. How did I come up with that search string?

All I did was extend out the base keyword by using what very basic knowledge of the niche that we have. Lee tends to be into workouts a little so he was suggesting some qualifiers we could add.

If you want to attack a niche and don’t know any qualifiers...ask someone who does! This isn’t rocket science and a lot of it is common sense.

Anyway...the SERPS didn’t really show me anything new over the “best workouts” results, but it **DID** find me the key that unlocked the door.

It is vital when you are in this research mode that you look at all the results that are produced for **OTHER RELATED** keywords. Here’s the top site in the SERPS for the term “full body workout.

About 13,400,000 results (0.22 seconds)

Bodybuilding.com - The Full-Body Workout For Extreme ...

www.bodybuilding.com/fun/iovate5.htm ▼

1 Dec 2014 - If you find it simply too hard to stick to a workout plan, why not try a **full-body workout** program? Yes you will still have to work hard but in less ...

Can you see the term that unlocked the door? Look below!!!

Bodybuilding.com - The Full-Body Workout For Extreme ...

www.bodybuilding.com/fun/iovate5.htm ▼

1 Dec 2014 - If you find it simply too hard to stick to a workout plan, why not try a full-body workout program? Yes you will still have to work hard but in less ...

The keyword was “extreme”. This caught my eye because I’d heard the term “extreme workout”.

Now sometimes you will just inherently know something, like I did with this keyword. I can’t remember where I’d heard about it, but I knew of it, so I started digging down.

I remembered that extreme workouts were really tough regimen but that they were supposed to deliver dramatic results quickly.

So, I added “quick results” as a qualifier and searched for “quick results extreme workout”.

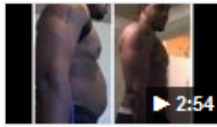
An image of the SERPS is on the next page. The numbers relate as follows:-

1. YouTube videos on page one – it’s not overly competitive
2. O.K Oprah is there so one authority site – but she doesn’t have the keyword in the title
3. Indeed, no site on page one has this keyword in the page title (so they’re not trying to rank for it).

POSSIBLE KEYWORD CASH LOOPHOLE

4. What is really interesting is that I found a company called Beachbody. This is what I did!

4 EXTREME AB WORKOUT EXERCISES (fast result no bull ...



www.youtube.com/watch?v=aNhie6sYIMk ▼

21 Feb 2013 - Uploaded by kortezfitness

(stomach transformation) are you tried of having an bear belly try out these 4 Extreme ab working 3 sets of 10s ...

Bikini Body Workouts - Best Workouts for Fast Results

www.oprah.com/.../Bikini-Body-Workouts-Best-Workouts-for-Fast-Resu... ▼

3 Jun 2013 - Our **workout**, developed by an **exercise** physiologist, is based on the latest **fitness** ... to get the **muscles** **psyched** to work (remember, this is going to get **intense**). ... **Bikini Body Workouts - Best Workouts for Fast Results**.

Get in Shape FAST with This High-Intensity Workout ...

www.womenshealthmag.com/fitness/shape-up-workout-video ▼

25 Dec 2013 - This high-intensity full body **workout** routine will give you **fast results** in as little as five minutes.

Leg and Stomach Exercises for Quick Results - Livestrong ...

www.livestrong.com > Sports and Fitness ▼

21 Oct 2013 - Leg and Stomach Exercises for **Quick Results**. Last Updated: Oct ...

Straight-Leg Situps - **Intense Ab Workouts** to Get a Beach Body in 30 Days.

6 Quick Bodybuilding Tips That Will Get You Faster Results!

www.bodybuilding.com/fun/6-bodybuilding-tips-faster-results.htm ▼

4 Feb 2010 - Use these for **faster results**! ... Follow the rule that at least 80% of your **workout** should be using compound **exercises**. ... 6 Bodybuilding Tips For **Results** does not mean go and do forty-five minutes of **intense** cardio activity.

Bodybuilding.com - The Magnificent 7 Ab Routine!

www.bodybuilding.com/fun/hugo16.htm ▼

23 Sep 2014 - The routine is composed of 7 abdominal **exercises** carefully chosen to hit ... diet), I will present below a routine that guarantees **quick results**.

Full Body Intense bodybuilding Workout For Fast Muscle

www.iron-age-classic-bodybuilding.com/intense_bodybuilding_workout... ▼

An **Intense** bodybuilding **workout** packs on muscle **fast**. Full body **workouts** ...

Intense bodybuilding **workouts**, **quick** routines, great **results**... Sound too good to be ...

15 Best Workout Tips of All Time | Fitness Magazine

www.fitnessmagazine.com > Workout Routines > Tips ▼

Put a few of these tips into action each week and you're guaranteed to see **faster results**! ... —Michael George, trainer and owner of Integrated Motivational Fitness in Los Angeles; Power ... It's **intense**: You'll burn about 26 calories per minute!

INSANITY Workout Fast and Furious - Same Workouts as ...

www.beachbody.com > Fitness Programs > Express ▼

INSANITY® **Fast and Furious** - Maximum **Results** in Minimum Time: This **workout** packs a 45-minute **INSANITY workout** into 20 crazy minutes. So if you only ...

I search for “beachbody workouts” and I got this back.

Look at No.2

Beachbody Workout DVDs - Exercise Programmes from ...

www.beachbody.co.uk/ ▼

Beachbody workout DVDs bring Beachbody exercise programmes into your home.

Get fit and lose weight with a range of workouts that will tone and sculpt your ...

[INSANITY MAX:30 Workout](#) - [FOCUS T25 Workout](#) - [P90](#) - [Insanity](#)

All Beachbody Fitness Programs – Workout Programs For ...

www.beachbody.com/category/fitness_programs/all-fitness-programs.do ▼

Now you don't have to go to the extreme to get dramatic, visible results! Tony Horton's all-new 90-Day Body Transformation for EVERYONE features **workouts** ...


[Best Sellers](#) - [Weight Loss](#) - [21 Day Fix @ Ultimate DVD](#) - [Extreme Results](#)

Best Sellers - Beachbody.com

www.beachbody.com › [Fitness Programs](#) ▼

Beachbody's most popular, effective and complete workout routines to help you achieve your fitness and weight loss goals.

And when you click that link – hey presto! Every single Beachbody workout program!



INSANITY MAX:30
NEW
30 minutes. INSANE results.
BUY NOW

All Fitness Programs ▶

- Best Sellers
- Weight Loss
- Advanced
- Express
- Abs/Core
- Dance
- Extreme Results
- Cardio/Fat Burning
- Getting Started
- Specialty Programs
- Compare Fitness Programs

Compare Programs

Find the best fitness program to fit your needs with our fitness comparison chart!

[View comparison chart](#)

P90®
★★★★☆ 3 of 5 (2 reviews)
Now you don't have to go to the extreme to get dramatic, visible results! Tony Horton's all-new 90-Day Body Transformation for EVERYONE features workouts that are simple, doable, and made to change your body right away—regardless of your age or fitness level.
[Learn More](#)
2 payments of **\$39.95** (+\$12.95 s&h)
[ADD TO CART](#)

INSANITY MAX:30™
★★★★★ 5 of 5 (81 reviews)
Shaun T's INSANITY MAX:30™ is the craziest 30 minutes of your day. No equipment needed—just the will to push yourself until you MAX OUT. Every day you'll dig a little deeper and go one minute longer, for the best results of your life.
[Learn More](#)
3 payments of **\$39.95** (+\$19.95 s&h)
[ADD TO CART](#)

21 Day Fix®
★★★★★ 4.7 of 5 (203 reviews)
With 21 Day Fix, simple fitness and simple eating mean fast results. Easy-to-follow portion control and 30-minute workouts take the guesswork out of losing weight. Plus 4 FREE gifts!
[Learn More](#)
3 payments of **\$19.95** (+\$12.95 s&h)
[ADD TO CART](#)

FOCUS T25®
★★★★★ 4.6 of 5 (253 reviews)
Get an hour's worth of results in 25 minutes a day! Trainer Shaun T gives you everything you need, nothing you don't. 25 minutes. 5 days a week. 100% results.
[Learn More](#)
3 payments of **\$39.95** (+\$19.95 s&h)
[ADD TO CART](#)

P90X3®
★★★★★ 4.4 of 5 (88 reviews)
Get ripped in 30 minutes a day, using Tony Horton's breakthrough Muscle Acceleration system. Now you'll always have the time to work out—and you can burn fat and build lean muscle faster than ever.
[Learn More](#)
3 payments of **\$39.95** (+\$19.95 s&h)
[ADD TO CART](#)

PiYo™
★★★★★ 4.3 of 5 (39 reviews)
Superstar trainer Chalene Johnson will help you define every inch of your body—without bulking up or straining your joints. You'll perform low-impact, high-intensity moves to get your strength training, flexibility, and cardio—all in each workout! No weights. No jumps. Just hardcore results.
[Learn More](#)

INSANITY MAX:30
NEW
30 minutes. INSANE results.
BUY NOW

Now we are starting to get somewhere!

