

The Keyword Jackpot

How to Pick Winning Keywords Every Single Time!

by

Jim Morris, President/CEO
NicheBOT.com - "Finds exactly what people search for"

Brought to you exclusively by:

Helen March

<http://www.Marketing-Tools-For-Real-Estate.com>

Real estate marketing tools and resources for Realtors

Your Rights to this PDF:
If you like it, pay it forward

Keywords are Like Oxygen

Keywords are to websites like oxygen is to humans. Read that once again.

I believe it to be completely 100% undeniably true! Here's why...

Comscore.com reported in 2004 that 83% of people who made an online purchase began with a [keyword search](#). Comscore.com also just recently reported [online spending is on the rise](#) and showing no signs of slowing down. And that probably translates into a higher percentage of people typing in keywords to make an online purchase by the time this was authored (late 2006).

As one very bright Internet Strategist, Ken Giddens, said...

"The Internet is like a great big version of the Family Feud Game.

When I think about the Internet it reminds me of that television game show "[The Family Feud](#)." The way the game show worked is that the producers of the game show would poll the audience on a question like "What are the top 10 things you would find in a kitchen?" The contestants are then supposed to guess what the top 10 most popular words the audience thought of for things found in a kitchen. It didn't matter if the contestant came up with a brilliant answer, if the contestant's answer was not on the audience's list, then the contestant's team was out of the game and the other team got a chance at the money.

The Internet is just like that game show. Your opinion doesn't mean anything. Your website is not about you, it's about your visiting audience. It doesn't matter what words you think they will use to find your website. The only words that matter are the actual words that the Internet visitor types in the search engine search box when he is looking for a website just like yours. If you haven't optimized your website to be found for those keyword phrases, then you are out of the game and your competitors are going to get their chance at the money."

Plainly said, without having the right keywords in our website content – the keywords that people are typing into the search engines – our websites are literally suffocating and deprived from the attention we so desire. And **the right keywords are the proper nourishment.**

If you are not familiar with the late Ken Giddens, his claim to fame was taking Worldofwatches.com from a struggling enterprise earning a few thousand dollars a month and turned it into a pulse-racing, feverish, watch-selling site that did \$500,000 in one day. Ken was an internet strategist and knew at the heart everything was the almighty keyword.

Just like Ken stressed the importance of knowing the keywords of your marketplace (your intended visitor), and much like Ken did himself, I personally never do any of the following exercises without looking up what type of keywords people are searching for:

1. Before I ever think up a domain name, I look at data from WordTracker, Keyword Discovery, Overture, and I am able to peak into the minds of a hundreds of million searches (even billions) to tell me what people think is the most important on a specific subject. In fact, if you think about it, this is THE best way to brainstorm really good keyword focused domain names.
2. Before I ever write a title for my blog post, or even the body, I refer to some keyword data and use the keyword phrases in the names of the categories and also in the tags of each of my blog post entries. (NOTE: Tags are used to get your blog indexed in those Social Bookmarking Sites that helps get more inbound links to your site, thus boosting your link popularity.)
3. Before I ever change the reciprocal link text on NicheBOT, I consult the tools. (Reciprocal link text is the cut and paste text webmasters use during a link exchange.)
4. Before I ever write a [title tag](#)...
5. Before I ever write a [meta description tag](#)...
6. Before I ever write a title for an article...
7. Before I ever figure out if there is enough demand for the topic of a site I am thinking of launching...
8. In fact, before I even go mining for ideas to get inside the prospect's head of what exact words and related words they are using...

... I use keyword research data to determine what keywords to use.

In fact, I got so obsessed about keywords once I understood their significance, I created a free tool back in May 2004 that I shared with people and would allow others to get free and minimal results from popular keyword services.

That site would not have grown or become anywhere close to as popular as it is today without me knowing the right keywords to go after and position the site in front of.

The site would have been like most tools and websites that get lost in the crowd (forest).

The following is a screenshot of a portion of website traffic brought in as a result of becoming highly focused on keywords and positioning the site in the search engines...

Statistics for nichebot.com (2006-09) - Mozilla Firefox

http://www.nichebot.com:2062 URL blocked for privacy purposes

Getting Started Latest Headlines DOPS Admin DOPS master panel DOPS master panel DOPS master panel Volume 501 | Wordp...

Start Stumbling...

