

Use Google AdWord KeyWords to determine your SEO Content

Goal: Find a list of 50 great topics to publish your content using Google AdWord Keyword Planner

1. Make a list of search queries that your avatar could look for and enter it in Google Keyword Planner.
 - a. 2 and 3-word queries tend to get better results.
 - b. 4+ word queries can work well to target your niche.
2. Rank results with over 1,000 hits (10,000 is good) per month and document them.
 - a. 1,000 hits are good for complex search queries
 - b. For simpler search queries you want higher numbers of hits, especially if there is strong competition in the search results.
3. Compare the search query to the top 3 to 5 pages that show up in Google Search and rate it from 1 to 5 on how good their content is.
 - a. A ranking of 1 means that there is no competition and you can dominate the search.
 - b. A ranking of 5 means that the search results are for pages with incredible authority and almost impossible to compete against.

Tips

- Work with AdWords that are part of more complex phrases with relevant topics and over 1,000 hits per month
- Don't work with huge hits that are vague and not very focused on your niche
- Analyze current competitor data and work to find improvement in content, so your data ranks higher

Additional free keyword tools

I found 2 free tools that do what we need. Here are the links:

- a. <http://www.instakeywords.com/>
- b. <http://www.seobook.com/join/>

Example of analysis for 1 search query – industry of manufacturing

We want to be > 1,000 hits for any search query. The less specialized the search, the higher the number of hits we want (i.e., “iot devices” at 14800 is good because it isn't specialized and > 10,000 hits).

Once you have a search term with a good number of hits, you want to rank them 1 to 5 on how strong the competition content is when you search for the term in a regular Google Search and then look at the credibility and authority of the top 3 to 5 pages that come up.

For example the query “new manufacturing business ideas with medium investment”.

<https://www.google.com/search?q=new+manufacturing+business+ideas+with+medium+investment&oq=new+manufacturing+business+ideas+with+medium+investment&aqs=chrome..69i57j0l3j69i64l2.697j0j8&sourceid=chrome&ie=UTF-8>

This is a good search term because there are a lot of words and you get 1,300 hits per month. This is the competition:

<https://bestsmallventure.com/manufacturing-business-ideas/> This is an article published in October 21, 2016, and they aren't specializing in manufacturing (only the article). No real competing products and it looks like an online publication. If you write a good piece on your site you may even contact them to be published through them as a featured expert.

<http://www.mytopbusinessideas.com/> Clearly not specialized in manufacturing and it is surprising that they are coming out at the top. This isn't a real competition and you could dominate the search query.

<http://www.profitableventure.com/manufacturing-business-ideas/> This article is published by the same source (different URL) as the previous one. It ranks higher because they have 50 ideas on manufacturing (this can give you an idea of content format) but they are not strong competition in terms of expertise. Their content is very surface-level and wouldn't be of much value to your avatar. If you write out your content carefully you could take over this query and back yourself through your higher-quality content (so that the audience stays on your site as opposed to theirs).

<http://www.expert-market.com/20-new-manufacturing-business-ideas-with-low-medium-investment-in-India/> Very broad article which has many manufacturing ideas and was published in February 10, 2017. This one is marked high because their website has a lot of articles although they don't specialize in manufacturing which means you could compete against them and/or have a guest article if you approach them (which points back to your site and helps with your own ranking). You can see the trends of the top 20, 50, etc ideas helping to win this search query. You may want to consider publishing a few of these list articles and adding more expert perspectives to it to win this search result.

I would rate the competition for this search query at 2 out of 5, 1 being no competition and 5 is almost impossible to break through.

This means that if you publish a strong article with "new manufacturing business ideas with medium investment" and similar wording and potentially include this wording in a couple of supporting arguments you could be in the top 5 if not the top of the google search for 1,300 people every month.

A click-through of even 25% means 275 free visitors a month. Combine this with data from the other queries, and we build a solid machine...

Rinse and repeat this analysis for each keyword combination you selected based on the number of hits.

Google KeyWord Planner Account

When creating your Google Ad Word account, you can carefully click on skip guided tour to avoid creating a paid ad. If you miss this step, then you can't go back (which is what happened to me – I didn't know this before).

"When signing up, you CAN create the account (and use keyword planner etc.) without entering billing info, BUT you have to be super careful not to pass too far into the process, or you will be stuck, and the only way of

getting the account started is to enter billing.

It's the first page or two of sign-up, but instead of clicking the continue button at the bottom after you fill out some info, you have to click the link at the near top that says "skip guided setup" THIS IS THE KEY. "

Here is the link: <http://adwords.google.com/KeywordPlanner>.

You can always go to your KeyWord planner through the menu in the Google AdWords account.