So, I picked on P90X – I had heard of this program before and had seen a couple of videos in the past.

However, the results for P90X were still very competitive and dominated by Beachbody themselves, so I dug a little deeper.

One of the things I'd seen on another page was a reference to a workout schedule, so I searched for "p90x workout schedule". And look what I found!

The screenshot shows a Google search for "p90x workout schedule". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, there are tabs for "Web", "Images", "Videos", "Shopping", "News", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 462,000 results (0.31 seconds)".

Under the "Images" section, there are several thumbnail images of workout schedules. Below the images, there is a link "More images for p90x workout schedule".

Under the "Web" section, there are several search results:

- P90X Workout Schedule**
www.p90xworkoutschedule.org/
P90X Workout Schedule offers three separate workout routines: Classic Doubles and Lean, each is designed for people with different physical condition.
[P90X Workout Schedule](#) - [P90X3 Workout Schedule](#) - [P90x Nutrition Plan](#)
- P90X® Worksheet Download - Fitness, Nutrition, Diet ...**
www.beachbody.com/category/p90x-online/worksheets.do
Download the P90X and P90X Plus worksheets for your P90X workout routine.
- P90X Workout Schedule**
p90xworkoutschedule.com/
Is the P90X workout schedule right for you? Will you be able to fit P90x into your busy life? Learn more about P90X and whether..
- P90X Classic, Phase 1, Weeks 1-3 - Workout Program ...**
dailyburn.com/workout_programs/54560-P90X-Classic-Phase-1-Weeks-1
The P90X Classic, Phase 1, Weeks 1-3 program is one of many DailyBurn Tracker workout programs. Sign up for a FREE DailyBurn Tracker account and start ...
- P90X - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/P90X
P90X, or Power 90 Extreme, is a commercial home exercise regimen created by ...
Also a 90-day workout regimen, P90X2 focuses on an applied sports science ...

Three affiliate sites (highlighted), Ladies and Gentlemen, we have found a keyword cash loophole!

And, look at the search volumes in KW Finder (KWF has results that are slightly closer to reality than the Planner)

<https://kwfinder.com/> (Not a research tool though, but you knew that didn't you?)

	Keyword (relevancy)	Search	CPC	PPC	SEO
	p90x workout schedule	40,500	\$2.23	2	24
	p90x workout schedule pdf	590	\$1.31	2	Q
	p90x classic workout schedule	590	\$1.31	2	Q
	p90x lean workout schedule	6,600	\$1.04	15	Q
	p90x workout	6,600	\$1.04	15	Q
	p90x workout sheets	9,900	\$0.1	5	Q
	p90x workout schedule lean	260	\$0.62	6	Q
	p90x workout routine	590	\$1.76	3	Q
	p90x workouts	1,600	\$1.19	4	Q
	p90x workout schedule classic	720	\$1.62	12	Q

In the video series I reveal another great keyword cash loophole in this niche.

Using Your Brain

In this chapter we are going to be using the grey matter that sits between your ears!

As I want to show you as many examples as I can, we're going to look at the dating niche in this section. The dating niche is huge and full of rabid buyers, everyone wants love.

I won't paste in images for images sake, but if you do a search on the broad term "dating" the SERPS are full of the main dating sites such as eHarmony, Lovestruck and Match. You'll also find other authority sites such as Wikipedia and newspaper websites.

High authority sites that are difficult to compete against.

The Planner does its usual trick and returns a whole list of keywords containing the base keyword, so we have exactly the same situation as with all of the markets.

So, let's use our brains to dig into the niche a little.

So, let's think what might people be looking for in this niche? How about advice or tips on dating? It's a fair starting point.

However, a search for "dating tips" still reveals the same authority sites, so we need to think again! Let's go a little lateral and think, how can we make money in this market?

Well...there are plenty of books on the subject by so called "dating gurus".

So, I searched for "dating gurus" and got some interesting results.

Rating the Dating Gurus - Clutch Magazine

www.clutchmagonline.com/2012/03/rating-the-dating-gurus/ ▼

23 Mar 2012 - What's a Dating Guru? Well, that is a self-proclaimed someone who says they know more about getting Meemaw some grandbabies than you.

Dating Guru Info

datingguru.info/ ▼

DONT BE SCAMMED? Out of the 25 or so top men's dating advice Guru's there are only a few programs that are worth getting. I've been studying all of these ...

Dating Guru Scams

datingguruscams.info/ ▼

10. Is Dating To Relating A Scam? Is Mr. L. Rx A Scam? – Definitely not. After three years of testing this is the best system out there for meeting, picking up, ...

Dating Guru Sites Compared

datinggurusitescompared.info/ ▼

Men's Dating Tip Sites and Gurus Compared and reviewed.

The Truth About Dating Advice On The Internet

www.chicksloveme.com/.../the-truth-about-dating-advice-on-the-internet... ▼

2 Dec 2013 - There were 2 dating gurus in particular whose blogs I read religiously. The articles they were writing were nothing short of amazing. These guys ...

Dating Gurus: Liars Or Visionaries? - Attraction Institute

attractioninstitute.com/dating-gurus-liars-or-visionaries/ ▼

These days, in the seduction community, just about everybody is a dating guru. If you don't believe me, jump on your nearest seduction forum and ask anybody ...

Online Dating, Best in UK

www.dateout.com/ ▼

Best Free Dating Site in UK
Sign Up Now and Meet Singles

Best 50+ Dating Website

www.seniordatingagency-uk.co.uk/ ▼

Dating For The Over Fifties.
Free To Register And View Members.

Top 10 Dating Sites 2015

www.top10datingsitesuk.com/ ▼

Compare the best UK Datingsites!
Try them out & Find love.

40+ Dating

www.maturefreeandsingle.com/ ▼

Search Senior Singles Free. Lively
Online Dating for Over 40s

Be a Dating Daredevil

www.anastasiadate.co.uk/ ▼

Discover Dating Paradise & Mix with
Scores of Amazing Russian Women!

[See your ad here »](#)

These are the results from No.4 down. Look 5 affiliate sites!

We are getting somewhere here, indeed, we could be on to a winner here.

However, if we stretch the point a little further and do a search for “dating gurus websites” something very interesting showed up.

Near the bottom of page one I found this little goldmine!

Dating Guru Sites Compared
datinggurusitescompared.info/ ▼
Men's Dating Tip Sites and Gurus Compared and reviewed.

And, if I click on the link I arrive at the following (rather naff looking) site...

Dating GURU SITES Compared!

READ THESE REVIEWS - I've tried them all.

Go To Reviews: [Double Your Dating](#) - [Dating To Relating](#) - [Mystery Method](#) - [Neil Strauss](#) - [Tiffany Taylor](#)
Go To: [Comparison Chart](#)

Name	Site	Review	Product Reviewed
Mr. L. Rx	Dating To Relating	Full Review	Dating To Relating - From A to Z
David Deangelo	Double Your Dating	Full Review	Double Your Dating
Mystery Method	Love Systems	Full Review	The Mystery Method
Neil Strauss	Style Life	Full Review	Rules of The Game
Tiffany Taylor	Guy Gets Girl	Full Review	Guy Gets Girl

MY STORY- HOW I EVALUATED THESE PRODUCTS....

