SEO Made Simple

Wordtracker's Free SEO Guide

Mark Nunney

W Wordtracker

Contents

The Wordtracker Academy

Free articles, case studies, tips and tricks to help you grow your online business through effective keyword research, pay per click advertising and search engine optimization (SEO).

We've commissioned some of the world's best online marketing and SEO professionals to be your guides.

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Need help with your online marketing?

We're here to help, so if you've any questions about this book or your search marketing strategy, we're happy to answer your questions. Just email support@wordtracker.com

It's now impossible to ignore online sales.

Introduction: SEO Made Simple

SEO (search engine optimization) is the process of maximizing a website's 'organic' (non-paid) visits and sales from search engines. There are two forces that make SEO crucial to your business in today's economic climate:

1) More consumers and businesses are researching and making purchases via search engines. It's now impossible to ignore online sales.

2) Challenging economic conditions make it important to find new and cost effective ways of marketing and selling.

Right now, these forces combine to make SEO a unique opportunity for you and your business. **SEO Made Simple** will introduce you to search engines and how to get the most visits and profit from them.

In this guide, which is a summary of the detailed principles and processes given in the 329 pages of my new book, SEO for Profit, you'll learn the basics of SEO including how to find the right keywords using the Wordtracker Keywords tool and how to test their value using PPC (pay per click) advertising.

You'll learn all about keyword niches, so you can get enough results to make a profit. I'll show you how to categorize and plan your website's structure, and importantly, create quality content that people will want to link to and share.

SEO requires links from other websites and (with some help from Wordtracker Link Builder) **SEO Made Simple** will explain how to find and organize your link prospects into 10 link building strategies: from targeting bloggers to social media sites.

You'll also discover how to promote your link-worthy content to those prospects. Once your site has non-paid visits from search engines you can confidently increase your SEO efforts. This is because you will know which keywords bring your site the best response rates and what your site can beat the competition for.

With **SEO Made Simple** you will learn how to use Wordtracker Strategizer to find and prioritize these most profitable keywords. You'll

learn how to use a range of data including your site's ranking on Google's results pages to plan your SEO.

SEO Made Simple is a no-nonsense overview of how to make SEO profitable.

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LinkedIn

See you at the top.

PS, Throughout this free book and SEO for Profit, I'll show you how to use tools (including Wordtracker's) to save time and improve your SEO.

Wherever possible, I'll give a more manual method but all the tools are either free or available on free trial (there are links throughout to sign-up pages). So it won't cost you anything to discover why they are worth their small monthly cost.

PPS, If you've got comments or questions, please let us know at http://www.wordtracker.com/academy/seo-made-simple-comments
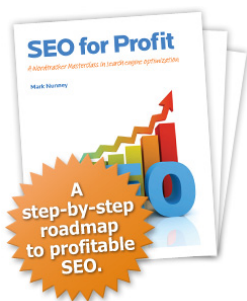
For a more in-depth view, read:
SEO for Profit

What can SEO do for you?

Chapter 1

Sell more stuff online with SEO

In most companies' markets significant sales are either made online or researched online.

Approximately $160 billion was spent online in 2009 (source: eMarketer).

7% of all consumer spending is made online (source: Comscore).

Most of these sales come via search engines.

Influence more offline sales with SEO

An amazing 89% of offline consumer purchases are first researched online (source: Comscore).

Some 7% of retail sales are made online and this proportion is increasing every year.

US consumers who research online for offline purchases

11% Don't research online

89% Do research online

% of retail sales made online

7% Online

93% Offline

comScore
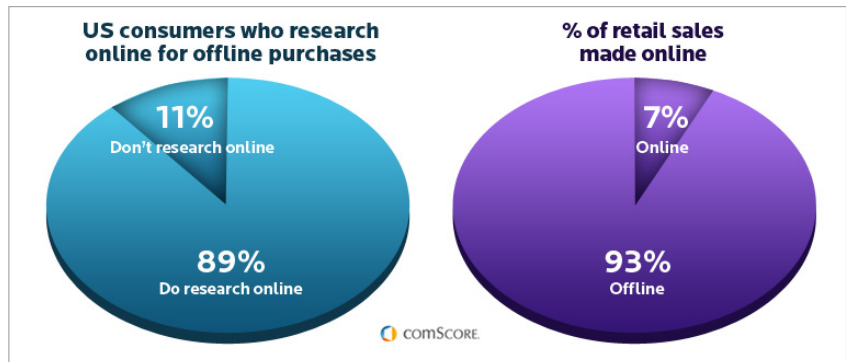
Get your stories read by more people with SEO
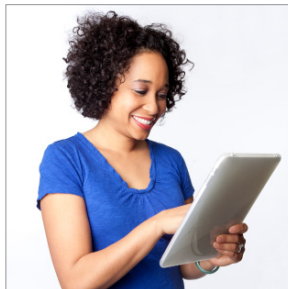
If you want your website content to be read by more people then SEO can help you get it found on search engines.

Keep your job with SEO

Corporate life is tough at the moment with redundancies common. SEO can help your company get the extra sales and business needed for survival and even expansion.

Get promoted with SEO

SEO is an untapped opportunity for most businesses. Being the person that helps your company make the most of that opportunity might help put you on the inside track for promotion.

Get a raise with SEO

Learn SEO as a new skill and you offer new revenue sources to your current and future employers. That makes you worth more money.

Start your own business with SEO

If you are interested in starting your own business then SEO gives you the chance of directly reaching potential customers locally, nationally and even internationally.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

SEO basics

Chapter 2

Keywords

A **keyword** is a word or phrase used to make a search.

In the example below *donuts delivered* is the keyword and Google suggests more commonly searched keywords, such as *donuts delivered to your door*.
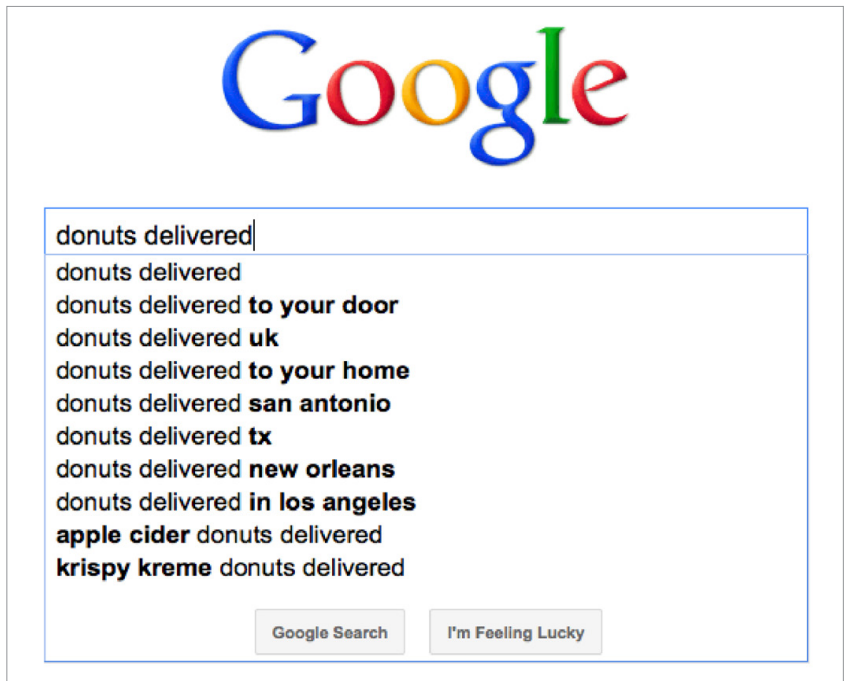
Target keywords

Of the billions of searches made, you need to decide which ones you want your site to come top of the search engine results pages (SERPs) for.

These will be your **target keywords**.

Later we'll look at some online tools that can help you find and choose your target keywords.

Organic and paid search results

The results of my *donuts delivered* search contain lists of both paid-for (pay per click – PPC) and free (aka organic) website pages. These paid and organic listings are highlighted on the image below.
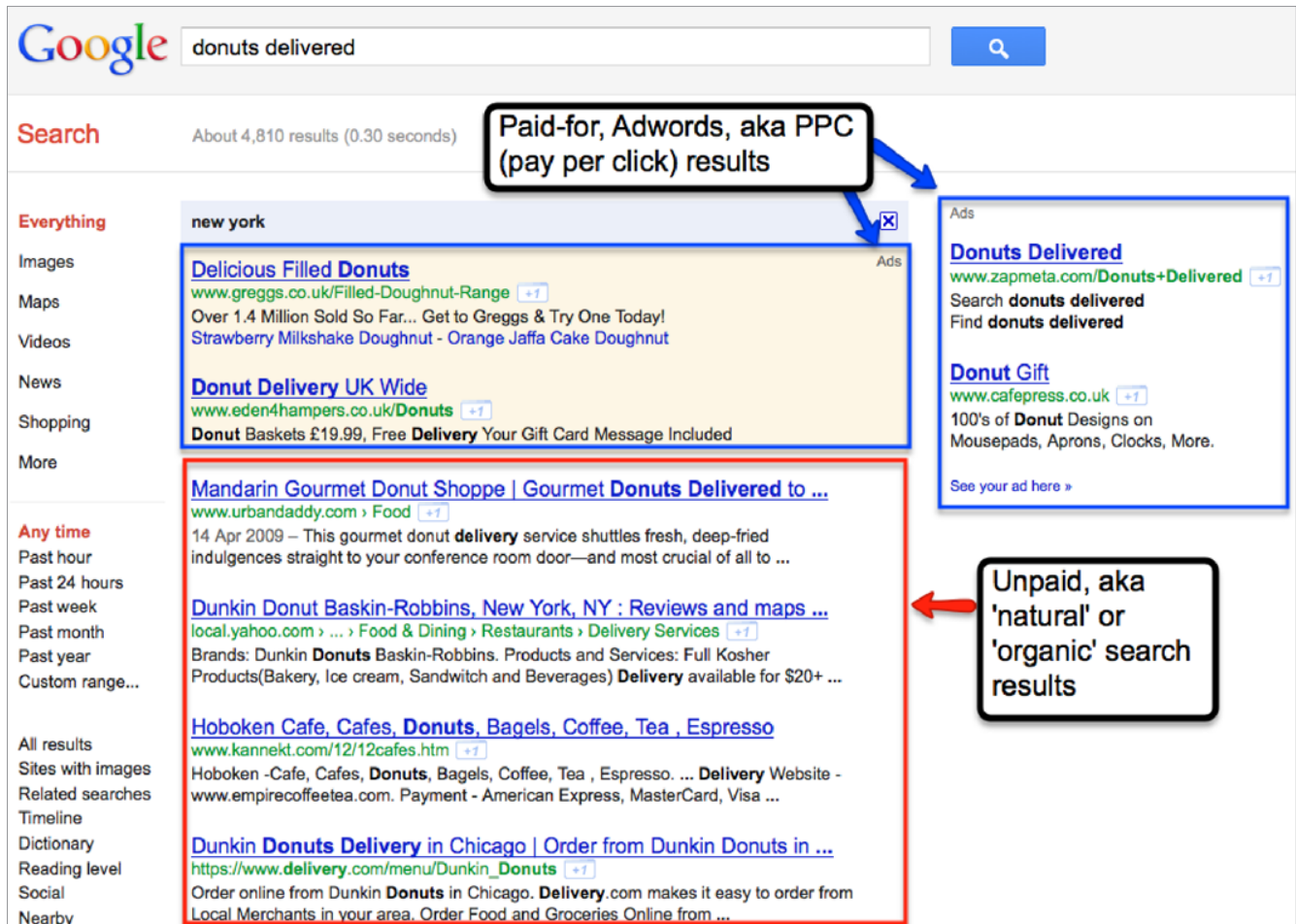
SEO will help you improve your site's position in the organic search results.

How search engines work

If you understand how a search engine works then you have the foundation for getting your website to the top of the search engines' results.

Let's take a simplified look at how a search engine works:
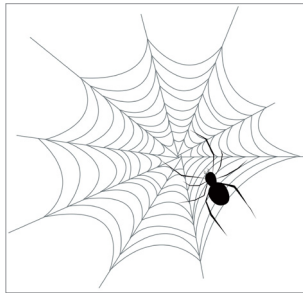
Crawling

Google visits billions of website pages.

Google finds more pages by following (crawling) the links it finds on those billions of pages.

Indexing

Google stores the information it finds in its index.

Google's index is like a huge filing system for all the pages it finds.

Matching

When you search for *donuts delivery* Google searches its index for all the pages containing *donuts delivery*.

Typically, Google will find thousands, even millions, of matches for a search.

The image below shows there were 6,620,000 matches for a *donuts delivery* search.

This means that 6,620,000 pages are competing to be shown on the first results page for that search and have a chance of being visited.

If your site does not at least contain the words in a search then it is not even in the race to be found for that search.

Google must then decide what order to display its results in.

Ranking

Google uses over 200 factors to decide what order to display the matching pages.

Each matching page is scored for each of the 200-plus factors and the scores totaled.

The total score is then used to rank the matching pages and decide the order the results are presented on the search results page (highest at the top).

This video with Google's head of webspam, Matt Cutts, gives Google's own simple introduction to the basics of how Google works.

Ranking factors include (for each page) ...

On the page

• How often the keyword - for example, *donuts delivery* - is used on the page

• Do the keywords appear in the page title and the URL (example below)?
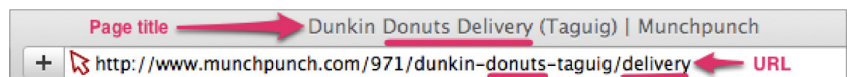
• Does the page include synonyms (words that have a similar meaning) for the keyword?

On the site

• Is the page from a high quality website, or is it low quality or spam?

• How many links from other pages and sites point to the page (and how important are those links)?

• The use of the search query (keywords) in the anchor text of any links pointing to a page. Anchor text is the actual words you click when following a link. Like these words which link to the Wordtracker Academy.

User behavior

• The percentage of searchers that click through (clickthrough rate – CTR) to each listed page.

• The percentage of searchers that, once they have clicked through to a page, come straight back to the search results.

Social reference

• How much (and by whom) a page is referenced on social sites like Facebook, Twitter and Google+.

• Whether or not others in a searcher's social network have shown a preference for a page (giving personalized results).

Local

• The location of both the searcher, the web page and its business if it's deemed the search query deserves a local result.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

Wordtracker helps you find the best keywords for your pages.
Take a free trial

The long tail
of search

Chapter 3

The different combinations of words used [to search with] are almost endless, with 20% of keywords used each day being either unique or not used for six months.
Source: Google

The long tail of keywords

The long tail of keywords is the vast number of different keywords used on search engines.

So many searches are made with long tail keywords that the number of searches made with popular 'head' keywords is insignificant.

Consequently, the long tail offers more potential for profit than the head.

The image below shows monthly organic search engine visits numbers for three different sites.

Organic search engine traffic for three sample sites

■ Visits

Site A	307408
Site B	172116
Site C	124069
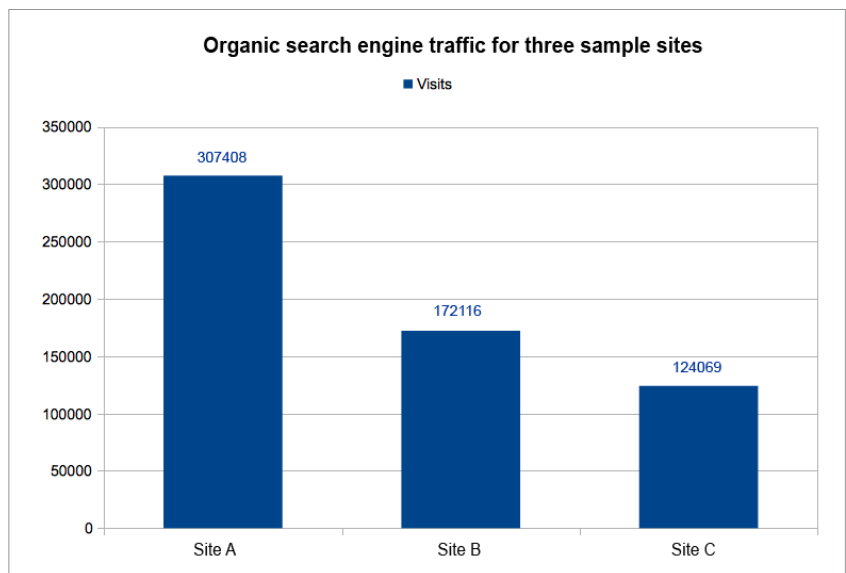
Here are the figures showing how many different keywords were used for those visits:

Site A: 307,408 visits via 177,305 keywords (57%)

Site B: 172,116 visits via 104,670 keywords (61%)

Site C: 124,069 visits via 66,590 keywords (54%)

That's a lot of different keywords.

That's the long tail of keywords.

83% of 66,590 different keywords bringing traffic to a site, brought just one visit.

83% of Site C's 66,590 keywords brought just one visit.

That's the long tail of keywords again.

Google says:

"The different combinations of words used are almost endless, with 20% of keywords used each day being either unique or not used for six months."

We've said that SEO needs target keywords.

But clearly we can't target over 66,000 different keywords.

So we target groups of keywords ...

... keyword niches

A keyword niche is a group of keywords containing a single 'seed' keyword

Eg, not just *donut recipe ...*

... but all keywords containing *donut recipe ...*

... including some of the suggestions shown by Google in the image on the left.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

SEO for new sites

Chapter 4

Where to start with SEO'ing your brand new site? Here's a simple SEO process for planning that site and finding appropriate keyword niches to target.

What is SEO?

SEO (search engine optimization) is the process of attracting organic (ie, non-paid or PPC) search engine traffic in order to push your website up the SERPs (search engine rankings pages)(in other words, get to the top of Google or Bing). In this chapter we'll be giving you a simple process for finding and using the keywords that people actually use to get your site to appear more often in SERPs.

The process

Your site will have three layers to its structure: a home page, category pages (homes for content about different subjects) and content pages (which contain articles, posts, product information, etc).

The process has the following four stages:

1) Identify the site's Target Niche

2) Find Target Sub-Niches for category pages

3) Find further Target Niches for content pages

4) Find Target keywords for each page

Let's look at each of those ...

1) The site's core Target Niche (and home page)

Keep things very simple when starting keyword research for SEO for new sites.

First find a single keyword that summarizes your site's target market. So, if you are selling luxury chocolate then you might use chocolate.

You can use that single keyword to start your keyword research. This is your site's **core Target Niche**.

Start finding keywords to target with Wordtracker's Keywords tool.
Try it free for 7 days
or for more info, email
maria@wordtracker.com

Keyword research tools like Wordtracker Keywords and the Google Keyword Tool make it easy to find keywords to target because they give you direct access to large databases of real searches made on search engines.