Google Search PageRank Check AutoLink Subsites Options

Statistics of: nichebot.com

Summary

When:

Monthly history

Days of month

Days of week

Hours

Who:

Countries

Full list

Hosts

Full list

Last visit

Unresolved IP Address

Authenticated users

Full list

Last visit

Robots/Spiders visitors

Full list

Last visit

Navigation:

Visits duration

Files type

Day	Number of visits	Pages	Hits	Bandwidth
01 Sep 2006	4385	96174	161210	2.45 GB
02 Sep 2006	3859	96174	130248	2.11 GB
03 Sep 2006	5485	120366	231924	3.14 GB
04 Sep 2006	5258	119896	169884	2.92 GB
05 Sep 2006	5635	121756	164398	3.13 GB
06 Sep 2006	5214	123600	157892	2.78 GB
07 Sep 2006	5743	124844	166266	2.87 GB
08 Sep 2006	5113	117182	163117	2.51 GB
09 Sep 2006	3194	58989	81491	1.32 GB
10 Sep 2006	3456	61238	84287	1.42 GB
11 Sep 2006	3984	68230	95514	1.47 GB
12 Sep 2006	4016	67666	95009	1.50 GB
13 Sep 2006	3832	51019	79611	1.20 GB
14 Sep 2006	4424	572057	626061	2.37 GB
15 Sep 2006	2277	851690	863915	2.17 GB
16 Sep 2006	3036	146878	167994	862.68 MB
17 Sep 2006	3190	288583	310818	1.10 GB
18 Sep 2006	3805	487167	513811	1.48 GB
19 Sep 2006	4370	161302	200722	911.94 MB

Now, besides the screenshots I've got here, you'll notice that there are no incredibly impressive graphics, borders, or all those extra accessories people put in their PDFs to make them look pretty, because, quite frankly, I'm not here to impress you visually or otherwise.

I'm here discussing this with you because these words right here are what will get the point across that each and every 24 hours that goes by, you are losing precious time and your website's online presence by not building more content in a keyword focused manner.

Each and every day, people and companies are positioning their websites in front of keywords, some of which might even be completely unknown to both you and I. But some of which that are websites competing directly against your own and zapping your marketshare by positioning in front of keywords we haven't thought of or even found yet.

People, companies and organizations are realizing that content is king, but more and more, that extending your content continuously is even better.

With the keyword databases that we now have access to, we can basically **tap into the global consciousness** and get access to a huge pool of insider information with keyword research that we can use to build out content on all your current sites.

THE PROBLEM

The biggest problem with most keyword research data is that it's flat, and one dimensional.

We usually get to see one number that reflects a keyword count, or a search demand over a given period.



Click here to add all keywords to basket		
Keyword  explain	Count	Cost
putters	214	
golf putters	111	51
putter	117	106
ping putters	107	97
odyssey putters	103	93
scotty cameron putters	91	82
golf putter	65	59
odyssey putter	44	40
putter heads	42	38
blade putters	37	34
adams putter	35	32

When we only have a single number that represents a search demand (or count) that only goes back the last 1, 2 or 3 months, there's no real way of telling whether a keyword we choose is simply a fad or true winner.