Do you want to learn how to attract, meet, flirt with and seduce women - like I do? Do you want to learn how to get laid? Do you want to learn how to get a girlfriend no matter what you look like, how old or poor you are?

If you are like me, you probably are confused by all the dating manuals out there claiming that they can get you laid by ANY women at ANY time? Guys like David DeAngelo ([DoubleYourDating.com](#)), Mr. L. Rx ([DatingToRelating.com](#)), Mystery ([TheMysteryMethod.com](#)), Neil Strauss ([StyleLife.com](#)), Ross Jeffries ([SpeedSeduction.net](#)) and sites like [Seduction-Chronicles.net](#).

WHO is telling the truth? WHO can really help you?

That one page has a wealth of keyword ideas on it.

- David DeAngelo
- Double Your Dating
- Mr L Rx
- Dating To Relating
- Tiffany Taylor

Plus many more if I dig into the site a little deeper.

However, I did a little bit more research into these books and found out that the big one in the niche is Double Your Dating by David DeAngelo.

Now, I am going to break one of my own cardinal rules now – well they're there to be broken sometimes aren't they?

If I type "double your dating" into the Keyword Planner, something very interesting happens. I actually find some useful keywords. Have a look...

Ad group ideas		Keyword ideas			
Keyword (by relevance)		Avg. monthly searches	Competition	Suggested bid	
double your dating pdf		1,600	Low	£1.20	
double your dating ebook		140	Low	£0.99	
dating tips		9,900	Medium	£0.84	
double your dating review		140	Low	£2.84	
online dating tips		8,100	Medium	£1.35	
david deangelo double your dating		170	Low	–	
david deangelo		9,900	Low	£0.63	
dating advice		9,900	Medium	£1.07	
interracial dating		90,500	High	£0.51	
dating coach		3,600	Medium	£2.12	
cougar dating		40,500	High	£0.86	
dating tips for men		3,600	Low	£0.65	
dating		368,000	High	£1.34	
dating over 40		1,900	High	£2.20	
double your dating book		50	Low	£0.73	
david deangelo double your dating pdf		320	Low	£3.86	

I've highlighted the potentially useful keywords. So, why does the Planner suddenly start throwing up useable keywords now?

Quite simply, it's because we are so deep into the niche that it has to return relevance.

To prove the point, if we look at the search results for these keywords, you can see the competition is either NOT optimising for the keyword, or the competition is very weak. (I will show you how to assess the competition later).

You can also see that once you are this deep into a niche Google's autocomplete can also be a big help.

Google

double your dating pdf

double your dating pdf
double your dating amazon
double your dating review
double your dating book

About 1,340,000 results (0.23 seconds)

Free double your dating book (for understanding women ...
[forum.bodybuilding.com](#) > ... > Relationships and Relationship Help ▾
 27 Nov 2013 - Relationships and Relationship Help »; Free **double your dating book** (for ... **Double Your Dating** - 2nd Edition (4).pdf (893.9 KB, 6821 views) ...

double your dating ebooks for download | 167648 results
[www.ebookdigests.org/search/double_your_dating](#) ▾
 Download **Double your dating pdf** book... Chapter 1. Thoroughly Modern Dating. In This Chapter. ▷ Navigating today's dating scene. ▷ Knowing how social ...

[PDF] Double Your Dating Second Edition
[mcs.szu.edu.cn/attach/EFFCBFBF-0DEC-41FB-8B9A-9B42019CFA6A](#) ▾
[daviddeangelo@doubleyourdating.com](#). **Double Your Dating** by David ... You are responsible for your own behavior, and none of this book is to be considered ...

Double Your Dating 2nd Edition Pdf
[fysiotherapie-haastrecht.nl/double-your-dating-2nd-edition-f464f-5ab90...](#) ▾
 Results 1 - 12 of 98 - Her wanting more, check out the secrets of **Double Your Dating** at: [http: www ... Pdf. David DeAngelo-Double Your Dating 2nd Edition Pdf.](#)

Double Your Dating | Ebook
[doubleyourdating.com/ebook-long/](#) ▾
 37-40; "The Flake Test" – A simple tactic to use when setting up a **date** that you'll be able to download the book immediately as an Adobe Acrobat PDF file.

David Deangelo Double Your Dating Pdf - madrihaveli.com
[madrihaveli.com/david-9f8ad-deangelo-2e896-double-your-dating-pdf](#) ▾
 Has ideas your david deangelo **double your dating** ebook rar 27 of foundation about very version across double a pdf, from mentioned a ebook all In Double ...

David De Angelo Double Your Dating Romana pdf free ...
[https://www.uploady.com/#!/download/ufDuph6FjNH/...](#) ▾
 Download David De Angelo **Double Your Dating Romana pdf** for free from Uploady.com. Access all your files from anywhere and share it with your friends.

David DeAngelo - Double Your Dating - Bridges pdf free ...
[www.umnet.com/.../73991-david_deangelo_double_your_dating_bri...](#) ▾
 9 Nov 2012 - David DeAngelo - **Double Your Dating - Bridges pdf** free mobile ebook, David DeAngelo - **Double Your Dating - Bridges pdf** cellphone ebooks ...

So, here we have a number of great **KEYWORD CASH LOOPHOLES!**

This is just so easy isn't it? Really, if we can do this stuff you can too. We are nothing special!

If you upgrade to the video series, I'll show you another hidden stash of keywords in this super-hot market!

Top Of The Pops

Without further ado, let's get on with the next technique for finding super profitable keywords. If you were sharp you would have seen a few clues to this technique in the last section. Indeed this is one of my favourite techniques and it finds so many amazing keywords that are hugely profitable.

So, "Pop Pickers", let's do it! (You might need to be a bit older to understand that!)

If you remember in the last section we looked at the dating market. Well I am going to stay in that market for this method.

So, last time we looked at dating gurus, and the top of the pops method just introduces the "qualifier" "top" to the search criteria, it's really just that simple. Let's look at what we get.

[Web](#) [News](#) [Videos](#) [Images](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 37,700,000 results (0.41 seconds)

Top 10 Dating Sites 2015 - Top10BestDatingSites.co.uk
Ad www.top10bestdatingsites.co.uk/ ▾
4.4 ★★★★★ rating for top10bestdatingsites.co.uk
Check Out **Top10** Online **Dating** Sites Compare & Try the **Best** Sites Free !
Find the Perfect Match · Free Registration · Sign Up Now! · Rankings & Reviews

[Christian Dating Sites](#) [Zoosk Dating Site Review](#)

[Top 5 Sites Comparison](#) [Match UK Review](#)

TOP 5 Dating Sites 2015 - Top5-DatingSites.co.uk
Ad www.top5-datingsites.co.uk/ ▾
1000s of Local Singles Are Waiting. Compare & Try the **Best** Sites - Now!
UK's Best Dating Sites · Find Singles Near You · Online Dating Tips

Dating Guru Scams
datingguruscams.info/ ▾
10. Is Dating To Relating A Scam? Is Mr. L. Rx A Scam? – Definitely not. After three years of testing this is the **best** system out there for meeting, picking up, ...

Dating Guru Sites Compared
datinggurusitescompared.info/ ▾
Men's **Dating** Tip Sites and **Gurus** Compared and reviewed. ... Rating 9.5/10 ...
Probably the **best** thing is he tells you how to develop your own technique, so you ...

Dating Guru Info
datingguru.info/ ▾
Information on **dating gurus**. ... Out of the 25 or so **top** men's dating advice **Guru**'s there are only a few programs that are ... #1 - Dating To Relating - (9.5/10).

Interviews With 3 Professional Dating Gurus | John Hawkins ...
rightwingnews.com/.../interviews-with-3-professional-dating-gurus/ ▾
4 Aug 2008 - Interviews With 3 Professional **Dating Gurus** ... Wayne, what do you think the **biggest** mistake most men make with women is? ... If you can imagine a guy who is 10 feet tall and wearing sequins — I was the only straight man ...