I'll use the Wordtracker Keywords tool here because it gives us:

- Access to both Google's and Wordtracker's databases of real searches. (Wordtracker's data comes from two smaller search engines, Dogpile.com and Metacrawler.com)

- Measures (metrics) of the size and quality of the Competition (competing websites) that must be beaten to get visits via the keywords shown.

- The ability to save target keywords in Lists in Projects and Projects in Campaigns. Lists and Projects can be developed over time and used to plan your website's structure and its PPC campaigns.

- Tools to track our site's ranks on Google search results pages for up to 100 target keywords.

- Tools to help write Google-friendly metadata (such as title tags and descriptions) for pages, using saved target keywords.

- Site audit tools to find potential SEO problems on your site(s).

You can take a 7-day free trial of the Wordtracker Keywords tool at https://www.wordtracker.com/trial There's no contract and you can cancel at any time in the first week and pay nothing.

Let's get started. In Wordtracker Keywords, first click the Keyword Research tab and Create a Campaign:
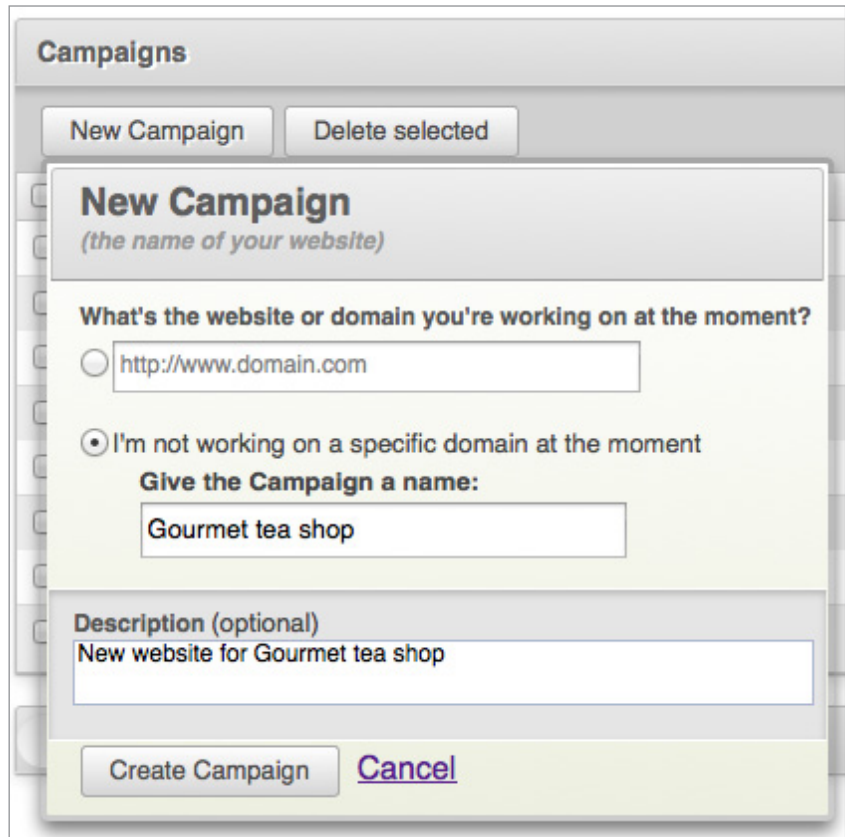
You'll then be taken to the Dashboard, from where you can create a Project by clicking the '+' button on the Keyword Research box on the left. Name your project carefully. Ideally use your site's core Target Keyword Niche, as discussed above. Eg, if you are selling gourmet tea then use *tea.*

This is because the name will automatically be used to start finding possible keyword Niches to target.

Your project name will also be used as the default (you can change it later) target keyword Niche for your site's home page. You'll see this is part of planning the site structure that follows.

New Keyword Research Project
(the subject of your research)

Give your project a meaningful name

tea

This name will be the starting point for this piece of research, so if your site sells chocolate - start with 'chocolate'

Choose a territory to base your work in

US ▾

Description (optional)

Create Project   Cancel

Keyword research has long been used to plan a site's structure. But Wordtracker's new keyword research tool now takes this to a new level of convenience - it integrates your keyword research process (not just the results) into a visual site map.

You can use the tool to plan the detailed structure of your site. To illustrate the point, the following image shows a simple site structure with a home page, linking to category pages and then content pages.

Going back to planning our new Gourmet Tea site, after creating the Tea Project, the journey to a finished plan of the site's structure (and its matching target keyword Niches) starts with the map view seen in the image on the following page:
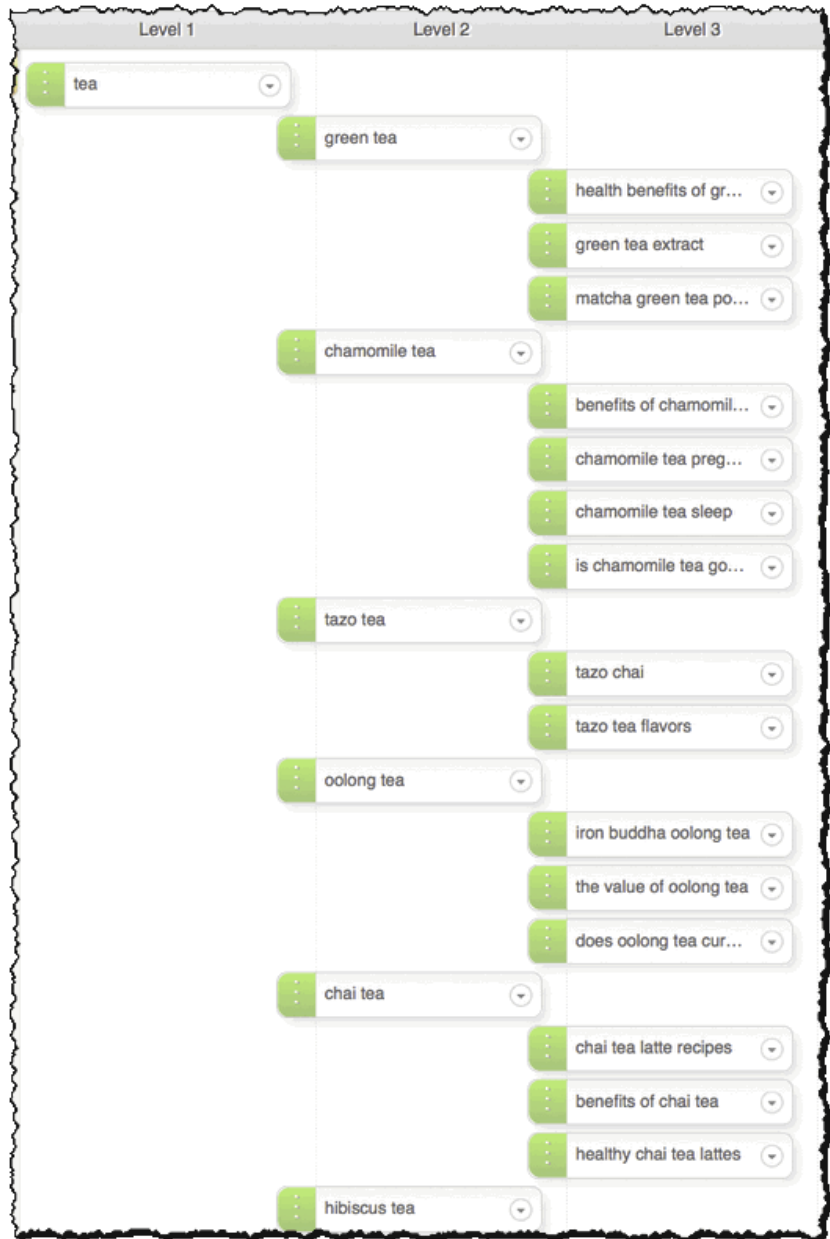
Tea is the site's seed Niche (the core Niche).

And we can see the ***tea* Niche** at Level 1 in the map. Think of tea (Level 1) as the site's home page and core keyword the home page will target with SEO (although we'll likely refine that later to something less competitive as this is a new site).

The left-hand column in the image above is a collection of 'Unassigned Niches' the tool has suggested for consideration. If we are interested in them, we can use them for further keyword research or as Target Niches (and therefore pages on the site).

2) Find Target Sub-Niches for category pages

A site's content should be organized into categories, aka different subjects. For example, a gourmet tea site might have categories for 'tea gifts' and another for 'how to make tea'.

Each category has a category page that lists links to relevant content. These category pages are the next level (Level 2 in your site's structure). Each is a Target Niche.

Let's continue planning our gourmet tea site's structure by finding its category pages' Target Niches …

'Go inside' the *tea* (home page) Niche by clicking its dropdown arrow (on the right of its icon) and then 'Open Keyword List' (we'll refer to this as visiting a keyword Niche's List).
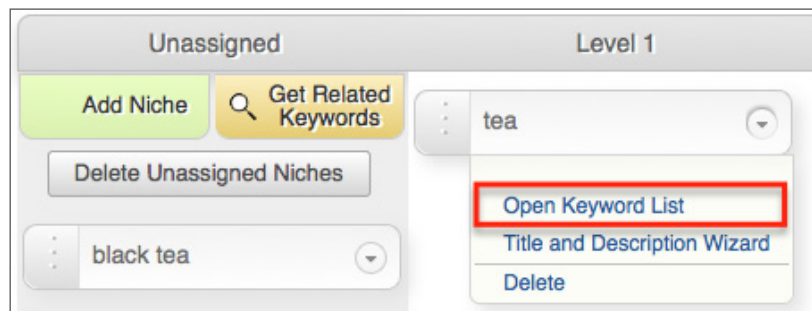
The result is a search of Wordtracker's database of real searches using the Niche name as the seed keyword. The image below shows the 10 most popular (of 2,000) keywords containing *tea*.

We'll look below at how to refine that list to find Targets. First, here's a guide to the main features of the Wordtracker Keywords tool report above:

Tabs

- **Wordtracker.** The volumes in this column are taken from Wordtracker's database of hundreds of millions of searches. It constitutes just under 1% of US search for the last 365 days. The keywords are shown exactly as they were entered into a search box by a human searcher.

- **Google.** This tab will show Exact Match volumes from the Google AdWords database. The numbers shown are from the last available month's data. The keywords are presented by Google according to their search popularity and whether Google considers them relevant (ie, synonyms and other related words).

- **Related Search.** The Related Keywords tool mines existing websites for keywords related to your seed keyword. You'll see up to 300 suggestions every time you use it. Wordtracker

doesn't report on search volumes or competition for these keywords as they're for ideas and inspiration rather than hardcore research.

Table columns

- **Volume.** The Volume column gives an indication of relative search popularity - the higher the number, the more heavily searched the keyword is. Look at this number as a relative value within the Niche, as volume figures will vary from market to market.

- **Competition.** Gives an indication of the amount of competition that already exists for a keyword. The Competition figure is based on the number of pages directly optimized for each keyword. The higher this number, the more competition there is.

- **Live Competition.** Compiled on request, the Live Competition figure gives a measure of the strength of the competition you face. Live Competition is based on not only the number of competing pages, but also how well the top ten competing pages are optimized. The higher this number, the stronger the competition is. Live Competition is presented for up to 30 keywords at a time.

- **KEI (Keyword Effectiveness Index).** A measure of the potential a keyword may have, based on the relationship between Volume and Competition. The higher this number, the better potential a keyword is likely to have.

- **Targets.** Targets are a good way to track keywords you are interested in. Click the 'Target' icon to target a keyword; click it again to untarget a keyword.

- **Add Niche.** Grow your keyword map with a single action by clicking on the 'Add Niche' button for a keyword. A Niche based on that keyword will be automatically placed on the keyword map and the keyword List compiled automatically.

Right column

- **Filter Keywords.** Show or hide keywords that contain or

don't contain certain words, or that have certain Volumes or Competition figures. Filter by Targets to see keywords that have interested you, or filter by Questions to see what people in your Niche are asking in search engines.

- **Targeted Keywords.** Shows a list of keywords that you have chosen to target. Click the red icon by each keyword to untarget that keyword.

- **Sub-Niches.** Shows a list of Niches that already exist on your keyword map for the Niche you are viewing.

Build a shortlist of Targets

Now let's find some Target Niches for category pages for the site …

If you see any Potential Target Niches:

- Click their grey 'Targets' buttons (they'll become red).

- You'll see them get added to the 'Targeted Keywords' list (at the bottom of the right-hand column).

We're using the Targets feature to build a temporary shortlist of Potential Targets. When you choose your actual Target Niches, click 'Add Niche' (we'll get to that in a short while).

☐▼	Showing 800 of 800 ❓	Volume ▲ ❓	Competition ❓	KEI ❓	Targets ❓	Add Niche ❓
☐	tea	135,000	80	55.6	◎	⊕
☐	tea party	90,500	70	57.6	◎	⊕
☐	green tea	33,100	70	53.6	◉	⊕
☐	benefits of green tea	33,100	50	61.8	◎	⊕
☐	bubble tea	22,200	60	56.5	◎	⊕
☐	green tea benefits	18,100	60	56.2	◎	⊕
☐	tazo tea	14,800	50	60.3	◉	⊕
☐	tea collection	14,800	60	55.9	◎	⊕
☐	oolong tea	14,800	70	52.1	◉	⊕
☐	chai tea	14,800	60	55.9	◎	⊕
☐	teas	12,100	70	52.1	◎	⊕
☐	hibiscus tea	12,100	50	60.3	◉	⊕

Keyword

contains

Apply   Add new filter

Targeted Keywords ❓

These are the Keywords you're targeting

- ◉ hibiscus tea
- ◉ tazo tea
- ◉ chamomile tea
- ◉ green tea
- ◉ oolong tea

If you see some keywords' 'Add Niche' buttons are already green (as above) this is because they have already been added as Niches in this Project (you can see them back on your Project's map view).

Use the Filter to show keywords you are not interested in. Eg, keywords containing *tea party*, *boston*, *bagging*, *leoni*. Then delete the results (the unwanted keywords) with the Actions dropdown menu:
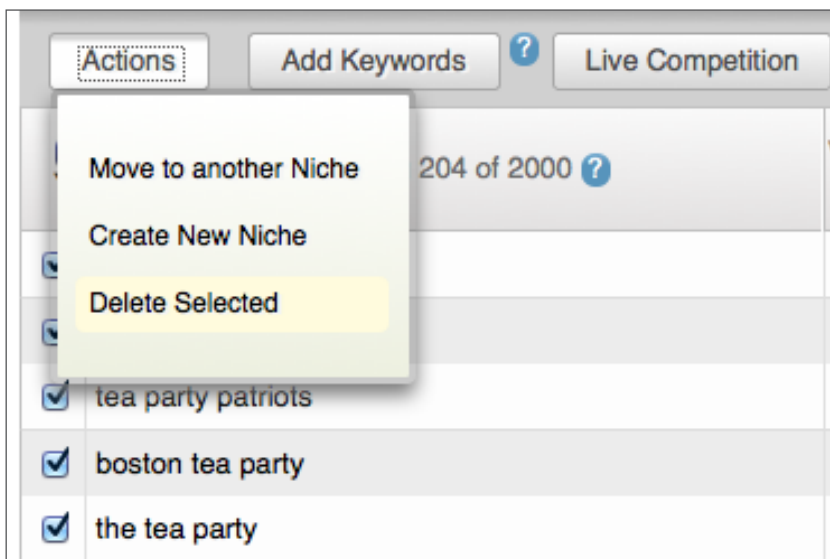
With so many possible keywords (up to to 2,000), as you delete the unwanted, new potential targets will come into view. Again, make any you like 'Targets' by clicking that red button.

Go to the Google tab and repeat the process with results from Google's keyword research tool.

Related Keywords search

Continue building the shortlist of possible Target Niches with a Related Keywords search.

Go to the Related Search tab to find keywords that are related to a List's seed keyword but don't necessarily contain it. For our example tea Niche, we'll find keywords like *pot* and *kettle*.
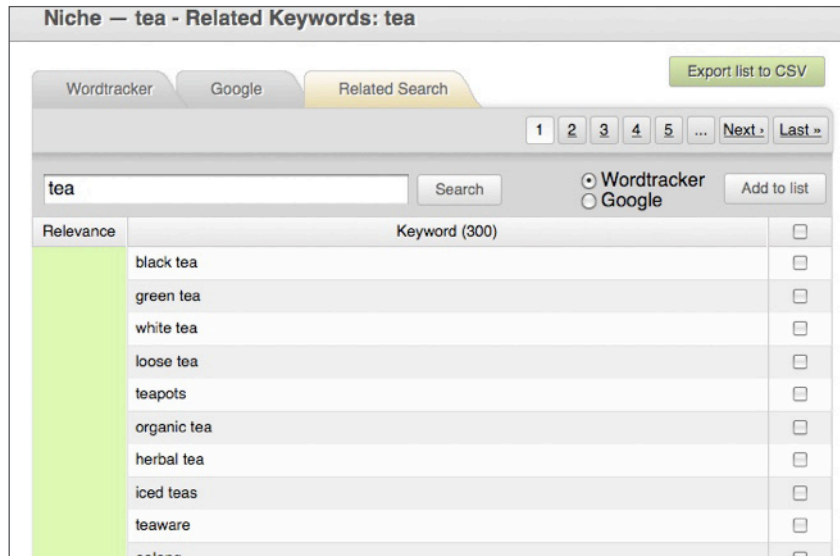
To add any related keywords to the List you are working in, simply check the box in their row and click 'Add to list'.

Choose your Target Niches

For our new gourmet tea website, without trying very hard, I've found a shortlist of 28 Potential Category Page Target Niches (and temporarily made them Targets).

From this shortlist, we must choose those we will first target (or at least investigate further). Here's one way of doing that (the tool is so flexible you can devise your own methods) …

Go to the Google tab.

Use 'Filter Keywords' (top right of page) to show Targets only.

Start for free.
Take a free 7-day trial
of Wordtracker's
Keywords tool at
www.wordtracker.com/trial

... the bigger the market, the more likely it is that smaller, less competitive sub-niches can be found inside it.
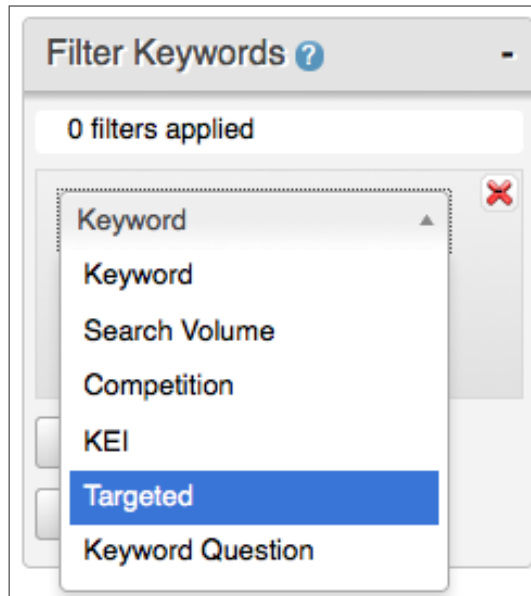
(We're using the Google database because it gives an estimate of the number of searches with each keyword.)

