

# "12 Days to **Page One** On Google" e-course



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## Finding Our Keywords

Here we are at D2 of the '12 Days to Page One on Google' – e-course.

By now, you should have chosen 3 or 4 potential niches.

There's no doubt about it, poor keyword research has brought some of the best marketers to tears while excellent keyword research has made many a great deal of money.

Keywords are our *bread and butter* so deserve our careful attention.

### **WHAT IS THE EXPECTED OUTCOME FOR THIS SESSION?**

After watching the [keyword introduction video](#) and the [Google keyword Tool video](#) and doing your research, you will end up with 4-5 “long tail” keyword phrases, and will have selected one of them as your main keyword for your money page.

### **WHAT DO YOU ACTUALLY NEED TO DO?**

You need to watch both videos above and do your keyword research and choose 4-5 “long tail” keyword phrases, and have selected one of them as your main keyword.

### **Choosing your keywords**

Keyword criteria;

Here's the criteria you are to use to find your keywords for this course.

Your 4-5 long tail keywords should have;

1. Daily Google searches of a minimum of 5 /day (more is fine!)

2. Google competition of no more than about 1,000- 4,000 phrase matched, or no more than 50,000 broad matched.

Nb. Remember, we are choosing long tail keywords that may not necessarily have a lot of searches per day. There is the opportunity to go after the "BIGGER" keywords later once you have learned the basics (we need to walk before we run).

### **How to find keywords that fit the criteria above?**

How to check daily searches;

Go to the free [Google Keyword Tool Here](#)

The google video above shows you how to use the tool (instructions below).

1. Type in a broad high level keyword for your niche.
2. Enter the captcha code
3. When you see the keyword results appear, under match type on the right, choose "phrase match"
4. Look through the keyword results and choose some reasonable keywords with a minimum of 5 searches/day (more is ok)
5. Then go on and check the Google competition (not using the Google tool though as at the time of writing this course, the Google tool does not give 'exact numbers' of Google competing web pages for your keyword research.
6. You can also use the buyer intent tool explained below.

Nb. In the video we use "exact match" for searching for keywords. You are going to use "phrase match". Phrase matched keyword results are much more accurate and suitable for our purposes here.

## Checking Google competition

There's many keyword tools available that can help here, but for the purpose of the '12 day course', we will do this manually.

Nb. If you have a keyword tool capable of finding the google competition for keywords, go ahead and use that.

1. Go to [www.google.com](http://www.google.com)
2. Type in one of the keywords you chose from the step above.
3. Make sure you have quotes around the keyword. eg for the keyword guitar capo, you would type "guitar capo".
4. Click 'search' (make sure you have USA results).

### How to view USA results?

NB. If you are doing your searches from within the USA, then you will not need to do this below. (you would go direct to step 5).

Do you search as above, then add the following to the end of the URL in your browser and push the ENTER key.

&gl=us

Alternatively, for Firefox users, you can install the free [Google Global add-on here](#) that allows you to choose the country you wish to view the search results for.

5. Look at the search result on the top right hand side of the page.
6. For eg 1- 10 of 84,600 (this means the Google competition is 84,600 (in other words there are 84,600 competing web pages for the keyword "guitar capo").
7. For this guide, you are looking for long tail keywords with a google competition of around 1,000 – 4,000.
8. Repeat for other keywords.

## **The buyer Intent**

Don't make the mistake of simply choosing keywords with the most traffic or with the least competition. You will also need to consider the possible 'intent' of the user when they type a particular keyword and do a search. You can do this by putting yourself 'in the mindset' of the visitor and try and think what the visitor might be thinking typing the keyword you are considering.

For eg. When doing a search for "guitars" using the Google keyword tool, one of the results that came back was the phrase "musical instruments". This person sounds to me like they are "Googling" around with no real targeted aim in mind.

Compare that to the phrase "beginner electric guitar". This person knows more about what they are looking for.

That's not to say the phrase "musical instruments" is a total waste of time because it might be OK depending on what your goals are for the campaign. ie. AdSense could be considered for a keyword like this but it would not be good for a guitar product.

### **The buyer intent tool**

There is a tool we have used for [Detecting Online Commercial Intention](#).

The tool is provided free by the Microsoft AdCenter labs and we suggest you use it. The tool gives you an indication of the intent of the user carrying out the search. ie what is the likelihood that they may buy?

This tool is demonstrated on the [intro keyword video](#) at 5.44 minutes into the video.

A powerful tool to try but like any tool, they are not perfect.

Nb. It is not imperative you use this tool for the course but it is definitely a worthwhile tool to consider using.

### **SUMMARY**

You have 2 keyword videos to watch and need to do some keyword research. We have shown you how to manually check the google competition for your chosen keywords (remember to check for "phrase matched" competition. We also mentioned the online commercial intent tool.

### **WHAT IS THE NEXT PART OF THE COURSE?**

In the next part of the course, you will be shown how to create your content for the websites you will shortly be putting up.

Cheers for now.

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PS. Do your homework or you will have to stay in after class tomorrow ☺