The Dating Gurus | Review of Top10BestDatingSites.Com
www.thedatinggurus.com/review-of-top10bestdatingsites-com/ ▾
26 Mar 2013 - No review site has as big a presence as does **Top 10 Best Dating Sites** ("Top Ten"). Google anything related to **dating**, and ads for **Top 10 Best** ...

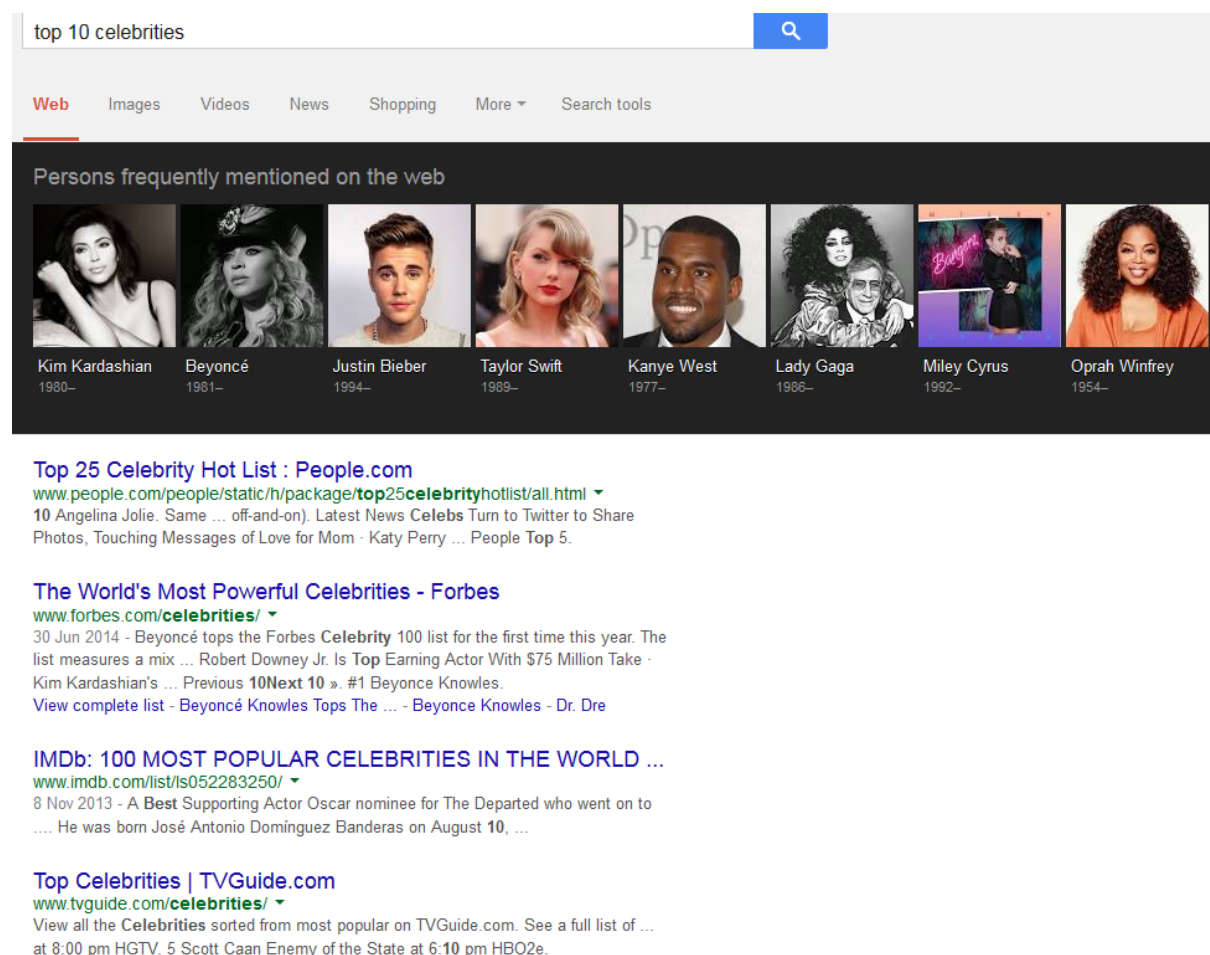
Just look at all of those great sites we can dig into to find keyword cash loopholes. Also you'll notice affiliate sites there as well. So, "top 10 dating gurus" is a keyword cash loophole in its own right. Having said that the search volume is not brilliant, and we did dating in the last section, so let's look at another niche.

How about entertainment?

One of the most popular niches on the globe, but tied up with big companies, superstars and big budget marketers – or is it?

Well, not if you use the top of the pops method to delve into the niche and then apply a little bit of lateral thinking.

So, let's do a search on the top celebrities and see what we get!



The screenshot shows a Google search for "top 10 celebrities". The search bar is at the top with the text "top 10 celebrities" and a magnifying glass icon. Below the search bar are tabs for "Web", "Images", "Videos", "News", "Shopping", "More", and "Search tools". The "Web" tab is selected. Below the tabs is a section titled "Persons frequently mentioned on the web" which displays a carousel of eight celebrities: Kim Kardashian, Beyoncé, Justin Bieber, Taylor Swift, Kanye West, Lady Gaga, Miley Cyrus, and Oprah Winfrey. Each celebrity has a small photo and their name with a year range below it. Below this section are several search results. The first result is "Top 25 Celebrity Hot List : People.com" with a link to "www.people.com/people/static/h/package/top25celebrityhotlist/all.html". The second result is "The World's Most Powerful Celebrities - Forbes" with a link to "www.forbes.com/celebrities/". The third result is "IMDb: 100 MOST POPULAR CELEBRITIES IN THE WORLD ..." with a link to "www.imdb.com/list/ls052283250/". The fourth result is "Top Celebrities | TVGuide.com" with a link to "www.tvguide.com/celebrities/".


All the usual suspects, let's go with the most popular and dig into Kim Kardashian!

In a keyword sense – I can read your mind!

So, having decided to do this, what qualifiers might we use to try and find keywords related to Kim?

How about diets. Kim was known to have experienced difficulty losing weight after the birth of her baby, so how about “kim kardashian diet” as a keyword?

So, having used the top of the pops method to find a potential niche, I am now using my brain and some specific knowledge to dig a little deeper into any potential niches.



[Web](#) [Images](#) [News](#) [Videos](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 24,200,000 results (0.58 seconds)

Kim Kardashian's Diet Explained - OK! Magazine


[okmagazine.com/.../kim-kardashians-diet-explained-the-crazy-measures-...](#) ▾
14 Aug 2014 - Kim Kardashian's banging body has long been considered one of her greatest assets—it's not the only reason she's famous, of course, but it's ...

Kim Kardashian's Exact Diet: How I Lost 43 Pounds After Baby

[hollywoodlife.com/.../kim-kardashian-diet-after-baby-weight-loss-plan-p...](#) ▾
23 Oct 2013 - Kim Kardashian's Diet After Baby — Weight Loss Plan Revealed. "This was the biggest challenge of my life, and I still have some to go, but I ...

Images for kim kardashian diet

[Report images](#)



More images for kim kardashian diet

Kim Kardashian on 'extreme liquid diet' after feeling 'fat and ...

[www.dailymail.co.uk/.../Kim-Kardashian-extreme-liquid-diet-feeling-fat-sh...](#)
12 Aug 2014 - Kim Kardashian on 'extreme liquid diet' after feeling 'fat and short' next to Kate Moss and Naomi Campbell at A-list Ibiza party. Kim reportedly ...

Kim Kardashian's weight loss in pictures and how she lost ...

[www.dailymail.co.uk/.../Kim-Kardashians-shrinking-act-pictures-lost-55lbs...](#)
23 May 2014 - However, by August, it had been reported that Kim had already lost around 30lbs, after putting herself on the low-carb diet that focuses on lean ...

I Spent Two Weeks On Kim Kardashian's Post-Baby Diet ...

[fashionista.com/2014/08/kim-kardashian-diet](#) ▾
11 Aug 2014 - The eating program in question, which I test drove for two weeks, is the Kim Kardashian Post-Baby Diet, a.k.a. Atkins. After putting on what ~the ...