Choose 5-15 keywords (the specific number isn't important but think about how much work you can handle) to be your site's Category Page Target Niches.

Remember we are keeping our process as simple as possible. So, for now, use just two criteria to choose your Category Page Target Niches. (Later, we'll use the more sophisticated metrics when looking for Targets for each page and for pages for articles and other pieces of content):

1) Relevance. How likely do you think it is you can sell your products to those searching with keywords in the potential market's keyword Niche? Eg, can our gourmet tea shop sell *iced tea*, *organic tea*, *japanese tea*, *cream tea*?

2) Volume (number of searches). Big markets offer big potential. Don't worry if you're thinking they may be too competitive – the bigger the market, the more likely it is that smaller, less competitive Sub-Niches can be found inside it (we'll find these when finding Targets for pages).

Save your choices by clicking their 'Add Niche' buttons (which will turn green). See these in the right-hand column in the image below.

Showing 28 of 789 ❓	Volume ▲ ❓	Competition ❓	KEI ❓	Targets ❓	Add Niche ❓
green tea	33,100	70	53.6	◎	⊕
tazo tea	14,800	50	60.3	◎	⊕
oolong tea	14,800	70	52.1	◎	⊕
chai tea	14,800	60	55.9	◎	⊕
hibiscus tea	12,100	50	60.3	◎	⊕
chamomile tea	9,900	50	59.0	◎	⊕
argo tea	8,100	40	63.0	◎	⊕
yogi tea	8,100	60	53.1	◎	⊕

Go back to the map view of our *tea* **Project** and we see some magic has happened. Our chosen Target Niches (those we 'added') are displayed as Sub-Niches on the map:

Unassigned	Level 1	Level 2
Add Niche　🔍 Get Related Keywords	⁝ tea ⊙	
Delete Unassigned Niches		⁝ green tea ⊙
⁝ white tea ⊙		⁝ tazo tea ⊙
⁝ loose tea ⊙		⁝ oolong tea ⊙
⁝ teapots ⊙		⁝ chai tea ⊙
⁝ black tea ⊙		⁝ ginger tea ⊙
		⁝ kombucha tea ⊙
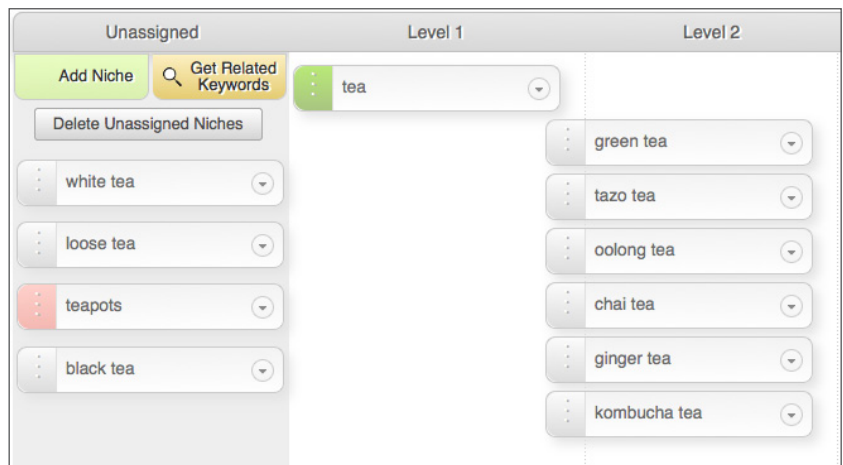
We're starting to build our site's structure …

In the image above, think of the Level 1 *tea* Niche as your home page.

Think of the Level 2 Niches' as category pages that will be home to content and links to other pages about their subjects.

3) Find Target Niches for content pages

For each of those Level 2 niches, repeat a similar process to that for the home page. But this time look for keyword Niches to target with articles

Suggested reading
Here's a classic [quick-start guide to conversion rate optimization](#) with Google Website Optimizer, written by Conversion Rate Experts.

and other pages of actual content (rather than the category page we just found).

This will give us a simple site with three levels (like the one we looked at above): Home page > Category pages > Content Pages.

Other sites might need more levels to their structure to organize their content (and some need less). Plan your site structure to match the size of your ambitions and the level of your resources.

You can use Wordtracker Keywords tool's features in different ways, depending on what type of page you are planning. And you can adapt how you use them (they are very flexible).

Each of the target *tea* Niches we added is a reasonable sized keyword Niche. For example, all keywords containing *green tea*, all keywords containing *ginger tea*. And each will have its own category of content on our site.

Each of those categories needs to link to some content pages (eg, articles, blog posts, collections of photos, whatever is appropriate to your site). We'll choose about five to get started.

Each of those content page targets its own Niche. We can find this further collection of target keyword Niches by looking inside each Category Page Target Niche. This is done by again clicking 'Open Keyword List' (see image in step 'a)' below).

Important: at this stage, **you aren't just looking for keyword Niches to target, you are looking for content ideas**. Always remember that:

- A target keyword Niche is nothing without quality content to attract visitors and links (and so get results from search engines).

- Quality content without a target keyword Niche is a wasted opportunity.

Using *green tea* as an example category page (Level 1 Target Niche), here are some steps to follow to find more Target Niches (Sub-Niches) for content pages ...

As you go through the following process, as above, build a shortlist of Targets (using that Targets button):

a) Search Wordtracker's database for possible targets.

b) Assess the most Popular keywords.

c) Assess the most Competitive keywords.

d) Assess Popularity: Competition ratio with KEI.

e) Get advanced 'Live Competition' metrics for your shortlist of Targets.

f) Consider keywords with high search Volumes and low Competition.

g) Repeat steps a-f with Google data in the Google tab.

h) Choose final target Niches.

We'll now go through those steps using green tea as our example target market.

Wordtracker's tools are very flexible. You may find other methods that work well for you - this process, however, will enable you to find the Niches and keywords to set up your site effectively.

a) Search Wordtracker's database for possible targets

On the Project map view, click 'Open Keyword List' for the relevant Niche.
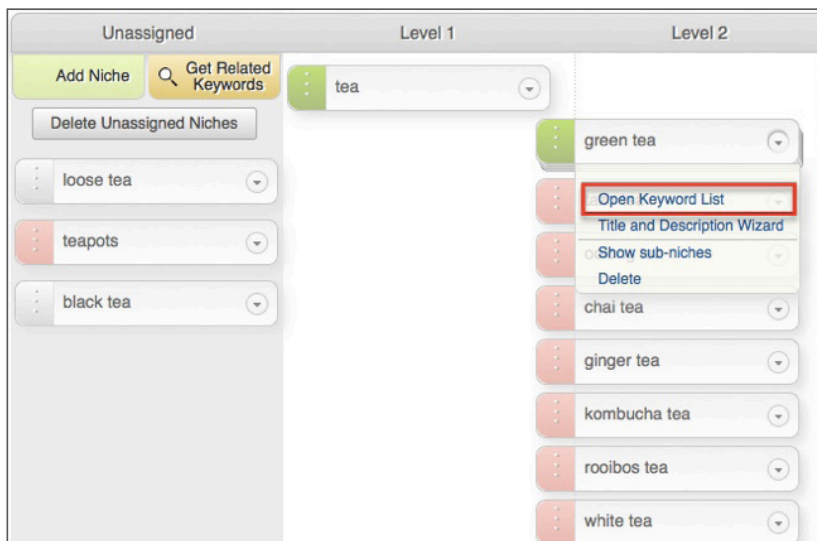
It makes little difference how popular a keyword is if you can't beat the competition for it.

The following image shows the first 10 of 2,000 results from this search.

Many of the keywords listed in your results will be potential targets. You can prioritize the most promising using the following steps ...

b) Assess the most Popular keywords

As the list above is sorted by Volume, the keywords we can see are the most Popular (meaning they are searched with the most).

c) Assess the most Competitive keywords

It makes little difference how popular a keyword is if you can't beat the competition. So you need to find out about the pages you'll have to beat if you want to be found on search engines for your target keywords.

We'll do that in more detail below in step (e) but for now we'll use a simple-looking but smart metric (Competition) to see the keywords that have the most serious competition to beat.

Sort your report by the Competition column by clicking 'Competition' to put the high numbers at the top. A high number means there is a lot of tough competition to beat.

Study these toughest of keywords. Wise warriors choose their battles carefully so don't go competing for these exact keywords without a good reason to think you can win.

d) Assess Popularity: Competition ratio with KEI

Sort by the KEI (Keyword Effectiveness Index) column. KEI metrics combine Popularity (Volume) and Competition metrics into one new (KEI) value. You can use KEI numbers to choose which keywords might be the best to invest in.

Keywords with high KEI scores are interesting.

e) Get advanced 'Live Competition' metrics for your shortlist of Targets

Filter to show your (possible) Targets. For our example, I easily found 32 possible *green tea* Targets.
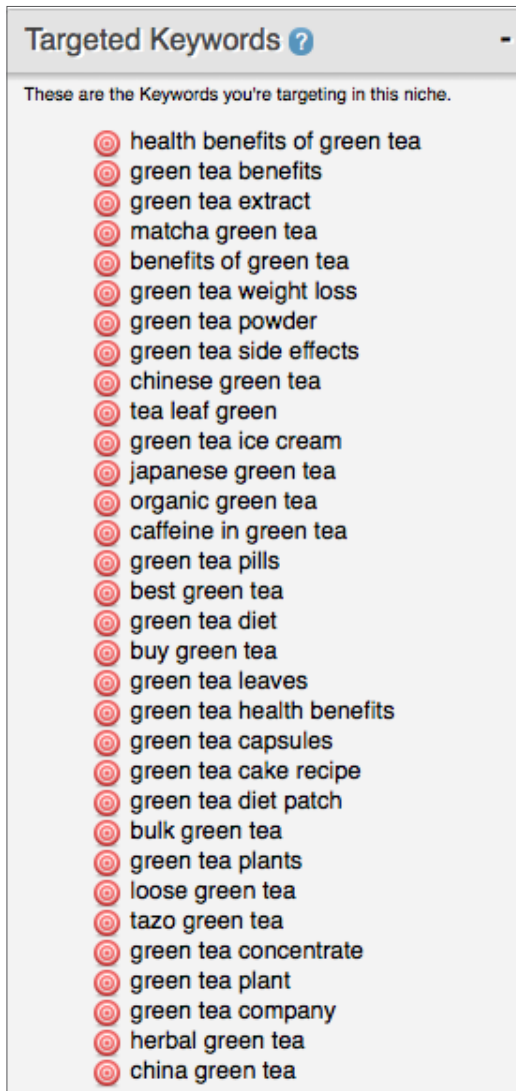
Click the 'Live Competition' button.

The 'Live Competition' metric takes assessing the competition for a keyword to a new level of usefulness. For each of the top 30 keywords in your List, Wordtracker Keywords finds the top 10 pages on a Google search results page and uses a detailed algorithm to assess how optimized they are.

So you'll know how hard it is to beat the competition you actually need to beat (the current top 10) if you are to get any results for a keyword. You need to beat the top 10 because only then will your site be on the first page of results and get significant visits.

Low Competition numbers are good (because they are easier to get results for).

f) Consider keywords with high search Volumes and low Competition

If a keyword has low Competition then you have more chance of beating the competition, ranking well, and getting some visits to your site.

And if there are a lot of searches made with a keyword (Volume is high) then ranking well will bring lots of visits.

So ideally you want to target keywords with a high Volume and low Competition. Or a good ratio of Volume to Competition (meaning, for example, that a very high Volume would make targeting a higher Competition keyword more interesting).

KEI uses a set formula to help you find keywords with an interesting Volume : Competition ratio.

But with the Keywords Filter you can build your own 'formula', filtering your List for whatever levels of Volume and Competition are relevant to your List's results.
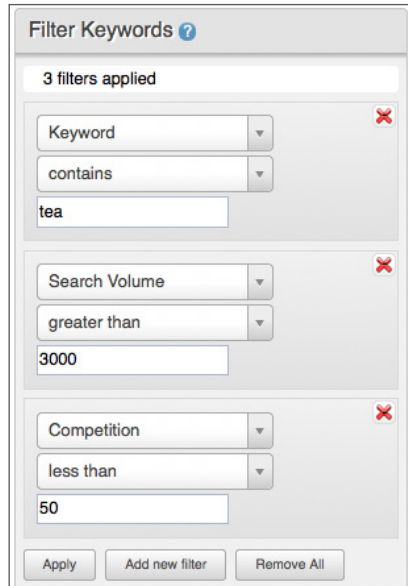
If you're already working with a heavily filtered and subsequently short list of possible target keywords then you might not need the filter. But it's perfect for long lists and can be used to explore a keyword Niche for potential targets at any time.

g) Repeat steps a-f with Google data in the Google tab

Now go to the Google tab and repeat the process with Google data. This is worth doing for two good reasons ...

All keyword research tools use samples of real searches and so have different keywords and numbers in them. This means you might find different keywords to consider targeting.

Finding the same keywords using two sources of data is strong verification you've found a 'winner'.

h) Choose final Target Niches

Review your shortlist of possible Targets.

Try to save a range of different types of keywords to help you create a range of interesting content. Remember you are planning a website that needs to interest its visitors.

Click 'Add Niche' next to the five (not an exact number) you think are most appropriate to create content for and get results from search engines with.

Go back to the map view of the Project and we see that magic again - the Niches we added appear as Sub-Niches of the *green tea* Niche.
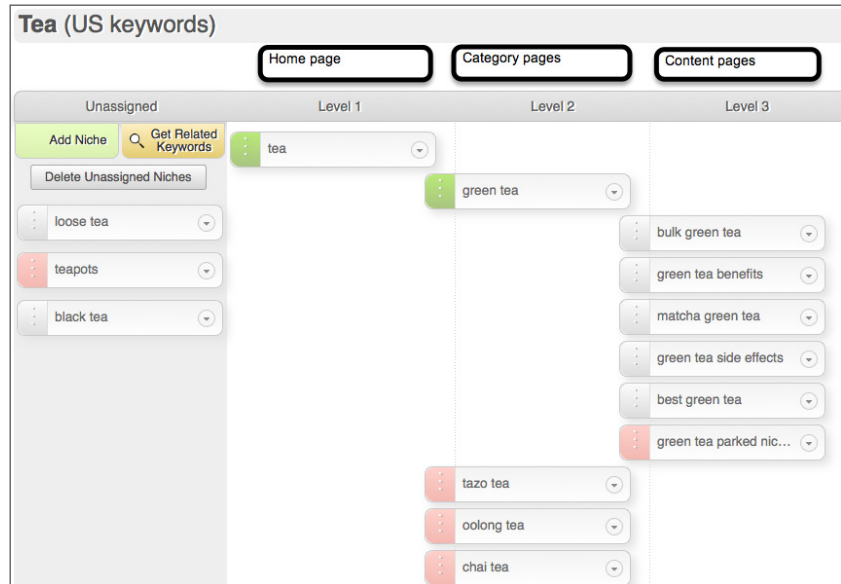
Now repeat the process for each category page (aka Level 2 Niche) in your site's structure.

You'll end up with a well-planned, well-structured website.

Advanced tip: In the above image, you'll see one of green tea's Sub-Niches is called green tea parked. I created this Niche to list and research Niches I might want to add content for later. This is possible because, from within any Niche's list, a keyword can be moved to another Niche's list.

4) Find Target keywords for your pages

There's an important job left to do. Each page is targeting a keyword Niche but we need to take our planning to another level of detail and find some specific keywords for each page to focus our SEO on. Here's how ...

For each page (starting with your Level 3 Content pages) ...

- Click on Open Keyword List on the page's Niche, as shown in the flat view:
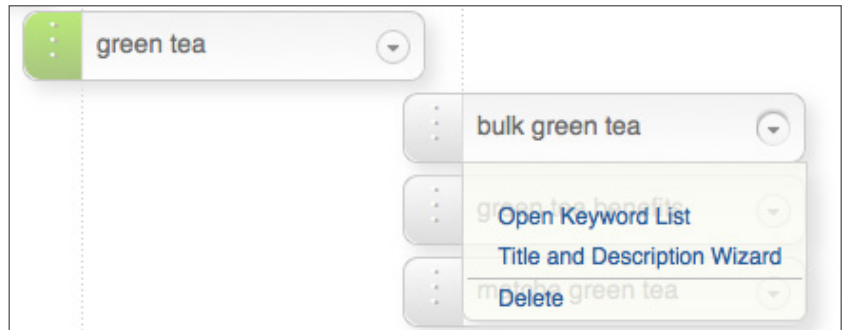
- Use Volume, Competition and KEI metrics to choose Target keywords for the page (just as we used those metrics above to find target Sub-Niches for our category pages.

- Click the red Targets button next to those you choose.

- Although we recommend you focus a page's SEO on just two keywords, save as many relevant targets for a page as you like (up to 10 is good guide).

Try Wordtracker Keywords free for 7 days

That's a quick overview of how you can use the Keywords tool to find your site's Target Keyword Niches and plan your site structure. There's lots more to discover - find out for yourself by taking a free 7-day trial.

We've only just begun

Keyword research often stops here. After all, you're busy, you've got lots of other stuff to do and you've found your target keywords, right?

Stopping too soon is a mistake a lot of novice marketers make. We've only just begun, so don't stop yet.

The serious work is coming up, starting with verifying and updating your keyword research with real traffic and response. After we've created the first content for our site, we'll do this in two ways:

- PPC will prove the existence or otherwise of the searches that keyword research has reported.

- PPC visits will give real response rates for your site with those target keywords.

Only then will we start seriously optimizing pages for organic searches.

Create first content

Build a page for each of your chosen Target Niche on the map view (home page, category pages and content pages).

If that's five keywords for five target markets then you'll be creating 25 pages (plus category pages).

These pages are needed for PPC testing. Let's call them 'landing' pages as they're the pages where visitors land on your site.

They don't have to be the perfectly designed pages you'll use later for your organic SEO and other visitors. I'll call those your 'editorial' pages.

Your PPC landing pages should be built with the objective of getting a response from your visitors (whether that's a sale, harvesting the visitor's email address, or simply getting the visitor

to navigate to somewhere else on your site).

I recommend building landing pages for PPC testing first because:

- They can be built quickly and cheaply.

- You can create a template and make small adjustments for each page.

- They can be built for response, whatever that is, on your site.

- If results for a keyword are poor and you decide you don't want to target it then your costs for finding that out will have been minimized.

We're working at maximum speed and minimum cost to get the results you want – a list of keyword Niches that are likely to bring good results if we invest in them with content and SEO.

More help with maximizing response

To learn more about how to maximize response on your landing pages, try the following (highly recommended) resources:

Conversion Rate Experts http://www.conversion-rate-experts.com

GrokDotCom http://www.grokdotcom.com

Test with PPC

You should test your new site's target keyword Niches before you invest significant money in optimizing your site.