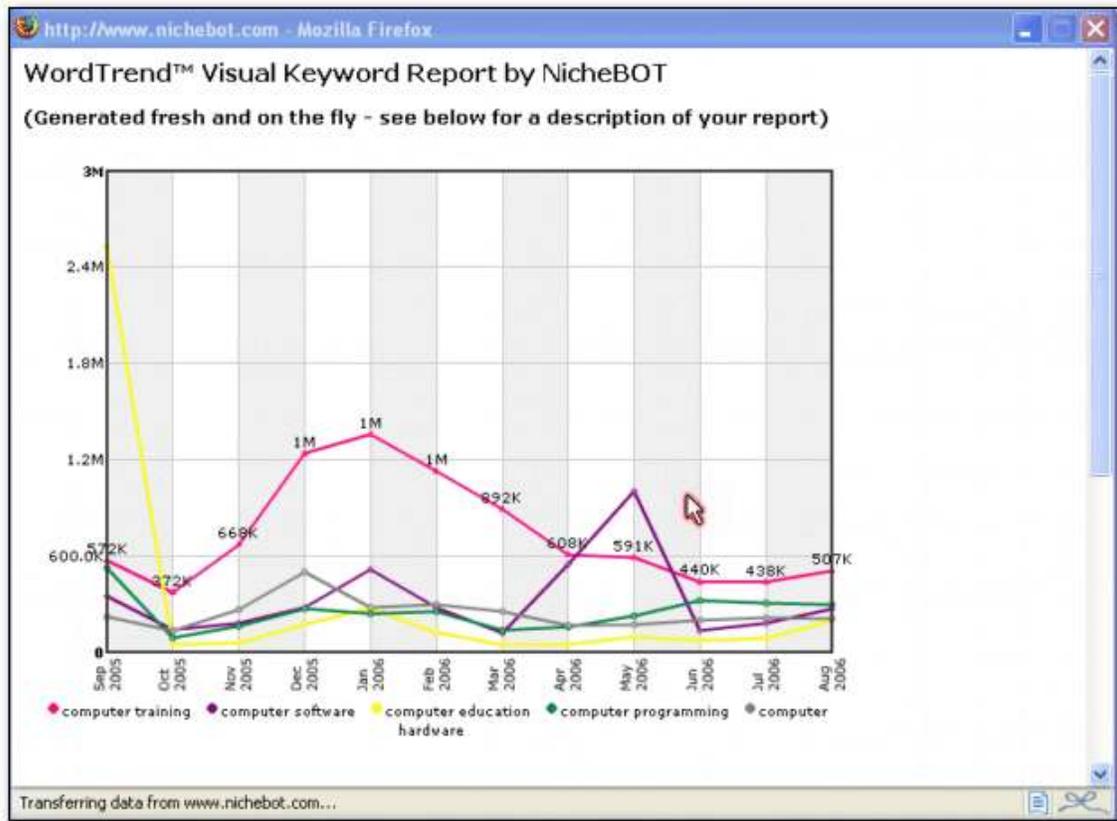
Make sense?

I mean – what else do we have to go on other than the one single number that represents a count total for the last month, two or three? That doesn't necessarily show us any real history nor any sort of track record that we can rely upon or truly base even a mere gut decision upon.

However, if we had data that goes back further and perhaps even gave us a chance to break that data down further, that would give us a hint of whether or not the keyword we are going to put all of our promotional effort into is going to be the right one. Thus, a winner.

It would be especially great if we could see the exact history of a keyword. In fact, we would be able to make better and more sound decisions on which keyword(s) to focus our efforts.

PICK WINNING KEYWORDS EVERY SINGLE TIME



What you see here in this screenshot is a graph of a chart I just drew with a tool that compares five different keywords against each other, which I would say are highly competitive...

1. computer training.
2. computer software
3. compute education
4. computer programming
5. computer hardware

Here are some interesting things about the above graph that I generated in one-click...

1. In this graph, I am able to see the search demand (or count) for a given keyword over the entire past year.
2. The monthly search demand is broken down and displayed in an easy, visual graphical format that lets us see whether the keyword is on a downward cycle or an upward cycle.
3. I am also able to determine whether each keyword is a fad, and exactly where the seasonal spikes are.
4. I can compare multiple keywords against one another to find the best bet one...

What you just saw was a NicheBOT Visual Keyword Report that was drawn with the new NicheBOT 2 Enterprise Level Keyword Research Service.

Could I compare more keywords than just five? Absolutely.

In fact, it's the only tool of its kind right now. Which means...

1. Picking the right keyword with historical data no longer needs to be a mystery.
2. Picking the right keyword no longer has to be a one-dimensional thing.
3. Picking the right keyword no longer needs to be a guessing game of whether the keyword will fizzle out or really sky rocket our website traffic.

And there is simply no longer a reason you and I should be picking keywords like looking for a light switch in the dark.

No way. No how.

In fact, the data you and I now have at our fingertips makes it all the more able for us to even be more psychic than our competitors.

"But Jim, wouldn't something like what you just showed me cost an arm and a leg?"

One would think that with the data you just saw me graphically generate for a number of keywords together, on a chart like that would cost you a pretty penny and be for big companies.

It might just shock you that one can generate a single chart like that for under 30 cents that allows you to compare the top 10 keywords from one primary keyword. In essence, it costs approximately 3 cents to analyze the month-by-month history of a single keyword.

When I introduced NicheBOT back in 2004 for public use, it was a great introductory tool for beginners to break into keywords. However, it's now turned into a serious tool for not just beginners, intermediates, but serious hardcore keyword research professionals.

"Without a doubt, Nichebot is the only all-in-one keyword analysis tool anyone starting out online needs immediately. From digging out the keywords to cleaning the keyword lists to **predicting keyword trends**, there is just so much you can leverage off the system that you won't need any other."

Keith Lee of <http://www.make-your-own-fishing-lures.com>

Find out how you, too, can choose winning keywords every single time – click here