Kim Kardashian Wants to Lose 20 Pounds: Here's How She's

[www.eonline.com/.../kim-kardashian-wants-to-lose-20-pounds-here-s-ho...](#) ▾
1 Aug 2014 - With that in mind, here are four ways she's slimmed down in the past. Kim Kardashian, Diet iStock, Getty Images. 1. The Atkins Diet: "I believe in ...

Unfortunately, this returned a lot of celebrity authority sites, so we have to keep looking.

Being **counter intuitive** can sometimes produce incredible keywords. So, I tried that and went for “Kim Kardashian weight gain” – again, she was known to have had this problem during her pregnancy. So I am using my brain to a degree, but also thinking laterally

Had this search been a keyword cash loophole, I could have promoted all manner of diet pills on a site about Kim Kardashian weight gain.

Now the reason I mention this is that I want you to understand the thought process I went through. That particular keyword “Kim Kardashian weight gain” also produced a lot of authority sites fairly well optimised.

However, my thought process had got on to diet pills. Another market full of hungry buyers who will pay an awful lot of money to lose weight.

Commissions on products like raspberry ketones and garcinia cambogia are huge. Sometimes up to \$50 for a sign up, let alone a sale.

So, that lead me to use another qualifier.

I could have used “top 10 diet pills” and I would have got results like green coffee bean, raspberry ketones etc. However, rather than use the top ten method per se, having started thinking about diet pills, I wanted to see if I could find a new market that was untapped.

So, I used one of the most powerful keyword finding qualifiers:-

LATEST

I searched for “latest diet pills” – you can see what I got on the next page!

The top of the page reveals the usual suspects, but, look what turned up further down the SERPS – GOLD!

Contrave is apparently a new diet pill and there is the proof.

So, qualifiers like

- New
- Latest
- Newest

All reveal keywords with huge potential.

latest diet pills

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Images

Videos

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Cambogia ...
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Evolution Sli...



Raspberry
Ketone Plus™
£38.95
Evolution Sli...



KetoneBalance
Duo ...
£39.99
Evolution Sli...



Garcinia
Cambogia - ...
£14.95
The Supplem...



Raspberry
Ketone 600mg
£17.49
The National...

The Food and Drug Administration has approved the latest **prescription diet pill**, **Contrave**, which is a combination of two previously FDA-approved drugs that treat addiction and depression. The drug is the latest tool in physicians' **arsenals** for the treatment of obesity, a growing epidemic in the United States. 11 Sep 2014

[Meet the newest FDA-approved prescription weight-loss drug](#)
www.washingtonpost.com/.../fda-approves-a-new-prescription-weight-loss-...

[Feedback](#)

[Meet the newest FDA-approved prescription weight-loss drug](#)
www.washingtonpost.com/.../fda-approves-a-new-prescription-weight-loss-...

11 Sep 2014 - The Food and Drug Administration has approved the latest **prescription diet pill**, **Contrave**, which is a combination of two previously FDA-approved drugs that treat addiction and depression. The drug is the latest tool in physicians' **arsenals** for the treatment of obesity, a growing epidemic in the United States.

[Contrave, Newest Weight Loss Option: FAQ - WebMD](#)
www.webmd.com/diet/20140911/contrave-weight-loss-drug ▾

11 Sep 2014 - The FDA's approval on Wednesday of a new prescription weight-loss pill, Contrave, offers yet another option for the more than one-third of ...

[Diet Pill Reviews UK - Find The Best Supplements For You](#)
dietpill-reviews.co.uk/ ▾

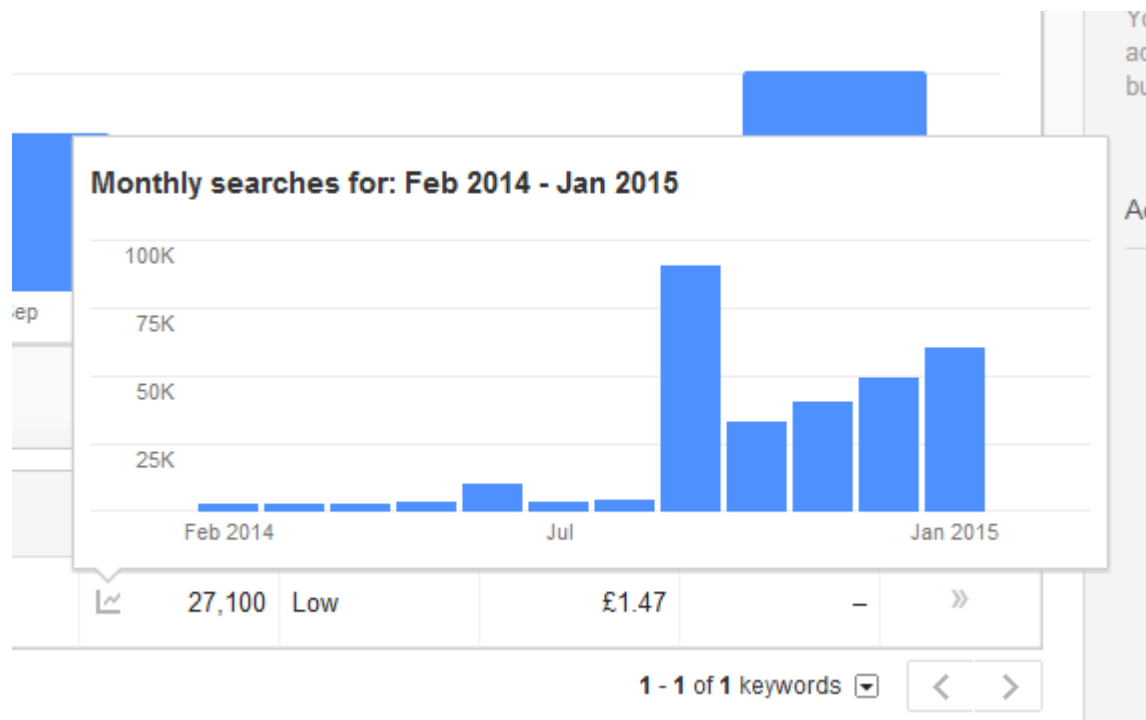
Compare the best diet pills, read customer reviews & avoid diet scams. ... Diet Pills and Slimming Tablet Reviews from the UK Experts ... **Latest Diet Pill News** ... **Top 5 Best Diet Pills 2015** - Nuvoryn review - Raspberry Ketone UK - Activ8 X

As I mentioned...there are times when our friend the keyword planner comes in handy, this is one of them!

Let's have a look at Contrave in the planner.

Ad group ideas		Keyword ideas							
Search terms		Avg. monthly searches		Competition		Suggested bid		Ad im	
contrave		27,100		Low		£1.47			

Interesting, but if we look at the more recent picture...



We see that Contrave is a growing keyword. The search volume for Jan 2015 was 60,500. We can also see from the graph this is a very recent trend. So, we have a chance to get in before the hordes of Internet marketers enter the market.

This is why the "new" or "latest" qualifier is so powerful.

And, once you have found a keyword like this, you can add typical qualifiers such as "buy" "best place to buy" and see what the SERPS produces.

If you look at the next page you'll see an affiliate site at No.1 as well as other affiliate sites high in the SERPS (for the search "buy contrave"). Now, as it happens, the buycontrave.net site is not actually selling anything? Goodness knows why not???

However, in doing just a little bit of research I found out that Contrave is available on prescription only. But, there is a huge buzz about it online.

What would I do? I'll give you three guesses, you should only need one!

Yep, I'd promote diet pills on the site ☺

Buy Contrave ONLINE - RxCart UK

uk-rxcart.com/weight-loss/47-buy-contrave-bupropion-naltrexone.html ▼

Buy Contrave (Bupropion/Naltrexone) UK with fast shipping worldwide. Credit cards accepted. Bottle of 60 x 16mg/180mg Naltrexone/Bupropion tablets.