There are two reasons for using PPC advertising to test keyword Niches …

1) To prove that your new site's keyword Niches are searched with as often as the research tools predict.

Pay Per Click (PPC) advice. For a closer look at PPC, try Ian Howie's Wordtracker Masterclass: Google AdWords PPC Advertising

If a keyword Niche is much smaller than predicted you have to decide whether or not it's still worth investing in. Perhaps you'll still invest, but do less work.

2) To ensure that those searching with your target keywords are interested in whatever your site is offering.

If a keyword Niche delivers little response you can drop it from your targets list. You'll have saved a lot of money and effort that you might otherwise have invested in trying to optimize your site.

If a keyword Niche passes these two tests you can invest in SEO to try and beat the competition on the organic search engine results pages (SERPs).

The principle and process are simple:

- Use Google AdWords to bid to have your adverts displayed to those who have searched with the keywords you're targeting.

- Use the AdWords impression metric to see how popular your different target keywords really are. An 'impression' means your advert showed when the keyword was searched for. You'll be able to compare this figure with the predictions from your keyword research.

- Make sure your PPC bids are high enough on results pages to get your site some visits.

- If those visitors don't respond on your site and you're sure your marketing isn't the problem then choose new target keywords.

- If those visitors do respond, start to invest in some SEO for your target keywords.

If you've got comments or questions, please let us know.

Analyze your site's visitors with Google Analytics

Chapter 5

Google Analytics (GA) is a free service offered by Google that generates detailed statistics about the visitors to your website.

Google Analytics can help you find out how many visits your site gets from different sources of traffic, including:

• Direct (from bookmarks and address bar 'type-ins')

• Referrals (from other websites)

• Campaigns (for example, Google Analytics will track your email marketing)

• Search engines (including both paid and non-paid traffic)

Google Analytics gives a simple summary in a pie chart:

All traffic sources sent a total of 114,258 visits

■ **52.83% Search Traffic**
60,365 Visits

■ **14.35% Referral Traffic**
16,401 Visits

■ **19.06% Direct Traffic**
21,775 Visits

■ **13.76% Campaigns**
15,717 Visits
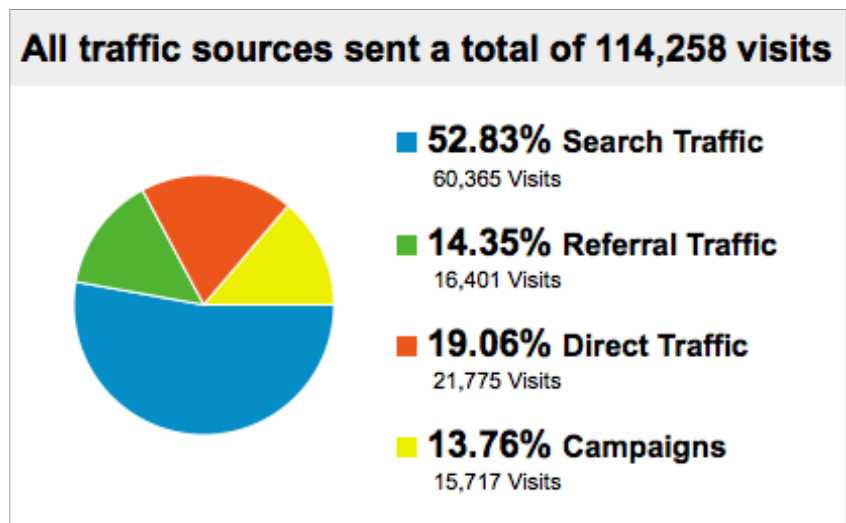
Paid search engine traffic should be studied and reported separately from non-paid (organic).

On the following page is a Google Analytics report showing organic search visits:
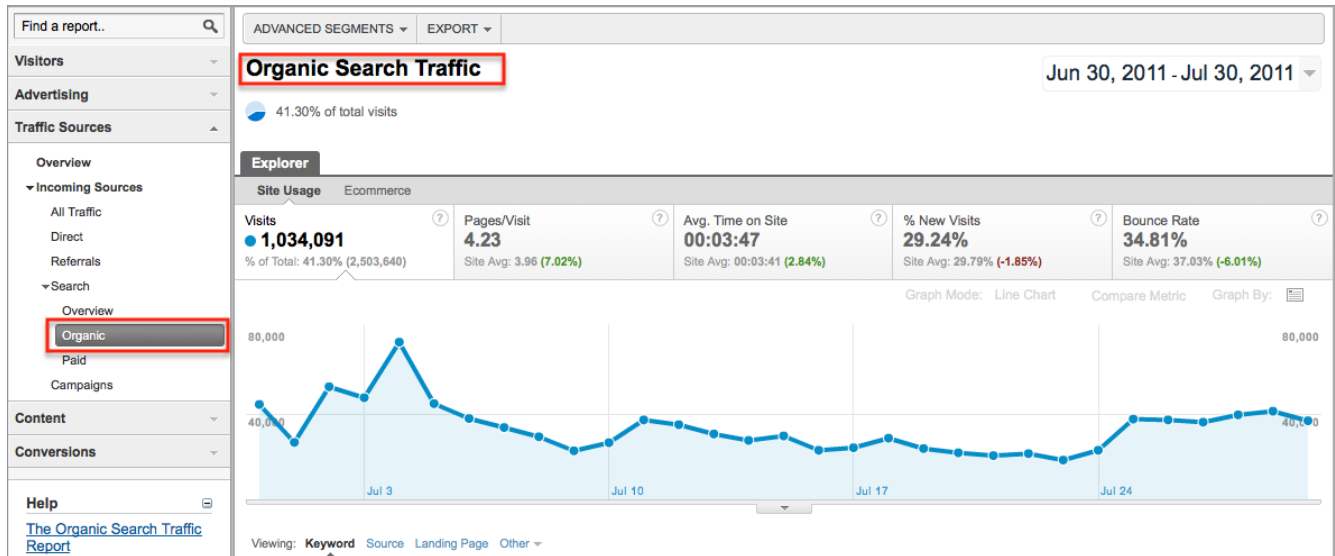
Use the above 'keyword' report to find out:

• how many organic search engine visits are from searches that contain your own brand name as part of the keywords

• how many do not contain your brand name

For Wordtracker websites, a user searching Google with *Wordtracker* is making a brand search. We would also say that someone searching for *Keyword tool World Tracker* was making a brand search, even though they'd spelt the company name name wrong!

This is important because it should be easy to get to number one on Google for searches containing your own brand's name. So you shouldn't need any SEO for that job. Also, the searcher must already know about Wordtracker's existence.

Because your site would have got those own-brand visits anyway, non-own-brand visits (let's just call them 'non-brand' visits) are a better measure of SEO success.

However, SEO is also interested in brand search reports because they give an indication of how established the site and its brand are with searchers. Sites without established brands will have to work a lot harder for success than those with.

Always look for success you might build on.

Indeed, establishing that brand online is becoming a requirement for significant SEO success in most competitive markets.

To see a report of non-brand visits on Google Analytics (GA), use the advanced filter to **Exclude** keywords **Containing** your brand name. The following image shows this being done for two spellings of Wordtracker:
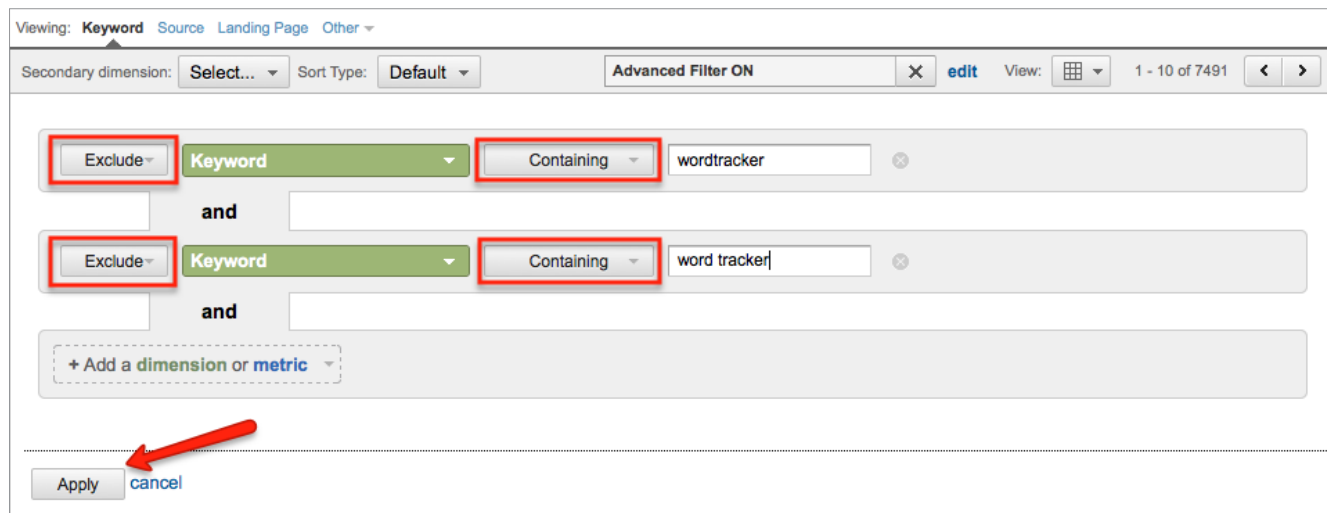
Conversely, to see a report showing brand keywords only, use **Include** rather than **Exclude**.

Response rates for different traffic sources

You should use Google Analytics to look for groups of visitors and types of keywords that your site gets results for. Then look to see what their different response rates are. Always look for success you might build on.

Start at the 'All Traffic' report. See image on left:

In Google Analytics you can set up goals that you would like your visitors to meet. And you can set up Ecommerce tracking, so you can see how much your site is selling.
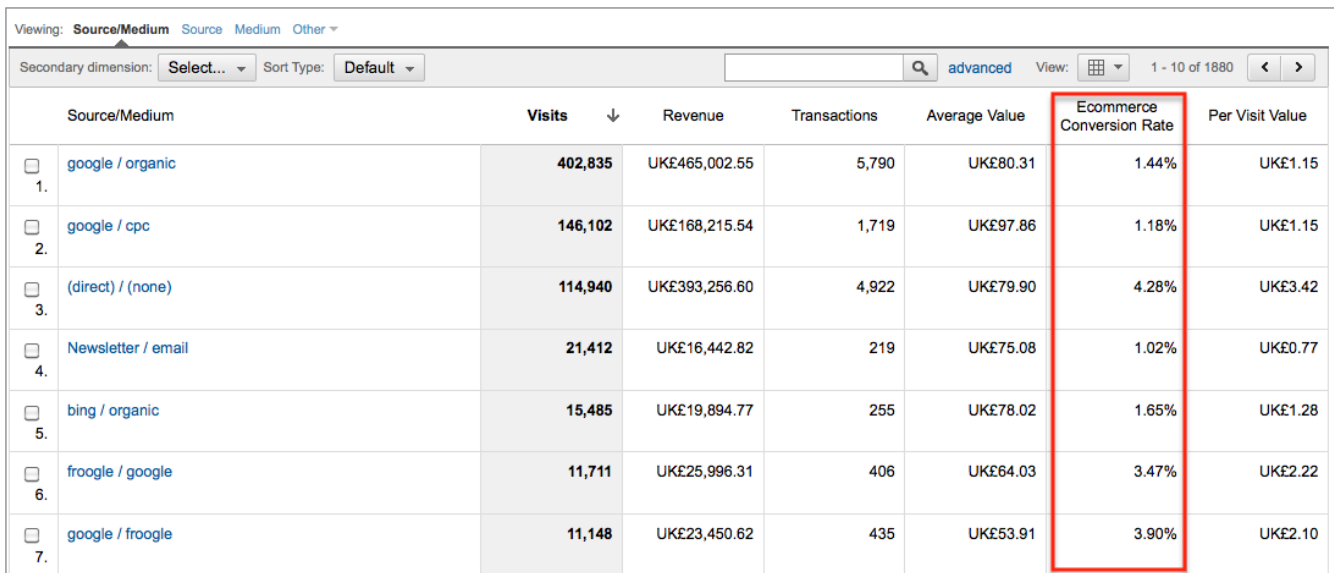
On most Google Analytics reports, you have the option of choosing to see how the different sources of traffic shown perform for different set Goals or Ecommerce (assuming you have set it up).

It is your site so you will need to decide what response you want to get.
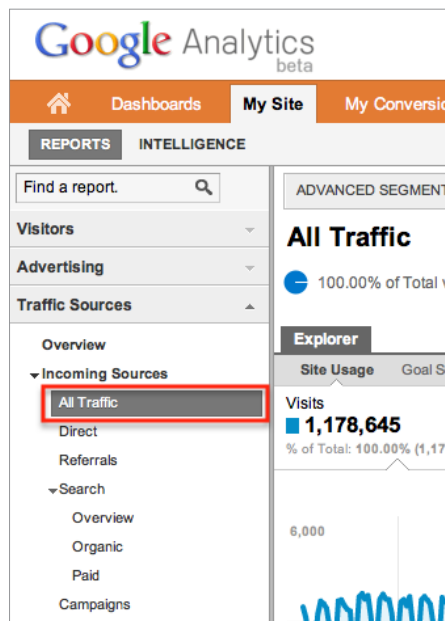
You'll have to configure your response into your Google Analytics (GA) account where it will be called a Goal. If your site sells stuff then you should set up e-commerce tracking. If your site runs Google's AdSense ads then you'll want to measure AdSense response.

The image below shows the ecommerce conversion rates for some different traffic sources:

	Source/Medium	Visits ↓	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
☐ 1.	google / organic	402,835	UK£465,002.55	5,790	UK£80.31	1.44%	UK£1.15
☐ 2.	google / cpc	146,102	UK£168,215.54	1,719	UK£97.86	1.18%	UK£1.15
☐ 3.	(direct) / (none)	114,940	UK£393,256.60	4,922	UK£79.90	4.28%	UK£3.42
☐ 4.	Newsletter / email	21,412	UK£16,442.82	219	UK£75.08	1.02%	UK£0.77
☐ 5.	bing / organic	15,485	UK£19,894.77	255	UK£78.02	1.65%	UK£1.28
☐ 6.	froogle / google	11,711	UK£25,996.31	406	UK£64.03	3.47%	UK£2.22
☐ 7.	google / froogle	11,148	UK£23,450.62	435	UK£53.91	3.90%	UK£2.10

SEOs are mostly interested in organic (non-paid) search engine traffic's conversion rates for different keywords, especially non-brand keywords.

Google Analytics can help here. The image on the following page shows an organic search non-brand keywords report with conversion rates:

Viewing: **Keyword** Source Landing Page Other ▾					
Secondary dimension: Select... ▾ Sort Type: Default ▾		Advanced Filter ON ✕ edit		View: ▦ ▾ 1 - 10 of 123360 ‹ ›	
	Keyword	Visits ↓	Goal Conversion Rate	Per Visit Goal Value	Systematic Funnel (Goal2 Conversion Rate)
☐ 1.	suunto	2,444	1.23%	UK£0.00	1.23%
☐ 2.	suunto watches	2,361	1.40%	UK£0.00	1.40%
☐ 3.	exped	1,883	1.54%	UK£0.00	1.54%
☐ 4.	suunto core	1,718	1.22%	UK£0.00	1.22%
☐ 5.	mountain equipment	1,618	0.80%	UK£0.00	0.74%
☐ 6.	trekking equipment	1,584	0.00%	UK£0.00	0.00%
☐ 7.	marmot uk	1,135	0.44%	UK£0.00	0.44%
☐ 8.	suunto uk	1,004	1.20%	UK£0.00	1.20%
☐ 9.	trekking gear	970	0.41%	UK£0.00	0.41%
☐ 10.	dakine uk	929	0.75%	UK£0.00	0.75%
Plot Rows			Show rows: 10 ▴▾ Go to: 1 1 - 10 of 123360 ‹ ›		

The report above is useful but it's only showing the conversion rates for 10 out of over 123,360 different keywords (see top right). This makes meaningful analysis difficult.

Wordtracker Strategizer can help you address this problem.

As we've explored, we must target keyword niches (groups of keywords). Wordtracker Strategizer imports your Google Analytics keywords reports and converts them from single keyword (exact match) reports to keyword niche reports.

In the next chapter, we'll look at how sites that already have traffic can use Wordtracker Strategizer to find their most profitable keywords to target.

If you've got comments or questions, please let us know at http://www.wordtracker.com/academy/seo-made-simple-comments

Try Strategizer for free
Start finding your site's most profitable groups of keywords to target with Strategizer free for 7 days.

SEO for established sites

Chapter 6
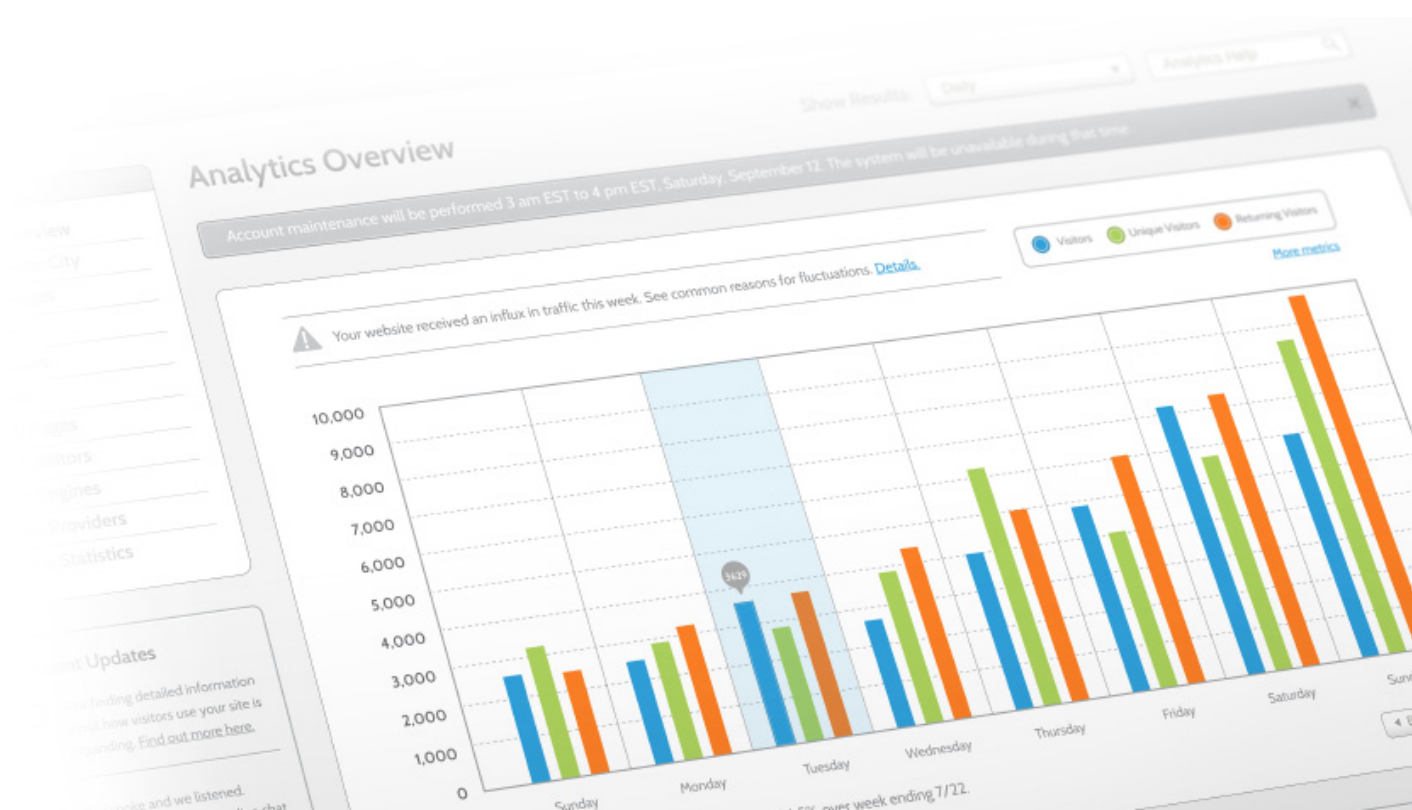
Find target keyword niches for established sites

There is a hard and an easy way to find target keyword niches for an established site.

The easy way uses Wordtracker Strategizer which we'll look at below.

Before showing you the automated easy way with Strategizer, I'll show you the manual hard route.

Either way your site will need to be set up for a Google Analytics account. (Although you can adapt the methods given here to other site visitor analytics software.)

Manual SEO with Google Analytics

Below is a keywords report from Google Analytics (GA).
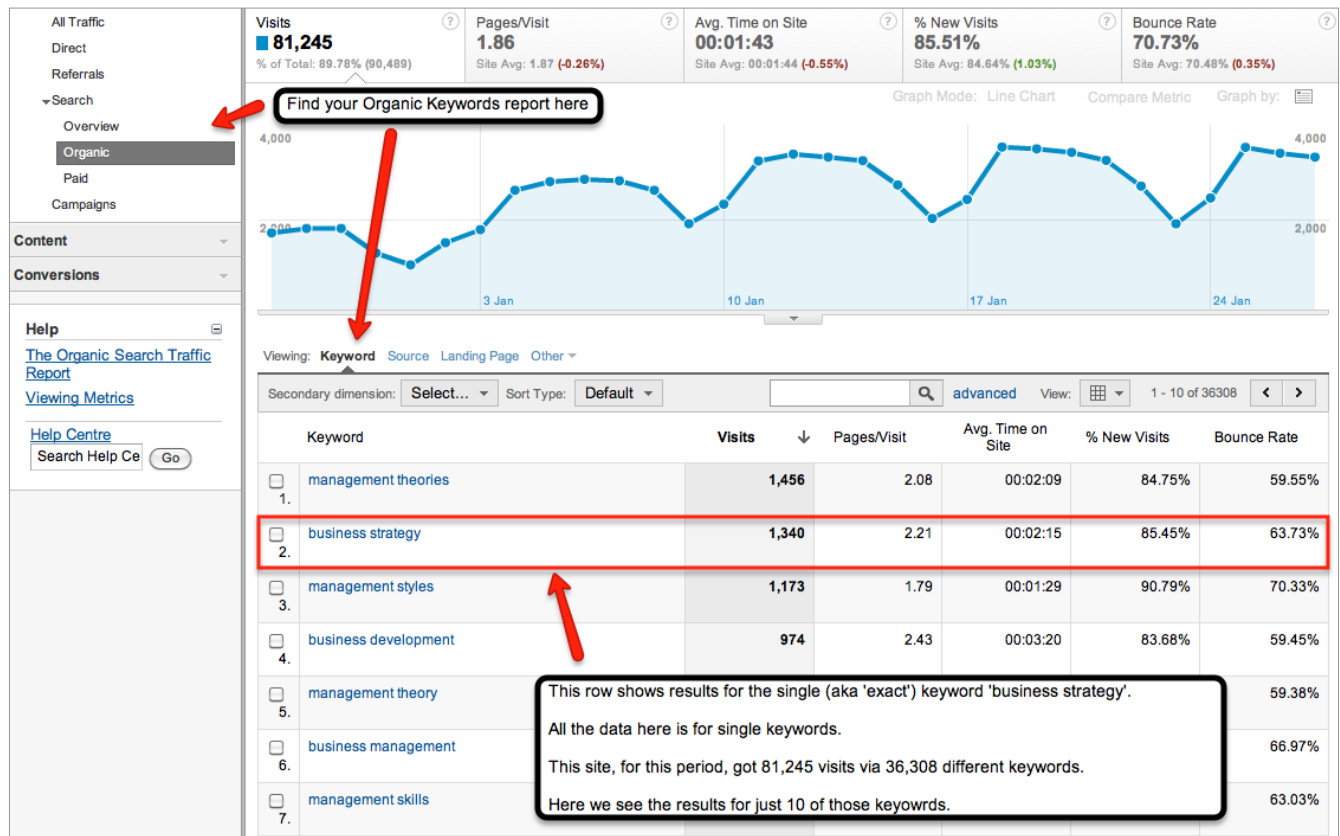
Single keywords rarely bring enough visits or sales. To work at the scale required to make an interesting profit, we need to target and see data for groups of keywords (keyword niches).

The GA keyword report above gives you keyword data for single (aka exact match) keywords.

For example business strategy brought 1,340 visits in the report shown on the previous page. That's nice but as we explored earlier there is a problem with it …

Single keywords rarely bring enough visits or business.

For example, if your site were to get 1,340 visits a month, these might convert into sales enquiries at a rate of 3-4%. That's about 40 enquiries a month. You might convert 10% into sales. Which means you're getting three or four sales a month from this keyword. Which is nice, but it's not enough for most websites to get excited about.

Really, you want to be working at a bigger scale. To work at the scale required to make an interesting profit, we need to target (and see data for) groups of keywords (keyword niches).

You can see reports for one keyword niche at a time in Google Analytics by using the keyword filter at the bottom of the keywords report. This has been done in the GA report below:

Like digging for gold, you're looking for those magical keywords that give your site the best response.

See how all the keywords shown (689 of them) contain the keyword *business strategy*. This is our example site's results for the *business strategy* keyword niche.

For one keyword niche we can see results for all the metrics Google Analytics has been configured to report, including Visits, Pages/Visit, Average Time on Site, Bounce Rate and if we clicked on the Goal Set 1 tab (in the image on the previous page) we would see response rates for different Goals.

So now all you have to do is find the different response rates for each of your keyword niches. Then sort them to find which ones give the best results.

The keyword niches that give the best results should be your targets for more SEO work.

It sounds easy enough to find them but there is a problem ...

Even our not-hugely-popular example site got 81,245 visits from searches with 36,308 different keywords in the last month (there's that long tail again).

Calculating average response rates for each of your site's keywords is going to take a long time. A very long time.

And it gets worse. All that work will give a static view of one time period. We'll see no trends over time unless I do it all again and again, and build graphs from the data.

It is clearly impossible to do this manually. Your only chance of using this method by hand is to go digging with your intuition – choosing a small number of keywords to build niche reports for.

You're looking for those magical keyword niches that give your site the most response.

It's like digging for gold.

Once you've found some potential keyword niches, you can find more information about them to help you prioritize them and plan your SEO campaigns.

For each keyword you can manually get:

• Estimates of search numbers from Wordtracker's Keywords tool

• Google rank reports that give your website's position on Google's results pages.

For your chosen keywords, you'll now have keyword niche reports showing visits, response, niche size, market share, opportunity (visits you might get in the future) and ranking.

All great stuff. And this is how many SEOs have done their keyword research for years. But it takes a long, long time and is incredibly boring.

You didn't think gold digging was going to be easy, did you?

No. But, we can make the whole process much simpler by using Wordtracker Strategizer.

Read on to see how Strategizer automates the process I have outlined, building new keyword niche reports daily with a collection of cool features to help you find and target your most responsive keyword niches …

Automatic SEO with Wordtracker Strategizer

Set up a profile on Strategizer and it will automatically find and show your site's most profitable keyword niches, their visits, response figures and your site's market share of it.

This information is shown with graphs and a range of other data including your site's rank on Google's results pages and forecasts of seasonal trends from Google.

On the following page is an example report for a UK-based ecommerce site, www.facewest.co.uk which sells adventure equipment:

To find the web's most popular keywords take a Wordtracker free trial

Keyword Strategy for: www.facewest.co.uk (edit name)

Search visits: Unpaid **Segment:** All Visits **Languages:** en **Territory:** GB **Date Range:** 08/01/10 - 07/31/11

Keyword Niche	(tags in brackets)	Google UK Rank Benchmark: 26 Jul 11	Keywords	Visits	Niche Size (Google)	% Market Share	Bounce Rate	Goal CR	Ecommerce CR
1. facewest	(tracked x)	1 ⬆	1,044	37,829	29,200	129.55%	18.32%	4.02%	4.08%
2. mountain equipment	(tracked x, target-short x, target-long x)	8	7,797	32,947	602,250	5.47%	59.49%	0.72%	0.73%
3. suunto	(tracked x, target-short x, target-long x)	4	7,133	30,043	900,333	3.34%	50.51%	2.42%	2.44%
4. marmot	(tracked x, target-short x, target-long x)	9	6,329	23,700	736,083	3.22%	51.98%	1.02%	1.03%
5. dakine	(tracked x, target-short x, target-long x)	6 ⬇ -1	4,675	16,773	402,716	4.16%	59.12%	1.62%	1.67%
6. exped	(tracked x, target-short x, target-long x)	3	2,451	9,997	220,216	4.54%	52.42%	1.52%	1.52%
7. suunto core	(tracked x, target-short x, target-long x)	3 ⬆ +1	1,898	8,125	98,550	8.24%	57.46%	1.83%	1.90%
8. face west	(tracked x, target-short x, target-long x)	1	279	7,285	147,216	4.95%	22.02%	3.58%	3.62%
9. arcteryx	(tracked x, target-short x, target-long x)	15 ⬇ -6	1,787	5,313	270,100	1.97%	51.78%	0.73%	0.75%
10. thermarest	(tracked x, target-short x, target-long x)	18 ⬆ +3	1,193	4,311	270,100	1.60%	61.93%	1.74%	1.76%

Using the site's top 1,000 keyword niches (above we see only 10), the report above gives a wide range of useful data.

Below is a quick look at those metrics (followed by a how-to guide to using them to find your site's target keyword niches and planning SEO campaigns for those targets):

• **Short term target keyword niches** that should deliver the **highest response rates** from immediate SEO efforts.

• **Long term target keyword niches** that should deliver the **most response** from long term investment in SEO.

Strategizer works by importing keyword reports from your Google Analytics account and converting them into keyword niche reports. This is a huge number-crunching task and no other tool I know of goes to the effort of doing it.

• **A Google Insights graph** to show seasonal trends for the same keyword niches. As is the case for this ecommerce site, winter products should be sold in the winter; summer in the summer. (Your target keyword niches' seasonal trends might not be so obvious.)

• **The site's Google Rank (your position on Google' results pages)** for the seed keywords of each target keyword niche. In this case, we're showing results from the UK, but you could choose another country if you prefer). A graph shows changes over time.

• **Competitors' Google Ranks**. Up to four competitors' Google ranks can be tracked alongside your own.

• **Niche Size (estimates of the number of searches made with keywords in each niche)**. This is for the country and language targeted and the period of time of the report (which can be seven days, four weeks or 12 months).

• **The site's market share** for each target keyword niche - allowing you to see your site's potential for more results from each keyword niche.

• **The opportunity offered by each target keyword niche** – shown in the Opportunity graph. This is the difference between Strategizer's estimate of the size of the niche and the number of visits your site gets.

• **Visits, Response Rates, Transactions, Revenue, Per Visit Value and Bounce Rate** for each target keyword niche.

Strategizer works by importing keyword reports from your Google Analytics account and converting them into these keyword niche reports. This is a huge number-crunching task and no other tool I know of goes to the effort of doing it.

Strategizer will find you two types of target keyword niches. One for short term SEO and PPC; the other for your long term targets.

Short term targets with the highest response rates

The report on the following page (for www.facewest.co.uk again) shows short term target keyword niches found by Strategizer.

Find your site's money-making keywords. Try Strategizer today

Targets	Actions	Google Rank	Site Usage	Goal Conversion	Ecommerce

New Targets | Filter | All | Google Rank ▾ | Google Insights | Keywords In Niche | Opportunity | Tag ▾ | Custom | Export | Period: 12 full months ⬍

1) Negative keywords   2) Response metric   3) Probability   4) Short or long term

Keyword Niche	(tags in brackets)	Google UK Rank Benchmark: 26 Jul 11	Keywords	Visits	Niche Size (Google)	% Market Share	Bounce Rate	Goal CR	Ecommerce CR
Excluding: facewest	face west				> 30				
1. suunto watch strap replacement	(tracked x, target-short x)	1	31	163	888	18.36%	15.34%	12.88%	12.88%
2. suunto t6 strap	(tracked x, target-short x)	5	22	73	1,338	5.46%	58.90%	10.96%	12.33%
3. suunto watch strap	(tracked x, target-short x)	1	183	637	7,178	8.87%	20.09%	11.77%	11.62%
4. suunto vector strap	(tracked x, target-short x)	9 ⬇ -1	62	189	1,703	11.10%	43.39%	11.11%	11.11%
5. suunto watch battery	(tracked x, target-short x)	1	41	117	2,068	5.66%	30.77%	11.11%	11.11%
6. miry bike map board	(tracked x, target-short x)	1	8	61	No Data	No Data	54.10%	9.84%	9.84%
7. suunto watch straps uk	(tracked x, target-short x)	1	13	82	No Data	No Data	15.85%	9.76%	9.76%
8. marmot stretch wrist gaiter	(tracked x, target-short x)	7	8	96	No Data	No Data	47.92%	9.38%	9.38%
9. suunto observer strap	(tracked x, target-short x)	3	187	568	3,893	14.59%	47.18%	9.33%	9.33%
10. suunto watch straps	(tracked x, target-short x)	1 ⬆	58	383	7,178	5.34%	28.46%	8.88%	8.88%
11. suunto watch spares	(tracked x, target-short x)	1	6	71	No Data	No Data	7.04%	8.45%	8.45%

These are the keyword niches that deliver the highest conversion rates.

You can see fantastic Ecommerce Conversion Rates over 12% for *suunto watch strap replacement* and *suunto t6 strap.*

That means that more than one in 10 visitors who reached the site by searching with those keywords went on to buy something on that visit. Very nice.

By investing in your site's SEO it should be easy to get more visits from these keywords. More sales should follow.

There's a drawback with these highest responding keyword niches. They are usually small keyword niches and we can see this in the Niche Size column showing estimates of the number of searches made with them.

Because they offer the highest response rates they should be targeted first. But because they are small niches, any more than a small amount of work will stop delivering a profit.
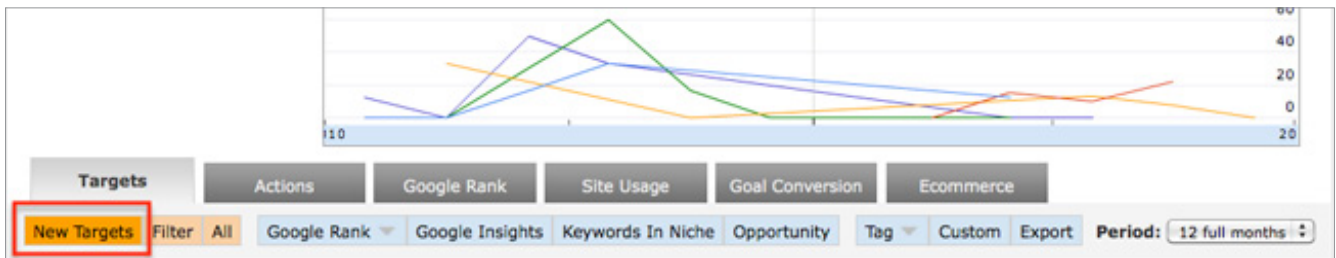
Hence they are short term target keyword niches.

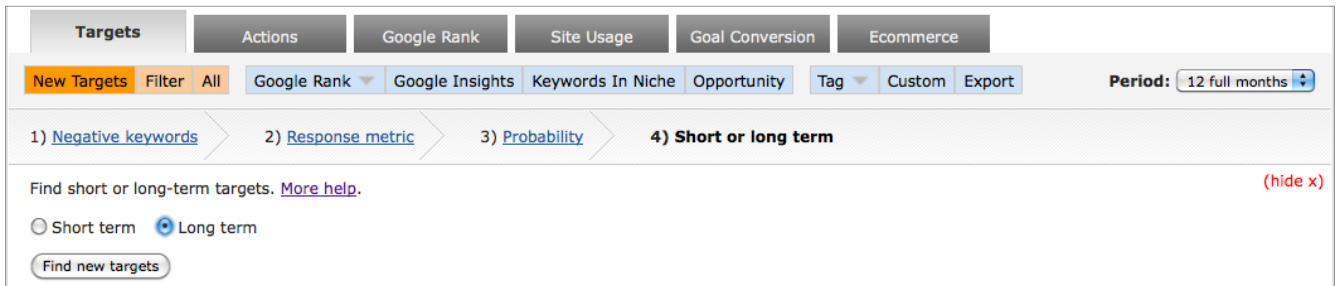Bigger niches worth bigger investments over time are **long term target keyword niches …**

Long term targets with the biggest potential

You can quickly see your site's long term target keyword niches if you …

Click the 'New Targets' button.

Click 'Long term' on the 'Short or Long term' step.

The result is a list of long term target keyword niches. See below:

	Keyword Niche	(tags in brackets)	Google UK Rank Benchmark: 26 Jul 11	Keywords	Visits	Niche Size (Google)	% Market Share	Bounce Rate	Goal CR	Ecommerce CR
	Excluding: facewest | face west					> 30				> 0.0123
1.	suunto	(tracked x, target-short x, target-long x)	4	7,133	30,043	900,333	3.34%	50.51%	2.42%	2.44%
2.	leatherman	(tracked x, target-long x)	21 ⇓ -1	943	2,485	492,750	0.50%	69.78%	1.25%	1.25%
3.	dakine	(tracked x, target-short x, target-long x)	6 ⇓ -1	4,675	16,773	402,716	4.16%	59.12%	1.62%	1.67%
4.	dry bag	(tracked x, target-short x, target-long x)	15 ⇓ -1	652	1,411	270,100	0.52%	63.43%	1.56%	1.56%
5.	dry bags	(tracked x, target-short x, target-long x)	4	264	1,253	270,100	0.46%	52.04%	1.92%	1.92%
6.	fingerboard	(tracked x, target-long x)	>30	156	736	270,100	0.27%	66.44%	1.36%	1.36%
7.	thermarest	(tracked x, target-short x, target-long x)	18 ⇑ +3	1,193	4,311	270,100	1.60%	61.93%	1.74%	1.76%
8.	exped	(tracked x, target-short x, target-long x)	3	2,451	9,997	220,216	4.54%	52.42%	1.52%	1.52%
9.	dried food	(tracked x, target-short x, target-long x)	10	160	609	120,450	0.51%	53.37%	1.97%	2.13%
10.	suunto watch	(tracked x, target-short x, target-long x)	3	929	2,950	120,450	2.45%	41.59%	5.22%	5.19%

Use Strategizer's embedded Google Insights graphs to check for seasonal trends in the popularity of potential target keyword niches.