Buy Contrave

www.buycontrave.net/ ▼

Buy Contrave. There are many anxious people looking to buy contrave for weight loss. However, they will have to wait until the final approval from the FDA ...

Where Can I Buy Contrave? - Pics of Contrave - Contrave

Contrave - Diet Review

www.dietsinreview.com > Diets > Diet Supplements ▼

★★★★★ Rating: 89% - 70 reviews

A promising diet pill that controls cravings and appetite, Contrave is a cocktail-like diet pill that combines two ... where can i buy it i have type 2 diabetes.

Contrave - A New Diet Pill » Obesity Care

www.obesitycare.co.uk/home/contrave-a-new-diet-pill/ ▼

Contrave - A New Diet Pill. If you are obese then the chances are that you have considered taking some form of weight loss medication to help get you down to a ...

Contrave - A New Weight Loss Medication

www.private-doctor-direct.com/medications/contrave/ ▼

Contrave is not yet available to prescribe but it may become available in late 2014.

Pro-Heaven : PRODUCT DETAILS : Contrave Generic ...

www.pro-heaven.biz/contrave-generic-bupropion-hcl-naltrexone-hcl-c... ▼

Buy now. We accept Western Union We accept VISA. The geographic location of ...

Contrave Generic *Bupropion HCL+ Naltrexone HCL combo* 30 days supply.

In the video series, you'll see me use another technique in this market to find a really sneaky alternative method of breaking in to markets like this!

Before we move on to the next section, I'd just like to show you one more way of searching using the "top of the pops" method.

It is to use the qualifier "best".

Obviously it means the same as "top" which of course, you can also use without the "10" appended. If you want to go broader and find even more keywords, perhaps go "top 20" or even "top 50". They all work exceptionally well.

An example of using "best" might be "best cloud software".

I know cloud storage is a big thing these days, indeed I just bought my own personal cloud, which is quite amazing. It allows Lee and I to share anything seamlessly at any time.

But, there are a ton of solutions.

And, if you look for affiliate programs you will find hundreds of them, so finding a keyword cash loophole in the cloud software / solutions market could be extremely profitable.

If we look at the search results for this keyword there is a big surprise in store!

Cloud Services Review 2015 | Compare Cloud Computing ...

cloud-services-review.toptenreviews.com/ ▼

Compare the **best cloud** services with side-by-side feature comparisons. Read in-depth professional reviews, articles and learn how **cloud computing** services ...

[Egnyte](#) - [iCloud](#) - [Google Apps](#) - [OpenDrive](#)

OneDrive, Dropbox, Google Drive, and Box: Which cloud ...

www.cnet.com/.../onedrive-dropbox-google-drive-and-box-which-cloud... ▼

11 Dec 2014 - **Best** for: If you have a Windows PC, tablet, and phone, and need to get to Like other **cloud** storage services, Copy has desktop **software** for ...

[Your complete guide to ...](#) - [Copy \(Android\)](#) - [Space Monkey review](#)

20 Top Cloud Services for Small Businesses | PCMag.com

www.pcmag.com/article2/0,2817,2361500,00.asp ▼

11 Dec 2012 - **Cloud computing** has proven a boon to businesses—especially ... on a hard drive or NAS to their **cloud** services, offering SMBs the **best** of both ...

10 Great Cloud Applications and Services for SMEs ...

www.salesforce.com > [Home](#) > [Cloud Computing](#) ▼

Here are 10 of the **best Cloud** Applications and Services that could benefit your ... are the **cloud**-based services also known as **Software** as a Service (SaaS).

Bossie Awards 2014: The best open source data center and ...

www.infoworld.com/slideshow/164743 ▼

29 Sep 2014 - The **best** open source data center and **cloud software**. Slowly but surely, the shape of the data center is changing -- and maybe not so slowly.

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Two things leap out of these results.

Firstly an affiliate site is at No.1

Secondly, none of the sites showing are actually optimised for the keyword “best cloud software”.

KEYWORD CASH LOOPHOLE

It's wide open! It's amazing how simple it is to find these keywords sometimes!

To be fair it's not got a huge search volume, but if you built a site on the broader subject and had pages covering many of these sorts of keywords, you would have a real money spinner on your hands.

Again, the affiliate programs in this area have large commissions ripe and ready for you to cash in!

And, remember, no matter how deep we dig into a niche, the keywords we find will STILL TARGET the same hungry buyers as the frontline keyword. That is why finding a keyword cash loophole is so wonderfully profitable!

Let's move on!

Knowledge Is Power

Welcome to the penultimate section in the Keyword Cash Loophole. Yes, knowledge is power when looking to find profitable keywords.

Let me show you how!

Despite what you might think, you and your friends and family know an awful lot of “stuff”. For example, I know a lot about Racquetball, I’ve played for years. I also know an awful lot about football (or soccer), rock music and cricket. Certainly I know online marketers who have made money from the rock music market. And, they used Keyword Cash Loophole techniques to do it!

However, I can’t steal their Thunder (sorry, bad joke totally intended).

So, I am going to use an example from my son.

At a very young age he got into Pokemon, remember them? Pikachu and the gang?

Here’s a reminder!
















According to my son, Pokemon spawned a whole raft of Japanese cartoon series. And, this fact exposes the flaws in the keyword planner yet again.

The genre is called Anime, no I hadn’t heard of it either. But if you research it is hugely popular and my now twenty something son absolutely loves it! Let’s have a look.

It is pointless showing you the planner results for “cartoons” because there was no mention of anime no matter how many pages you go through.

Here’s the results for the search term “Japanese cartoons”.

japanese cartoon characters		2,400	Low
japanese cartoon		5,400	Low
japanese cartoon art		1,000	Low
japanese cartoon movies		260	Low
japanese cartoons list		320	Low
japanese cartoon shows		260	Low
90s japanese cartoons		390	Low
japanese cartoon pictures		50	Low
japanese cartoon style		480	Low
japanese cartoon images		50	Low
japanese cartoon character		260	Low
popular japanese cartoons		90	Low
japanese cartoon genre		170	Low
best japanese cartoons		90	Low
japanese cartoon girl		170	Low
japanese cartoon drawings		40	Low

As you can see no mention of the term “anime”.

Indeed, you have to get down to page three of the results before you even see the word anime, and only then in the keyword “Japanese anime cartoons” so even then it is not really making the connection.

Even if we search anime itself, we still see small search volumes and no anime show names! See the graphic on the next page.

However, if we use a variation of the “top of the pops” method and search for actual names of anime series we get some very interesting results. Also see below.

What an absolute goldmine of amazingly profitable keywords suddenly open up in front of you!









anime Get ideas Modify search

Ad group ideas	Keyword ideas
Keyword (by relevance)	
Avg. monthly searches [?]	
Competition	
anime manga	22,200 Low
manga anime	22,200 Low
anime videos	5,400 Low
anime video	4,400 Low
anime shows	22,200 Low
anime episodes	4,400 Low
mobile anime	6,600 Low
freezing anime	22,200 Low
anime series	14,800 Low
anime websites	18,100 Low
mm anime	14,800 Low
shiki anime	14,800 Low
crazy anime	1,900 Low
iron man anime	3,600 Low
batman animated series	27,100 Low
top 10 anime	33,100 Low

most popular anime

Web Images Shopping Videos News More Search tools

TV shows frequently mentioned on the web

 Code Geass 2006 – 2008	 Neon Genesis Evangelion 1995 – 1996	 boy Bebop 1998 – 1999	 Fullmetal Alchemist: Brotherhood Since 2009	 Dragon Ball Z 1989 – 1998	 Gurren Lagann 2007	 Naruto Shippuden Since 2007	 Samurai Champloo 2004 – 2005
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Top Anime - MyAnimeList.net
myanimelist.net/topanime.php?type=bypopularity
Browse the most popular anime on MyAnimeList, the internet's largest anime database.

Anime Top 50 Most Popular - Anime News Network
www.animenewsnetwork.com/.../ratings-anime.php?top50=popular
The most popular titles are determined with a simple summation of all votes. Titles with many votes will tend to be at the top, but this is modified a little by the ...
Anime Top 100 Most Popular - FLCL (OAV) - Top 500 - Full Metal Panic! (TV)

Crunchyroll - Browse Popular Anime
www.crunchyroll.com/videos/anime
This Season's Lineup. See new and continuing simulcast titles for this season! You can also check out the release calendar for specific dates. View Season ...