Your long term target keyword niches:

• Respond at a higher rate than your site's average response rate (Strategizer calculates this).

• Are sorted by Niche Size with the largest (those with the most long term potential) at the top.

• Are worth long term investment because their size means they offer large rewards, even if they might not have response rates as high as many of your short term targets.

Below, we'll see how Wordtracker Strategizer can help you plan your SEO campaign's actions for each target keyword niche.

Intelligent Automatic SEO with Strategizer

Each of your target keywords needs a plan of action.

If you click on Strategizer's Actions tab, you'll find recommended SEO actions for each of your target keyword niches. It works like this …

Check a keyword niche. For example, see the checked box to the left of *suunto t6 strap* below:

	Keyword Niche	(tags in brackets)	Google UK Rank Benchmark: 26 Jul 11	Target URL	Keywords	Visits	Niche Size (Google)	Bounce Rate	Goal CR	Ecommerce CR
	Excluding: facewest | face west						> 30			
☐ 1.	suunto watch strap replacement	(tracked *x*, target-short *x*)	1		31	163	888	15.34%	12.88%	12.88%
☑ 2.	suunto t6 strap	(tracked *x*, target-short *x*)	5		22	73	1,338	58.90%	10.96%	12.33%
☐ 3.	suunto watch strap	(tracked *x*, target-short *x*)	1		183	637	7,178	20.09%	11.77%	11.62%

Toolbar: New Targets Filter All | Google Rank ▾ Google Insights Keywords In Niche Opportunity | Tag ▾ Custom Export | **Period:** 12 full months ⇅

Recommended actions will appear on the page, as highlighted on the following page:

The keyword niche in the report above – *suunto t6 strap* – is small which makes the recommended actions quite simple.

Bigger keyword niches require more work and so get more recommendations.

Watch out for seasonal trends

We've already said this but it's worth repeating: check for seasonal trends in the use of target keyword niches with the Google Insights graphs available on all Strategizer reports - just click the 'Google Insights' button.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

Plan site structure & navigation

Chapter 7
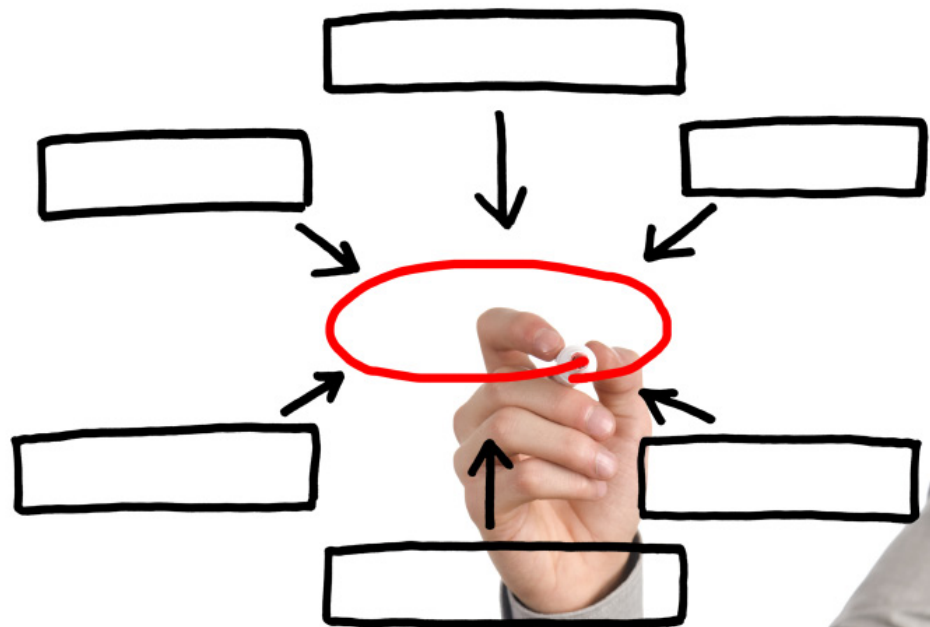
You can use keyword research to plan your site's structure and content.

Now you have some new keyword niches to target, you are ready to build some web pages.

Here are some guidelines to consider when creating new pages:

• Each target keyword niche needs its own page. Each page is then optimized for its keyword niche.

• Don't target the same keyword on different pages.

Your pages need to be organized into groups (called categories).

That organization is your **site structure**.

Your **site's navigation** is the menus and links that users and search engines use to move from one page to another on your site.

Crucially, those links allow link power to be distributed around your site from the pages that receive the most inbound links (especially your home page) to those that do not.

Keyword research as site planning

SEOs always groan and roll their eyes when they hear that SEO has not been considered until after a site's content has been planned.

You should use your keyword research to plan your site's structure and its content.

I like to say: 'keyword research is site structure'.

A sample site

Let's look at how a site might be structured. Keeping things simple, you have a:

• Home page that (at least) links to ...

• Category pages that (at least) link to ...

• Content pages that might contain articles, blog posts, products, videos, and pictures.

Below is a diagram showing that structure for a simplified site with just three categories and three pages in each category ...

Here's a [video on using keyword research to plan site structure](#).
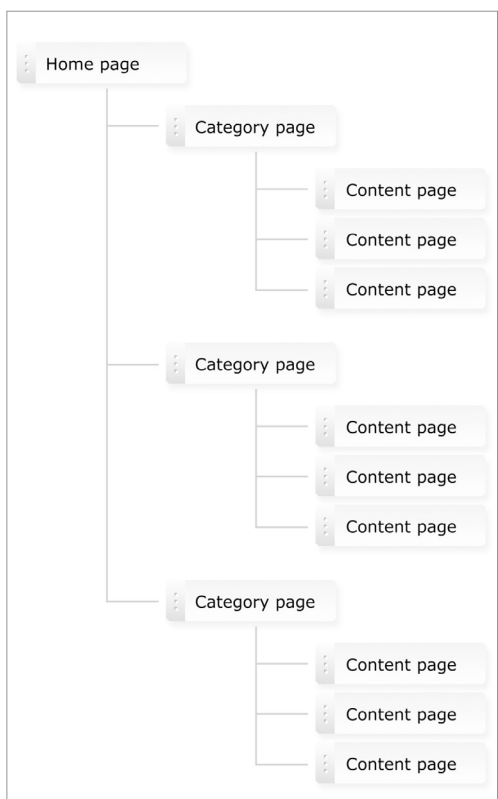
For new sites, each of your target markets is a category (we say it is mapped to a category) with a category page.

Chosen target keyword niches within each target market will be mapped to either:

• Content pages, or

• Further category pages (effectively sub-categories)

This means that a content page or category page will be optimized for each target keyword niche.

Which type of page (content or category) will depend on a keyword niche's size, its importance to your site and the level of resources you have to develop new pages.

To illustrate this we will keep things simple using a home page and a small number of category and content pages.

We'll use our tea site example with just three target markets (categories) with three content pages each. The site plan might look like this:
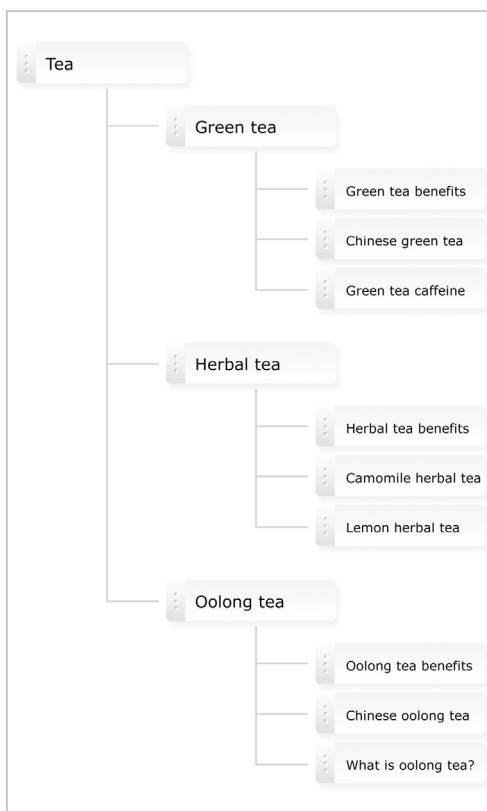
The simple site structure above shows the home page at the top, linking to three category pages which in turn link to three content pages each.

Site navigation

Site navigation is crucial for three reasons (all of them fundamental to SEO):

• **Usability** - helping users find what they want.

• **Indexing** - helping search engines find all your pages.

• **Link power** - distributing it to all your pages.

Only if a page is **indexed** by a search engine (such as Google) can it appear on that engine's results pages.

Link power comes from other sites linking to yours. And for all but

the least competitive of keywords, it is the most important factor in determining where a page appears on search engine results pages (SERPs).

Link power is crucial and your pages can't have enough of it (especially the most important pages on your site - let's call them your 'Superman pages').

Good **usability** is a must if you want to maximize response. So let's say it's a given that the usability team can do more or less what they want and SEO must then adapt to that (without messing it up).

The first thing usability might ask for is a search box. That would work for your site's visitors, but is no use for SEO, as search engines (they are simple things) can't 'search' with search boxes. Search engines need links.

An obvious next move to help users is to let your site's structure determine your navigation.

So if you had a travel site like tripadvisor.com and organized all your content by geographical region starting with continents at the top, then countries and towns at the bottom, your site's structure might look something like this:

- Home > Continents > Countries > Towns

For example:

- Home > Europe > France > Paris

The obvious way to organize your navigation might be to first have:

- A menu to all 'Continents' on the home page.

- Menus to relevant Countries on each Continent page.

- Menus to each relevant Town on each Country page.

That's logical, useful and wanted. But it's not enough ...

Some of your *Town* pages will be among your most important and most

Plan your
site structure with
Wordtracker's
Keywords tool

For all but the least competitive of keywords, link power is the most important factor in determining where a page appears on SERPs.

successful (your **Superman pages**) and they would be 'lost' deep within your site's structure.

For example, your Dublin, New York and Paris pages might target popular and valuable keywords containing *hotels in Dublin, hotels in New York,* and *hotels in Paris*.

Or it may be that your site has a page that is particularly successful for something more obscure like *hotels in Paris, Texas*.

This raises the following issues:

• **A problem** - search engine spiders might not always go deep into your site so important pages might not get indexed (this is a disaster).

• **A missed opportunity** - even if those deep pages are indexed (including via any XML site map) they will receive a tiny portion of your site's crucial link power.

Let's concentrate on that missed opportunity - the link power thing ...

Why your Superman pages are trapped in a kryptonite basement

For all but the least competitive of keywords, link power is the most important factor in determining where a page appears on SERPs.

Most sites' inbound links are concentrated on their home pages. The resulting 'link power' is then shared via internal links - your navigation.

So the more 'clicks' a page is away from the home page the less link power it gets.

And those Town pages were three clicks away from the home page. So, for Paris ...

(Click 1) from Home page to Europe ... (click 2) to France ... (click 3) to Paris.

Our site navigation structure has made our superman pages too weak to

do much ...

... we've trapped our Superman Pages in a kryptonite basement.

Setting your Superman pages free

The first lesson is to get as many inbound deep links as possible. These are links from other sites to pages deep inside your site's structure (category, sub-category and content pages).

That's a link building job which we'll look at later.

Also, go beyond 'navigation by structure' and **offer menus with direct links to your most important pages** (your Superman pages).

This allows search engines to find those pages with as few clicks as possible from the home page. So they will get a lot more link power and be indexed more often.

Going back to our simplified gourmet tea site, three of the content pages might be important Superman pages we want to link to from the home page. The diagram below shows those links with red arrows (see how they cut across 'navigation by structure'). The home page is linking directly to the pages targeting *green tea benefits, Herbal tea benefits*, and *Oolong tea benefits*.
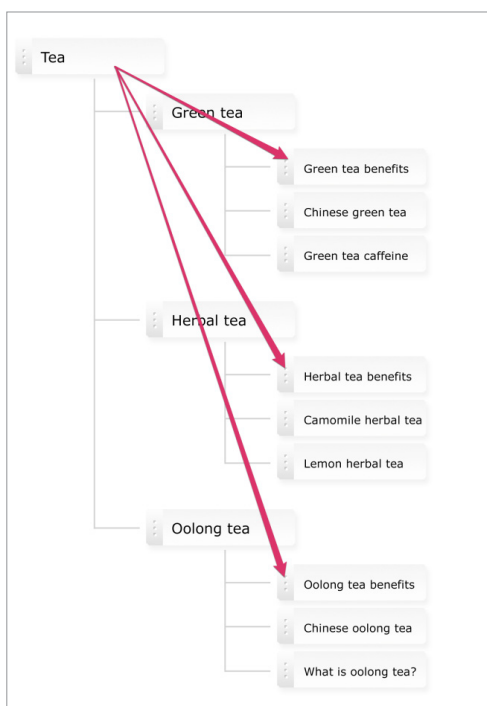
This works for users too because they want to find the same pages you want to promote. (That's why you want to promote them.)

Even better than menus is to link to Superman

Wordtracker's Keywords tool can help you create an optimized site structure
www.wordtracker.com/trial

If you'd like a demonstration before you buy, email
maria@wordtracker.com

pages with link text inside unique copy. Google gives more weight to such links.

On very small sites the distribution of link power to deep pages is no less crucial, although it is easier to manage.

On any site it's essential if your **SEO is to be profitable**.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

Create & optimize content

Chapter 8

Chapter 8 | Create & optimize content

Perhaps you've now planned your site's structure consisting of a home page, maybe five to ten category pages with five content pages each.

Or you might need only five pages in total on your site. Or already have a site with thousands of content pages (perhaps articles or products) and hundreds of category pages.

Of course this will depend on your particular circumstances.

But however large or small your site, you are going to need to create content and optimize it.

You'll want a content management system (CMS) to create and manage pages yourself without the need for expensive and busy developers.

You'll need flagship content that can be used to promote your site, build your brand and get links from other sites.

You'll also need lots of long tail content to target the long tail keywords in your target niches.

Long tail content must still be interesting and good enough for users to want to stay on your site and return.

Content for new sites

If you are building a new site's first pages then proceed with caution because you haven't yet proven you can get any organic results.

If you've been testing with PPC, you'll have identified your target keyword niches. Your PPC tests have proven that searches are made with these keywords and your site can get response from them.

All good. But you don't yet know you can beat the competition and get organic results.

However, by following the process given in this book (and in 330 pages of detail in SEO for Profit), you will have chosen your targets wisely and they will not be the most competitive keyword niches.

So you will get some visitors with SEO, including:
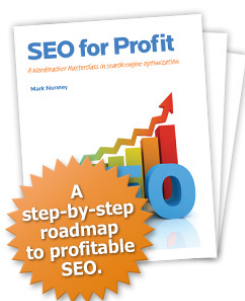
For a more
in-depth view, read:
SEO for Profit

Great headlines will get
your story read ...

• Creating quality content (see Chapter 9 for ideas for content).

• Optimizing that content 'on the page' (see 'How to optimize a page' below).

• Internal linking on your site to your target pages (see Chapter 7 'Plan site structure & navigation').

• Link building and promotion of that content (see Chapter 9 'Create quality content other sites will want to link to').

When those first visitors start coming, you will know which keyword niches you can beat the compeition for. Then you can build on that success (as described in Chapter 6 'SEO for established sites').

So create your new content and build pages for it. But just be a little cautious and follow this simple guideline when creating your first new content for SEO on your new site ...

Only create content you would want on your site whether or not it brings traffic or response.

How to optimize a page

Make it your starting point to map one target keyword niche to one page.

But then break that rule by targeting a secondary keyword niche.

The importance of headlines

Great headlines will get your story:

• read

• shared on social media

• and linked to.

Headlines bring precious link text because headlines are used to link to stories; ie, to link to your pages on your site.

And remember links mean prizes in the SEO game.

So **headlines containing target keywords** are a good thing because we want links with target keywords.

But don't let that need for target keyword link text get in your way.

Find a great headline first and then try and include a target keyword.

Make this your order of priorities because great headlines will get your story read, shared and linked to.

Here's an example of a well-known headline from the British *Sun* newspaper ...

It has been said this infamous headline would make poor SEO because it doesn't contain any keywords.

But that's not my view.

Like it or not, this headline got attention (even though it was withdrawn very early during the night of publication).

If you've written a great headline that will attract traffic, use it. Whether it contains a target keyword or not. (And try Killer Headlines for Web Content for some ideas on writing that headline.)

But if you can include a target keyword that will make it even better. For example, the following variation on 'Gotcha' would have worked quite nicely as it contains 'Belgrano' the name of the destroyed boat: ...

GOTCHA!
Belgrano sunk

Enter your target keywords into a keyword research tool

Before writing or optimizing a page, enter its target keywords into a keyword research tool like Wordtracker Keywords or Strategizer.

For example, if you have a page targeting the keyword *niche business strategy*, enter *business strategy* as the seed keyword. Here are some results from Wordtracker's Keywords tool …

Keyword (?) (1,580)	Searches ▼ (?) (6,989)
1 ☐ online business strategies (search)	1,535
2 ☐ business strategy (search)	426
3 ☐ small business marketing strategy (search)	150
4 ☐ business strategy consulting services (search)	123
5 ☐ business marketing strategies (search)	103
6 ☐ internet business strategy (search)	92
7 ☐ business strategy consulting (search)	61
8 ☐ business strategies (search)	48
9 ☐ business continuity strategy (search)	45
10 ☐ global business strategies (search)	44
11 ☐ successful business strategy (search)	41
12 ☐ e business strategy (search)	31

Wordtracker Keywords tool returns up to 2,000 keywords containing the 'seed' keywords you've entered. The image on the following page shows the first 12 of 1,580 keywords that contain business strategy.

Killer Headlines for Web Content
12 Different Approaches to writing Compelling, Clickable Headlines for Your Web Content!
Nick Usborne

Discover the Secrets to Writing "Killer" Web Headlines!

Further reading
Killer Headlines
for Web Content

Find keywords related to...

...the following keyword:

business strategy   Search

Results   Per page: 100, 300

Keyword (?)   **Export**
(215)

1 business (search)

2 template (search)

3 Business Strategy (search)

4 financing plan (search)

5 get business ideas (search)

6 strategic planning (search)

7 budget (search)

8 planner (search)

9 Finance (search)

10 business plan (search)

11 planning (search)

12 strategic planner (search)

13 business planning (search)

14 inventory (search)

15 budgeting software (search)

16 business cash flow (search)

17 business forecast (search)

18 business ideas (search)

19 search business ideas (search)

20 business plans (search)

You can get up to 2,000 keywords for every search with Wordtracker's Keywords tool.
Take a 7-day free trial today

The Related Keywords tool (the orange tool) will find up to 300 words and phrases associated with your seed keyword. This image shows the first 20 of 300 results.

The Wordracker Related Keywords tool is perfect for finding target keywords for new sites and new markets.

Wordtracker Strategizer works best with sites that already have established traffic from search engines. Use Strategizer to build on existing success by finding your site's most profitable keyword niches (as described above). You can then look for new keywords within those niches, using a built-in keyword research tool.

On Wordtracker Strategizer you can enter your seed keyword and choose one of three different types of results:

- In Niche to find other keywords containing the seed

- Related to find related keywords

- Thesaurus to find synonyms
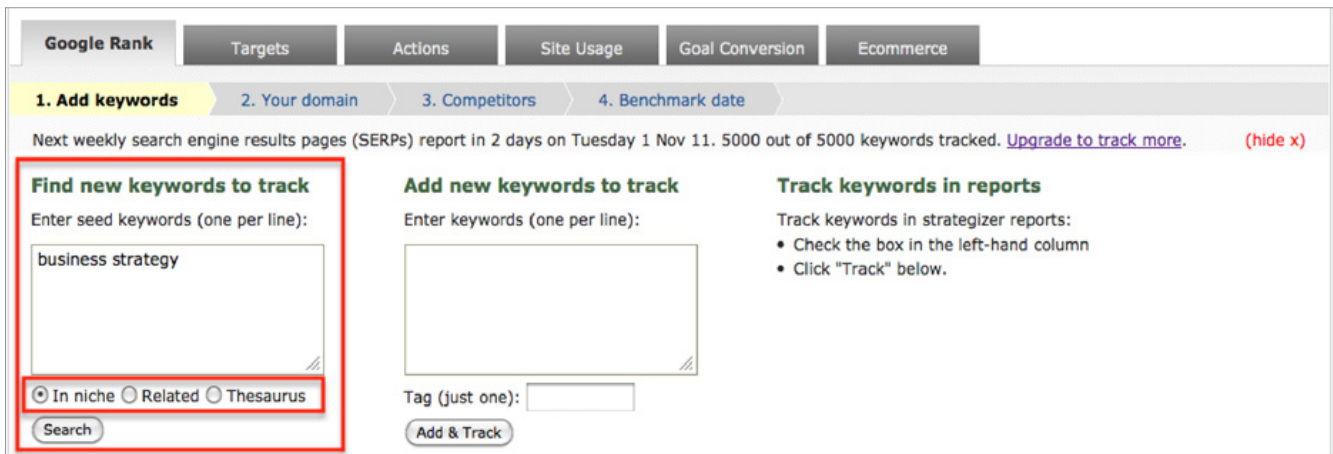
Use your keyword research tools' suggestions in your copy **if appropriate**.

Just as important, use singulars, plurals, synonyms, similar and related keywords.

## Use target keywords in these specific places

Use your target keywords and related keywords in the following positions on your page:

- Page title tag.

- Description tag.

- Headlines, sub-headlines and body text.

- Internal (to pages on your site) and external (to pages off your site) links' text.

- Image names and alt tags.

Now let's look at each of those ...

Page title tag

See the following grab from our example page:
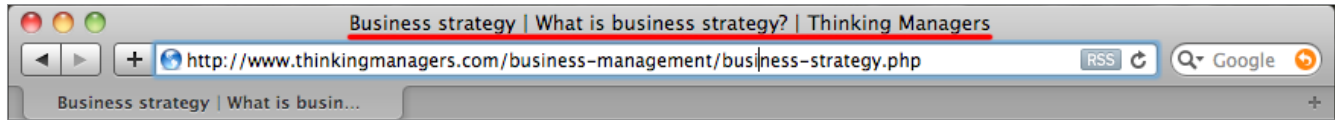
The code for the above page title tag looks like this:

```
<title>Business strategy | What is business
strategy? | Thinking Managers</title>
```

The most important thing to do with your page title tag is include your primary keyword, preferably at the start, followed by any secondary keywords.

You also have the option of adding a short message that might entice readers to click through from a search engine results (SERP) page.

This tactic should **increase the clickthrough rate** of those who see your page listed on a search engine results page (SERP).

But it might slightly **decrease the number who see your listing** in the first place because those extra words in your page title tag reduce the power given to the others (your target keywords).

Also, consider adding your site's brand name to its page title tags as Google loves strong brands (or at least all the signals associated with big brands, so what's the difference?) and brand websites are more likely to rank well.

Description tag

Your description metatag won't directly improve your SERPs (search engine results pages) rankings as its contents are not a ranking factor for search engines.

But a good description metatag can increase your clickthrough rate once your site is seen on a SERP (and that is a ranking factor).

Also, there is some evidence that increased clickthroughs might in turn increase rankings.

Here's a simple formula for your description tags:

```
<primary keyword> & <secondary keyword> & <some
benefits your site offers visitors>
```

And if you're really clever add a call to action. Following is an example from ThinkingManagers.com:

"What is business strategy? Different types and examples - Improve your business with free insight and advice from leading business writer Robert Heller"

Here's the code for that:

```
<meta name="description" content=" What is
business strategy? Different types and examples
- Improve your business with free insight and
advice from leading business writer Robert
Heller " />
```

Headlines, sub-headlines and body text

Use the primary target keyword (and variations) in headlines, sub-headlines and body text.

Take it easy – don't over-optimize

Don't stuff target keywords onto the page.

Much better that your sentences are real sentences and you use variations such as singulars, plurals, synonyms, similar and related keywords.

I can't overestimate the importance of using this variety of different words. It does two things:

• Shows Google your page is natural, **relevant (to your target keywords)** and not spam.

Don't stuff target keywords onto the page.

Find more long-tail keywords. Try Wordtracker today

Long, detailed, useful articles will target the long tail of keywords that potential visitors are searching with.

- Allows you to target more long tail and related keywords.

We could talk about all sorts of fancy theory - such as latent semantic indexing (LSI) or even latent dirichlet allocation (LDA) - but you end up at the same simple place: **create focused pages that contain natural copy**.

Internal and external links (use text)

Link to related pages on your site from within your body copy. Use your target keywords (and variations of them) in the linking text.

It's also good practice to link to other sites, preferably sites that rank well for your target keywords.

As a guide, don't have more than 100 links on a page. This includes menus and footers.

Use your target keywords (and variations including similar and related keywords) in your image names and alt tags. But make sure your image names and alt tags are relevant to the images (otherwise you're spamming.) There's more on how to optimize images below.

Write 1,000 words if you can

Long, detailed, useful, inspiring or amusing articles that follow the above guidelines will target the long tail of keywords that your target market are searching with.

This will include thousands of keywords you can't research even if you had the time, which you don't. This is one of the ways you target the long tail.

Also - long, detailed, useful, inspiring or amusing articles will be linked to if they are found. And building links from other sites is essential for SEO success.

Whatever you're writing about, make sure your page is so good that others will want to share it and link to it.

To be clear, you don't have to write 1,000 words.

Two pages with fewer words and more focused subject matter will perform better than one rambling unfocused article.

And a product page on an ecommerce site might struggle for more than 100 words.

That's all fine.

If you can't create long pages then just add more pages - each focused on a subject and matching target keywords. And each with content that's worth linking to and sharing.

How to optimize images

Make sure images have:

• Friendly, descriptive file names. For example, a picture of a black cat on a dark night might be called

```
black-cat-dark-night.jpg
```

• Descriptive alt tags (correct name is alt attribute, if you care about that sort of thing) that describe the image and use relevant target keywords and **will work as an alternative to the image**. Eg:

```
alt="black cat on a dark night"
```

• The title tag (correct name is title attribute) is not important for SEO but it can help users in some browsers. Think of it as a caption that might show (rather than the alternative which the alt tag is). So use it if you want to. Eg:

```
title="black cats are hard to see on dark nights"
```

• Specify the size of your images as this can speed up the page for users.

On the following page is the code for our example picture:

```
<img alt="black cat on a dark night" title="black
cats are hard to see on dark nights" src="http://
mysite/images/black-cat-dark-night.jpg
width="180" height="135" />
```

• Optimize the context of an image. Or more likely place images within a relevant context; ie, put a picture of a black cat at night on a part of a page that talks about black cats at night.

• As well as showing images on other pages, give images their own pages with unique page titles, descriptions. You can even add body copy and allow comments.

• Categorize your image pages and create category pages for them. Just like you should for other content.

• Let users know they can use your images under a Creative Commons license if they link back to your site. Give them code to do so that includes relevant target keywords.

• Use image-specific tags to add your images to existing site maps or, even better, submit a separate image site map to Google.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments
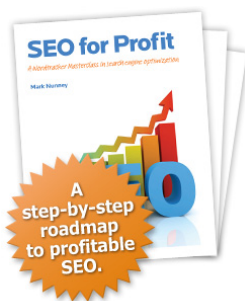
For more advanced
SEO techniques:
SEO for Profit

A checklist for optimizing a web page for search engines

1. **Start with a keyword strategy for your whole site.**

2. **Plan a structure for your site's content.**

3. **Choose primary and secondary target keywords for each page.**

4. **Enter your target keywords into Wordtracker Keywords or Strategizer to find long tail, keywords and related keywords.**

5. **Write a headline that will get readers' attention. Include the target keyword if you can.**

6. **Write natural copy, focused on one subject, using singular, plural, similar (in meaning) and related (associated with) keywords.**

7. **Include relevant keywords 'on the page' in:**

• Page title tag.

• Description tag.

• Sub-headlines.

• Internal outbound links (to other pages on your site).

• External outbound links (to other sites).

• Image names and alt tags.

• Internal inbound links from related pages and your home page.

And 'off the page' in:

• External inbound links from other sites.

• Mentions and links on social sites (eg, Twitter, Facebook, Google+, LinkedIn and StumbleUpon).

8. **Promote the page to your email list via a free newsletter.**

Create quality content other sites will want to link to

Chapter 9

> If any piece of work is the most important part of SEO then link building is it. It's also the hardest.

Successful SEO requires successful link building.

Building inbound links from other sites to yours and promoting your brand across the web are essential to search engine success.

The more competitive a keyword, the more important links and brand promotion become.

If any piece of work is the most important part of SEO then link building is it. It's also the hardest.

On-page optimization is easy to manipulate, so search engines look for other signals about the popularity and relevance of your site.

Search engines look for information in the links that point to your website. These are much more difficult to manipulate and so are given great importance in search engine's algorithms.

Google and other search engines know that links can be bought to try and fool them. So they increasingly look at:

• Quality links from trusted and authoritative sites, and

• Social links and mentions of the site and page on sites like Twitter, LinkedIn and Google Plus.

I'm still calling these links and their promotion 'link building'. But we might call this part of the building and promotion of a trusted brand.

We can use some simple headlines and a 'pack of cards' metaphor to summarize the relationship between content, links, SEO and branding …

Content is king

Links are queen

SEO is joker

Branding is banker

You'll discover lots more about link building in the Wordtracker Academy.

To build quality links over time, you need:

• Good content

• An understanding of your online community

• To know how to get external sites to link to yours

You can do this, no matter what level of experience you have.

You'll soon be getting quality inbound links without even asking for them if you approach the job systematically and give it sufficient time.

Find and explore your target market's online community

Find the blogs, forums, news sites and power players on Twitter and Facebook.

Study them.

What do the people on them really want?

What are they passionate about?

Which subjects get the most comments, tweets and likes?

What will get talked about and passed on at the 'water cooler' (Twitter/Facebook)?

What will they link to?

Make your content about these subjects.

Make that content 'sticky'; ie, make people want to read it and pass it on.

Here are a few guidelines from 'Made to Stick', by brothers Chip and Dan Heath ...

Link building made easy. Try Link Builder today

Make your content ...

Simple

Choose your lead story and stick to your core subjects.

Unexpected

The predictable and the normal is ignored. Surprise people.

Concrete

People don't connect with abstract concepts and generalizations.

Write about specific things.

Use specific numbers.

It's 32.2% not 30%.

Credible

Credence comes via figures and bodies of authority and from small details of local and expert knowledge.

Emotional

Find your target audience's emotional subjects and make these hooks in your content.

Story

Always tell a story. People pass on stories not facts.

Simple
Unexpected
Concrete
Credible
Emotional
Story

= SUCCES

Ideas for content

When I teach SEO, the same question always gets asked: "What will I write about?"

Let's try and answer that with a big list of ideas and ways of finding ideas:

Use keyword research tools like Wordtracker Keywords

A list of up to 1,000 keywords usually gives you a hundred subject ideas for writing.

Answer questions

On any subject, ask and answer ...

What?

Why?

How?

Who?

Where?

When?

Use Wordtracker's Keyword Questions tool Enter a keyword and the result is a list of questions asked with real searches on search engines.

On any subject, ask and answer the questions ...

How big is it?

How many are there?

What does it look like?

How do people feel about it?

What does it feel?

When did it exist?

Are there any ethical issues raised?

Is anyone's virtue questioned?

Different types of content include ...

Review products, events and other websites

Case studies

Top 10 lists

How-to articles

Blog posts

Podcasts

Videos

Photos and photo collections

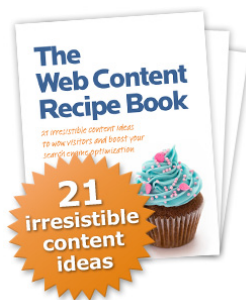News

Interviews

Press releases

Widgets

Tools

Readers' comments

Forums

Category pages that help users find what they want

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

Not sure what to write about? Try The Web Content Recipe Book

The Web Content Recipe Book

21 irresistible content ideas

Find link prospects in your target market's online community

Chapter 10

Make friends and build lists of link prospects.

There are many opportunities for this as we show below. But you must record your prospects' details either in a spreadsheet or in specialist link building software like Wordtracker Link Builder

Find link prospects in the following places …

Check your own site's inbound links and referrers. Use your site's analytics, Google Webmaster Tools and Wordtracker Link Builder

Find relevant blogs. Study, start commenting when confident, don't mention your own products until you are trusted.

Monitor news sites. Make sure you know what's going on. Comment, be supportive and helpful, make friends.

Build press lists. Contact journalists, make yourself available as an expert and show your pedigree.

Join forums. Register, use your signature, be more helpful than promotional, earn community trust.

Look for specialist sites that accept article submissions. Contact any specialist sites and bloggers and ask if they want guest content written by you.

Take part in specialist social sites. Here's a list of 193 of them.

Look for specialist groups on big social sites. On Facebook, StumbleUpon and Twitter search for groups and lists.

Look for local sites and small news sites. Make contact, offer help, stories and content.

Join trade associations. Be active, look for contacts and linking opportunities.

Check out chambers of commerce. They are there to help and that includes mentions and links.

Look for relevant libraries. Great resources for communities and quality links.

It's possible to buy links, but I don't recommend it.

Approach your suppliers. They have websites, right? If you're giving them business, they're highly likely to link to you.

Watch competing websites. Study inbound links, press releases, successful content and tactics.

Speed up your link building with Wordtracker Link Builder

We've already mentioned that link building is one of the most difficult aspects of SEO.

Wordtracker's Link Builder tool can simplify and speed up your link building.

With Wordtracker Link Builder you can start a link building campaign by entering a single seed keyword.
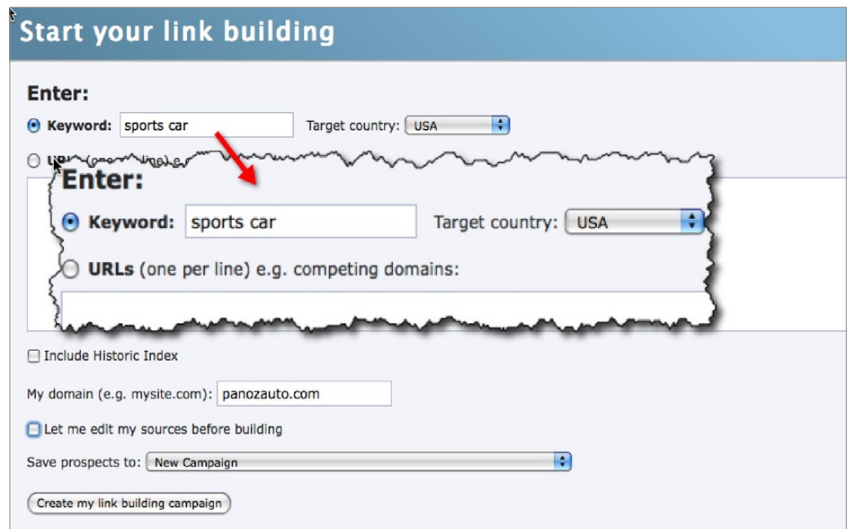
Link Builder will then find thousands of link prospects for you.

Those prospects will be organized into 11 categories to match different link building strategies, including: blogs, news media, social media, trusted sites, directories, shopping sites, business sites and job sites. See the 'Strategies' menu on the report on the following page.

Speed up
your link building.
Try Link Builder now

Link Builder checks which of these prospects already link to you. See the 'Linking to me' column on the report below.

Link Builder continues looking for new link prospects. Any it finds will be added to your prospects lists and you'll receive an email to let you know about them.

Manage contacts with your link building targets

With hundreds of prospects for your different strategies, you need to:

• Choose which prospects you will target.

• Get to work building relationships with your targets.

• Make notes about any contact with your targets.

• Record when you have 'contacted' targets or are they are 'linking to you' (everybody's favorite, of course).

You'll have guessed by now that Link Builder will help you do all this too. Here's how …

Your prospects will already be in Link Builder, sorted by the number of sites that link to them.

Wordtracker
Link Builder finds
you thousands of link
prospects and organizes
them into 10 different **link
building strategies**.

For pricing, email
maria@wordtracker.com

This is a good way of sorting the prospects to help you choose which ones to target.

But to really know if a link prospect is worthy of being a target, you are going to have to click through and visit the site.

If you like a site then you can mark it as a target by clicking its target icon. See below.

☐	www.freeby50.com (links to:)	1,017	/2009_12_30_archive.html	
☐	www.zeroto60times.com (links to:)	1,000	/Honda-Vtech-0-60-mph-Times.html (+2 more)	
	http://www.honda.com		/Honda-Vtech-0-60-mph-Times.html	
	http://www.chevrolet.com		/Chevrolet-Chevy-0-60-mph-Times.html	
	http://www.pontiac.com		/Pontiac-0-60-mph-Times.html	
☐	www.gomominc.com (links to:)	996	(Homepage)	
☐	www.njmp.com (links to:)	993	/news/news.php	
☐	www.happybeagle.com (links to:)	989	/shelbysblog/archives/2003_10.html (+1 more)	2

You can also make notes about the site and any contact you make with it.