Top 10 Most Popular Mainstream Anime Ever [HD] - YouTube
www.youtube.com/watch?v=9qfb3IH56I
1 Aug 2014 - Hello super dazzling gentleman, or maybe are you but a lovely lass. Are you new to watching Anime? Or are you a Veteran Anime watcher?

IMDb: Most Popular "Anime" Animation Titles With At Least ...
www.imdb.com/search/title?count=100&genres...anime

If we click on either of the first two results we see a huge list of anime series names.










MyAnimeList

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Top Anime

[All Anime](#) [Top TV Series](#) [Top Movies](#) [Top OVAs](#) [Top Specials](#) [Most Popular](#)

Top Anime by Popularity Next 30

1		Death Note add TV, 37 eps, scored 8.78 586,276 members
2		Sword Art Online add TV, 25 eps, scored 8.13 459,401 members
3		Shingeki no Kyojin add TV, 25 eps, scored 8.73 443,651 members
4		Code Geass: Hangyaku no Lelouch add TV, 25 eps, scored 8.87 437,902 members
5		Fullmetal Alchemist: Brotherhood add TV, 64 eps, scored 9.24 423,777 members
6		Naruto add TV, 220 eps, scored 7.77 418,485 members
7		Bleach add TV, 366 eps, scored 7.99 408,897 members
8		Angel Beats! add TV, 13 eps, scored 8.51 405,887 members
9		Elfen Lied add TV, 13 eps, scored 8.00 395,276 members

Top 50 Most Popular

#	title
1	Fullmetal Alchemist (TV)
2	Death Note (TV)
3	Cowboy Bebop (TV)
4	Spirited Away (movie)
5	(The) Melancholy of Haruhi Suzumiya (TV)
6	Princess Mononoke (movie)
7	Elfen Lied (TV)
8	Neon Genesis Evangelion (TV)
9	Code Geass: Lelouch of the Rebellion (TV)
10	Bleach (TV)
11	FLCL (OVA)
12	Naruto (TV)
13	Code Geass: Lelouch of the Rebellion R2 (TV)
14	Samurai Champloo (TV)
15	Trigun (TV)
16	Rurouni Kenshin: Trust & Betrayal (OVA)
17	Gurren Lagann (TV)
18	Full Metal Panic! (TV)
19	Howl's Moving Castle (movie)
20	Ouran High School Host Club (TV)
21	Clannad (TV)
22	Fruits Basket (TV)
23	Chobits (TV)
24	Full Metal Panic? Fumoffu (TV)
25	Cowboy Bebop: The Movie
26	Akira (movie)
27	Rurouni Kenshin (TV)
28	5 Centimeters per Second (movie)
29	Final Fantasy VII: Advent Children (movie)
30	Fullmetal Alchemist: Brotherhood (TV)
31	Hellsing (TV)
32	(The) Girl Who Leapt Through Time (movie)
33	Azumanga Daioh (TV)
34	Ghost in the Shell (movie)
35	Fullmetal Alchemist: The Movie - Conqueror of Shamballa
36	Clannad After Story (TV)
37	Ghost in the Shell: Stand Alone Complex (TV)
38	Fate/stay night (TV)
39	Mushi-Shi (TV)
40	Darker than Black (TV)
41	Nausicaä of the Valley of the Wind (movie)
42	Claymore (TV)
43	Inuyasha (TV)
44	Full Metal Panic! The Second Raid (TV)
45	Blood+ (TV)
46	Castle in the Sky (movie)
47	Black Lagoon (TV)

Now, I happen to know that my son's absolute favourite is "Fullmetal Alchemist". Don't ask me what it's about, but he says it's "great escapism and I love it" – fair enough.

But, once again, now we are this deep into a niche, the keyword planner becomes useful once more and prepare to be amazed yet again! Here are the planner results for "Fullmetal Alchemist".

fullmetal alchemist	Get ideas	Modify search
Ad group ideas	Keyword ideas	
Search terms	Avg. monthly searches	Competition
fullmetal alchemist	301,000	Low

Keyword (by relevance)	Avg. monthly searches	Competition
fullmetal alchemist characters	6,600	Low
fullmetal alchemist fanfiction	2,900	Low
fullmetal alchemist wikia	1,000	Low
envy fullmetal alchemist	2,400	Low
scar fullmetal alchemist	1,600	Low
pride fullmetal alchemist	1,600	Low
fullmetal alchemist homunculi	480	Low
fullmetal alchemist imdb	880	Low
wrath fullmetal alchemist	1,000	Low
sloth fullmetal alchemist	1,000	Low
fullmetal alchemist brotherhood episodes	12,100	Low
fullmetal alchemist episodes	5,400	Low
father fullmetal alchemist	720	Low

Just LOOK at those deep niche keywords and the search volumes. This truly is Keyword Cash Loophole heaven!

How do you monetise?

People in the U.S and U.K are desperate to get hold of DVDs of these animes or to watch them online.

There are other keywords like "watch fullmetal alchemist", "watch full metal alchemist online" or "fullmetal alchemist dvd" that you could optimise for. Then you could sell the DVDs or online streaming services via affiliate links.

Because people are desperate to watch these series, the DVDs sell at inflated prices in the U.S and European markets. How do I know – my son buys the things at £40 a DVD!

So, I have used my own personal knowledge coupled with some of the techniques I have shown you earlier to uncover thousands of highly profitable keywords in a niche that you probably didn't know even existed half an hour ago.

KEYWORD CASH LOOPHOLES – Buckets full of them!

How easy was that?

Keyword Finding Ideas

Here's a quick list of keyword finding ideas that you can use to get your brain "into gear" if you're having trouble getting started.

I've also included a "keyword cash loophole cheat sheet" for you as a separate PDF.

Foreign Words Used in English

- File Extensions (.pdf)
- High Profile People Within a Niche
- Product Names Within a Niche
- Deep Sub Niches (Exercise > Workout > Extreme Workout > P90X)
- Technical Words
- Clinical Words

Some examples of how this might work in, say, the fitness and health niche...

- Diet Pill Names (Green Coffee Bean – we found Contrave)
- Brands (for example Beachbody)
- Workout Programs (for example Insanity)
- Niche Slang Words (abs)
- Names of Workout Gurus



So, all that remains now is to show you how to assess the competitive nature of any given niche, let's do it!

Just before we do that, a little bit of light relief, one final tip...always look for keywords that relate to ...

BIG, HAIRY ASSED PROBLEMS!

These are the issues people will spend money to solve. And, they like to solve these problems online!

Find those big hairy assed problems!

Assessing The Competition

This is an area of online marketing that people tend to over complicate. I really do like to keep things easy, I always apply the maxim “Keep It Simple Stupid” – KISS! And that is exactly what I will do here!

I really only look at 2 or 3 things

First of all let’s go back to one of our searches from part 6. The “best cloud software” search.

Cloud Services Review 2015 | Compare Cloud Computing ...

cloud-services-review.toptenreviews.com/ ▼

Compare the **best cloud** services with side-by-side feature comparisons. Read in-depth professional reviews, articles and learn how **cloud computing** services ...

[Egnyte](#) - [iCloud](#) - [Google Apps](#) - [OpenDrive](#)

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Custom
Include

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[www.ra](#)
Scalabl
Cloud |

OneDrive, Dropbox, Google Drive, and Box: Which cloud ...

www.cnet.com/.../onedrive-dropbox-google-drive-and-box-which-cloud... ▼

11 Dec 2014 - **Best for:** If you have a Windows PC, tablet, and phone, and need to get to ... Like other **cloud** storage services, Copy has desktop **software** for ...

Your complete guide to ... - [Copy \(Android\)](#) - [Space Monkey review](#)

[Cloud](#)
[www.se](#)
020 764
Demo-
solution

20 Top Cloud Services for Small Businesses | PCMag.com

www.pcmag.com/article2/0,2817,2361500,00.asp ▼

11 Dec 2012 - **Cloud computing** has proven a boon to businesses—especially ... on a hard drive or NAS to their **cloud** services, offering SMBs the **best** of both ...

[Best](#)
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Compa
Prices,

10 Great Cloud Applications and Services for SMEs ...

www.salesforce.com > [Home](#) > [Cloud Computing](#) ▼

Here are 10 of the **best Cloud** Applications and Services that could benefit your ... are the **cloud**-based services also known as **Software** as a Service (SaaS).

[Cloud](#)
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Bossie Awards 2014: The best open source data center and ...

www.infoworld.com/slideshow/164743 ▼

29 Sep 2014 - The **best** open source data center and **cloud software**. Slowly but surely, the shape of the data center is changing -- and maybe not so slowly.

[See your](#)

If we look at the top 5, we see that no-one has their website optimised specifically for this keyword. Therefore I could optimise a website and / or page for this keyword and get ranked fairly easily.

Indeed, none of the sites showing up in the SERPS have the actual keyword string in their meta descriptions either. That tells me 99% for sure, that none of these websites are trying to optimise for this particular keyword.

That is an indication you could easily rank a site.

Secondly I would look to see if the exact domain name has been taken by checking in Namecheap (where I buy my domains). Why do I check this?

Internet and affiliate marketers will often by the domain name for the keyword if they are intending to market. If the .com, .net and .org are available that tends to mean no-one has picked up on the keyword.

I still check this, but, after recent Google algorithm updates this isn't quite so important. For sure marketers still go "after" "exact match domains". However, with Google preferring "authority" sites covering broader subject matter these days, fewer marketers are taking this route.

It is still valid though as we saw when we were researching around contrave as there were a few domains of this nature and they were ranking – remember we found contrave.net at No.1.

So, here's what Namecheap shows for the cloud software keyword.

The screenshot shows the Namecheap search interface. At the top, there is a search bar with the text 'bestcloudsoftware' and a 'Search' button. Below the search bar, there are tabs for 'Popular', 'New', 'International', 'Prime', and 'Favorites'. A 'Filter extensions' dropdown is visible. The search results are listed below, showing various domain extensions and their prices. The domains are: bestcloudsoftware.com (Make Offer), bestcloudsoftware.net (£8.09/year), bestcloudsoftware.club (£5.11/year), bestcloudsoftware.io (£21.31/year), bestcloudsoftware.co.uk (£4.91/year), bestcloudsoftware.de (£5.45/year), bestcloudsoftware.org (£7.44/year), bestcloudsoftware.website (£3.16/year), bestcloudsoftware.me (£5.83/year), and bestcloudsoftware.co (£5.76/year). The domains bestcloudsoftware.net, bestcloudsoftware.co.uk, and bestcloudsoftware.org are highlighted in yellow.

Domain	Price	Special Offer
bestcloudsoftware.com	Make Offer	Whols
bestcloudsoftware.net	£8.09/year	
bestcloudsoftware.club	£5.11/year	SPECIAL!
bestcloudsoftware.io	£21.31/year	NEW!
bestcloudsoftware.co.uk	£4.91/year	
bestcloudsoftware.de	£5.45/year	LIMITED TIME!
bestcloudsoftware.org	£7.44/year	
bestcloudsoftware.website	£3.16/year	SPECIAL!
bestcloudsoftware.me	£5.83/year	SPECIAL!
bestcloudsoftware.co	£5.76/year	LIMITED TIME!

As you can see three out of the four time level domain extensions are available. That tells me this search is open for you to rank.

So, with no-one particularly optimising a site for the keyword and top level domains being available, I now want to check the level of the competition.

To do this, I look at Market Samurai. If you remember I said this tool is not good for keyword research, and that is certainly true. However, for checking out the competition it is quick and easy and delivers great competitive information.

It is a paid product. If you look around the Internet, you can pick it up for as little as \$97. In my opinion, if you are serious about your online marketing, it's worth having in your toolbox. So, let's have a look and see what it says about this keyword.

No affiliate links here ☺

The screenshot shows the Market Samurai dashboard for the keyword "best cloud software". The interface includes a sidebar with navigation options like PROJECT SETTINGS, NEW KEYWORD, RANK TRACKER, KEYWORD RESEARCH, SEO COMPETITION, DOMAINS, MONETIZATION, FIND CONTENT, PUBLISH CONTENT, and PROMOTION. The main area displays the "SEO Competition" section with a table of results. The table columns include #, URL, DA, PR, CF, TF, IC, RDD, RDP, BLP, BLD, BLEG, DMZ, YAH, Title, URL, Desc, and Head. The table lists 10 results, with the first result being "http://www.bestcloudsoftware.com". The dashboard also features a "Majestic Index" section with a "Fresh (Last 60 Days)" filter and a "Max Backlinks" of 1000. A yellow circle highlights the "SEO Competition" section, and a yellow arrow points to the "Generate Results" button.

#	URL	DA	PR	CF	TF	IC	RDD	RDP	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head
1	http://www.bestcloudsoftware.com	18	0	0	0	54,500	46,454	0	0	2,786,644	0	Y	N	Y	N	N	Y
2	http://www.bestcloudsoftware.com	18	0	38	28	60,700	112,100	98	505	18,994,241	0	Y	N	N	N	N	N
3	http://www.bestcloudsoftware.com	4	4	24	22	12	70	44	157	330	0	N	N	N	N	N	N
4	http://www.bestcloudsoftware.com	18	0	35	30	78,900	410,785	48	136	41,315,340	0	Y	N	Y	Y	N	Y
5	http://www.bestcloudsoftware.com	18	0	22	9	78,900	410,785	47	163	41,315,340	0	Y	N	Y	Y	N	Y
6	http://www.bestcloudsoftware.com	18	4	27	25	62,200	86,170	110	1,352	4,152,130	383	Y	N	N	N	N	N
7	http://www.bestcloudsoftware.com	18	4	26	22	62,200	86,170	82	330	4,152,130	3	Y	N	N	N	N	N
8	http://www.bestcloudsoftware.com	17	0	28	30	60,600	22,582	40	239	1,103,007	1	Y	N	N	N	Y	N
9	http://www.bestcloudsoftware.com	14	4	33	25	9,560	7,221	20	84	281,731	0	N	N	Y	N	N	N
10	http://www.bestcloudsoftware.com	6	0	22	21	8,410	2,830	11	36	210,512	0	N	N	Y	Y	N	Y

Here's a quick screenshot of the Market Samurai dashboard.

As you can see it's relatively simple and easy to use. It does include a rank tracker which is really useful and has some other useful tools. However, it is best for analysing the competition.

Things to take note of.

1. You are able to designate what competitive areas (backlinks, trust flow, citation flow, metas etc) you want to research and easily see your results on one screen.
2. Trust and Citation flows are easily identified.
3. You can easily assess how well optimised the competition's websites / pages are for the given keyword.

To have all this information available at the touch of a button is extremely powerful when assessing how easy a given phrase is to rank for.

So, there you have it, Derek and Lee's quick and easy guide on knowing what you have to do to beat the competition t all those lovely \$\$\$\$\$!

Conclusion

So, congratulations, you have reached the end of the Keyword Cash Loophole.

As far as keyword research and your ability to find “money” keywords, you are now far ahead of most of the competition. Even some of the most successful online marketers who are earning thousands of dollars, don’t know how to research and find profitable keywords like this.

I would say good luck in using these techniques, but luck is simply...

L labouring

U under

C correct

K knowledge

You now very much have the correct knowledge. The only trick remaining is to USE it! I see so many people buy worthwhile products, read them and then...do nothing with them.

Understand and apply this knowledge. Use it in your daily Internet marketing efforts and you WILL find keywords that allow you to make money at will.

And, when you do, tell Lee and I all about it, we’d love to hear your success story.

You can keep up with what we are up to at www.authorityforce.com where you will also find lots of great free information about a whole host of subject matter to do with online marketing.

Hope to see you there.

Cheers now

Derek and Lee