Once you have made contact with a target you can change its status by clicking the 'contacted icon' (it's an envelope).

☐	www.autoblog.it	❌	Click to enter note...	✉	⊙
☐	www.concierge.com	❌	Click to enter note...	✉	⊙
☐	www.imagerentacar.com	❌	Click to enter note...	✉	⊙
☐	www.petrolprices.com	❌	Click to enter note...	✉	⊙
☐	blog.mysanantonio.com	❌	Click to enter note...	✉	⊙

You can now sort your prospects list (for each of your campaigns) by those which:

• You've chosen as targets (or not).

• You've contacted (or not).

• Now link to you (or don't).

Lovely stuff. But wouldn't it be nice to see graphs that illustrated this and you could use for reports? Actually …

Report on campaign progress

Link Builder gives you a collection of smart graphs to help you visually monitor and report on your campaign's progress. (You can download these reports as PDFs too, of course.)

The image below shows a campaign's number of target sites, those contacted, not contacted and linking back:
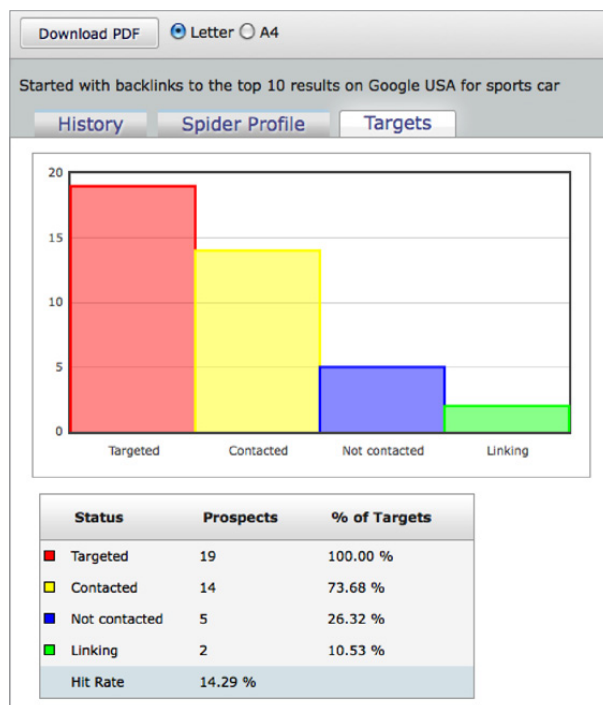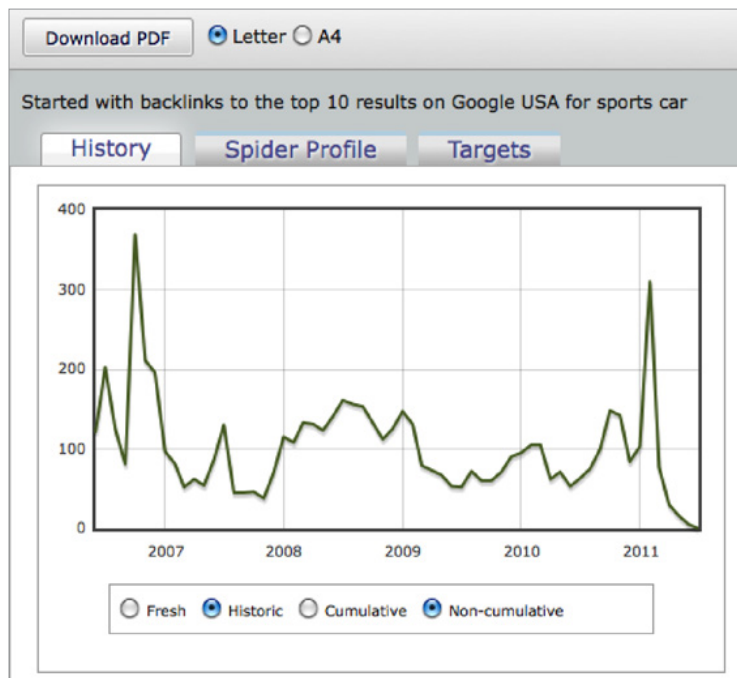

Your clients (or boss) will love seeing your progress.

You can also see how your site's inbound links are increasing over time:
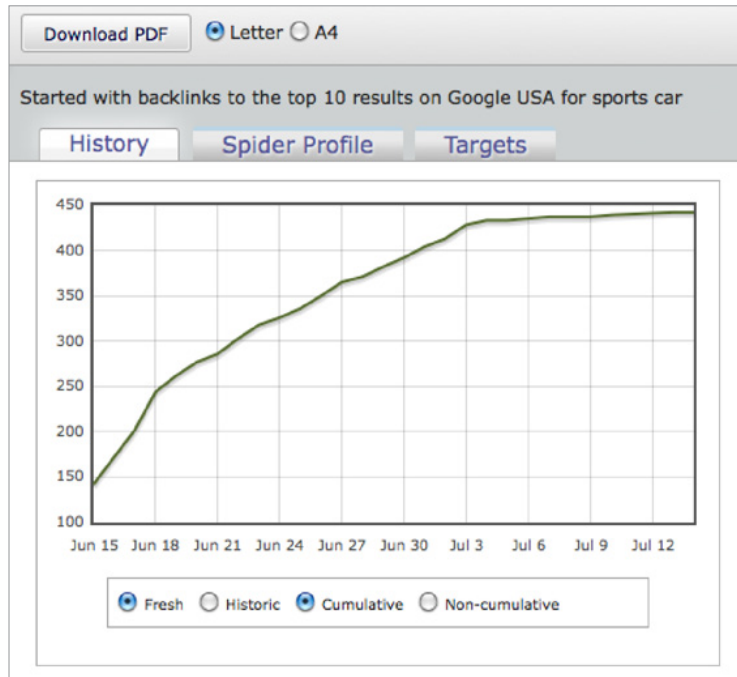
And how many links your site is getting each month:

A spider graph shows you how your site's links are spread across different link types:
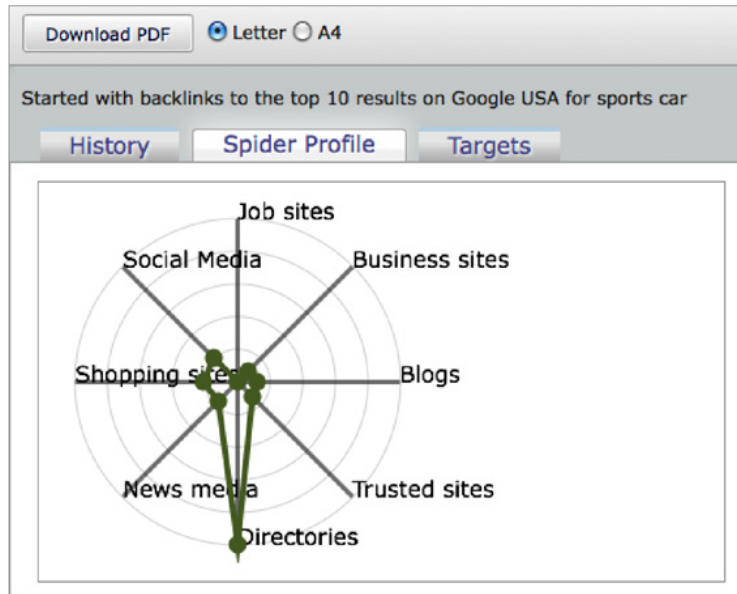
Such spider profiles immediately show you where you're weak and where you need to take action to improve. (A few too many directories for our example site's report above, I think.)

Report on competitors' link building strategies

As well as reporting on your own site's inbound links, you can report on and study your competitors'.

You can see your competitors' number of cumulative links over time:

You can also see the number of new links your competitors are gaining each month:
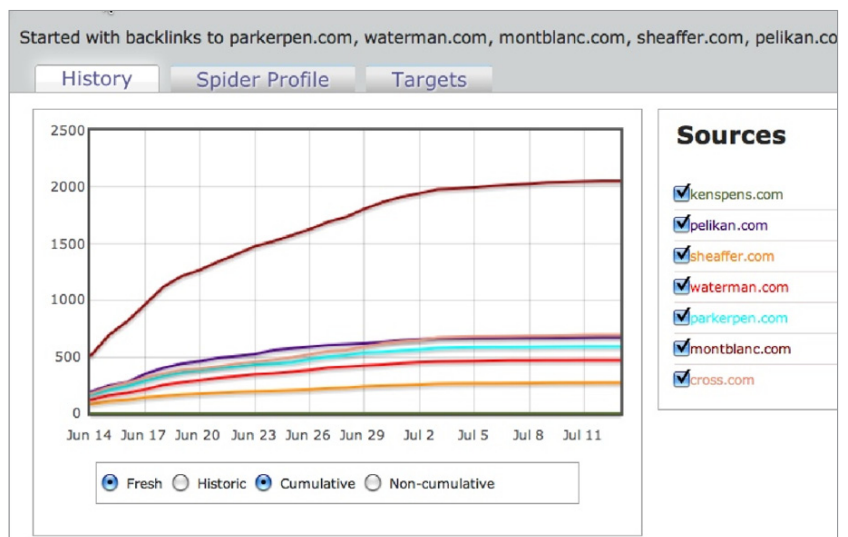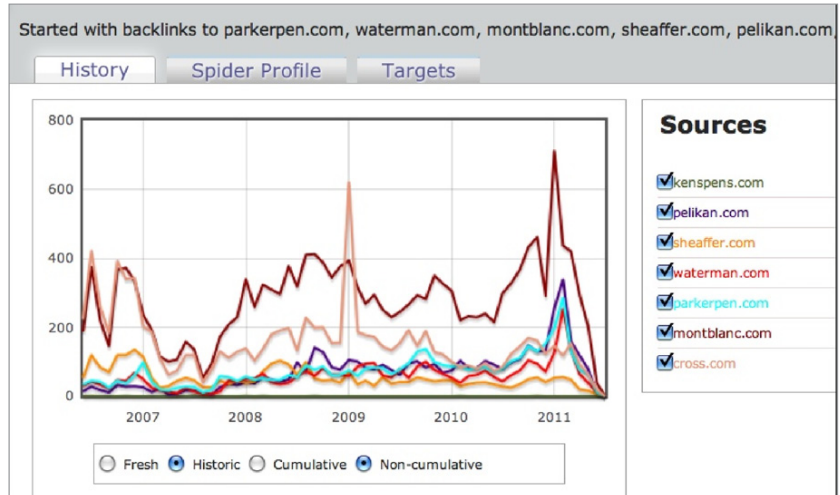

The 'spider profile' reports show you how well your competitors' links are spread across different types of sites. This highlights your competitor's strengths and weaknesses.
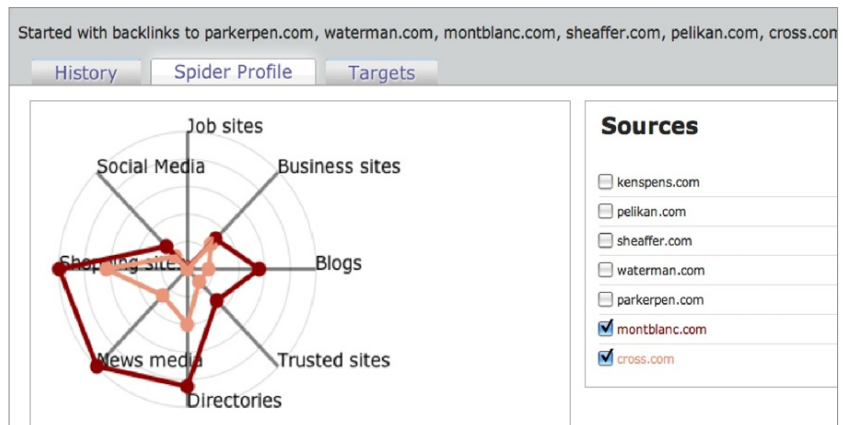
Wordtracker
Link Builder finds
you thousands of link
prospects and organizes
them into 10 different **link
building strategies**.

For pricing, email
maria@wordtracker.com

In the spider graph above we can see that Montblanc.com (in red) get many of their links from Shopping sites, News media and Directories. And Cross.com are strongest in shopping sites too but are relatively poor in news media.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

Promote your content to your link prospects

So you've researched and established yourself in your market's online community; and are creating quality content.

Now what? You've got to let people know, of course. It's time to promote and here's a list of methods to consider:

Create RSS feeds. Try registering with Feedburner

Publish free newsletters. Recruit site visitors to your free benefit-packed newsletter and you are building an emailing list. Use your newsletter to promote your content.

Post on your site/blog. You're doing that anyway, of course. But it's amazing what people forget if it's not on a checklist.

Submit content to generic social sites eg, Twitter, LinkedIn, Facebook, StumbleUpon, Digg and now Google +.

Submit to your specialist social networking sites

Use your specialist contacts by email, direct tweets and even telephone.

Contact journalists you know personally. Don't just issue press releases - get to know them, chat and build trust.

Buy and use a list of relevant journalists' details and get to know them.

Contribute with guest posts and articles on specialist blogs and sites.

Issue press releases to online and offline specialist distributors (like PRWeb and Press Dispensary).

Submit to site-of-the-day sites

Consider Eric Ward's URLwire It's a paid-for service but is top quality.

Buy PageRank links (or not). You can buy links without a nofollow tag. But, if Google works out that you're buying links you're site may be penalized. Take the risk if you must, but I certainly don't recommend it.

Buy promotional links (adverts) on generic sites like StumbleUpon and Facebook; specialist sites; and Pay Per Click (PPC). The links won't directly help your SEO but others might share your content and those links will.

If your content is good and your network strong then you will get links from your immediate contacts. Then their readers and others will find your site, visit and perhaps link to it.

You'll be getting links without asking. Success.

Monitor, report, repeat

Chapter 11

You have found your site's most profitable keyword niches to target; built and optimized site structure and content; and promoted your site for link building and brand building.

But SEO never stops. Your competitors will not stop optimizing, so nor can you. And your best targets may have changed. So you must return to the start of the SEO process.

Revisit metrics (visits, response, goals, sales, rank)

Check visits, Google ranks for target keywords, response rates and numbers for different metrics including goals like email recruitment, sales numbers and revenue.

Check whatever measures you've got. If you don't have Goals or Ecommerce configured then use bounce rate, average time on site and pages per visit.

Check seasonal demand and trends in your target niches with Google Insights.

If you've been wise enough to take out a trial subscription to Wordtracker Strategizer then you'll be able to see trends for all this data in one place. This allows you to make useful comparisons.

For example, visits and response may have gone up. But has the niche size increased at a greater rate, as reported by Google Insights?

Always look for trends – changes over time.

Look for marginal response (what's happened recently) since you invested in SEO.

Marginal response

Average response rates over 12 months might conceal recent declines or rises.

Recent investment in your targets may have delivered more response at first but now tailed off. Or it may not have worked at all.

New niches or sub-niches may now offer the highest response rates or total response potential.

Fashions may have passed and new ones begun.

Different seasons bring different demands.

Time has passed and response has changed.

Either way you'll need a new prioritized list of target keyword niches and a new plan of SEO actions.

You're back at the start of the SEO process for established sites – a virtuous circle response.

If you've got comments or questions, please let us know at http://www.wordtracker.com/academy/seo-made-simple-comments

The SEO process

Chapter 12

We've seen that different SEO processes are required for new and established sites.

New sites must find their first target keywords. We call this first step the Keyword Research Funnel.

Established sites with traffic and response can build on the success of their most responsive keyword niches. We call this the virtuous SEO Circle of Response.

The diagram below illustrates the different steps in this SEO process ...
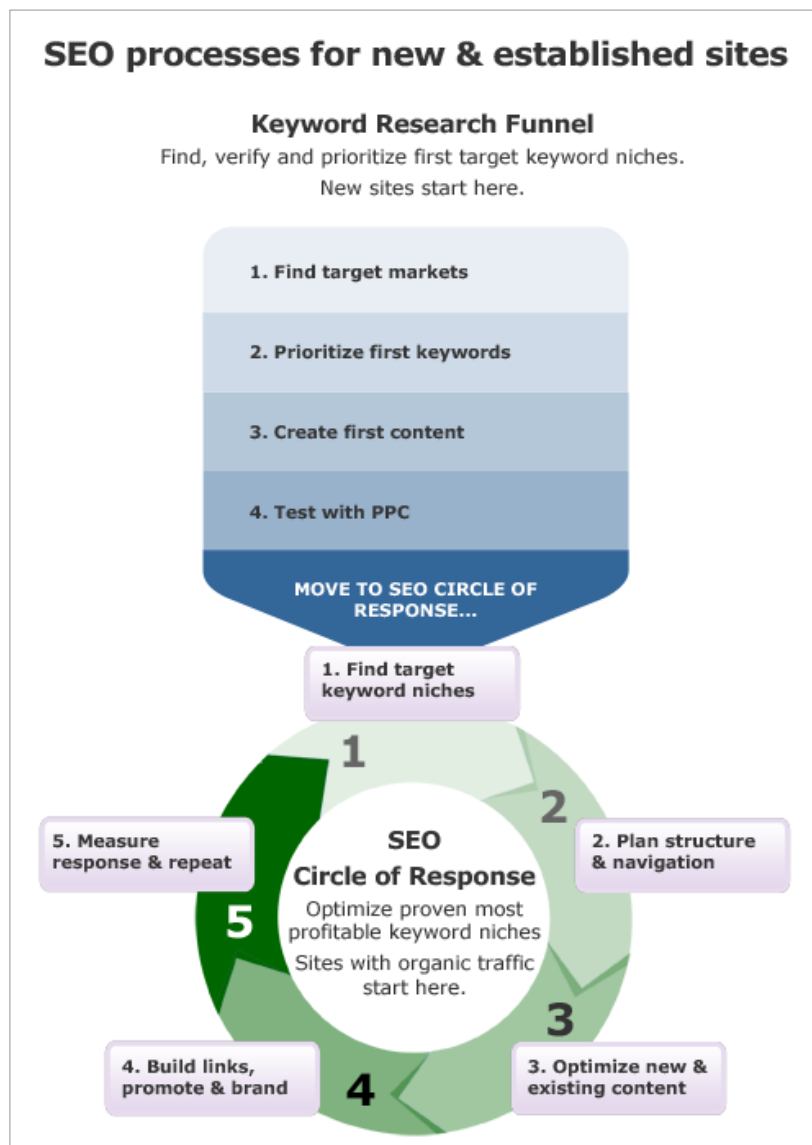
The Keyword Research Funnel

The Keyword Research Funnel is a process for starting SEO for new sites with little existing traffic.

Using keyword research tools, such as Wordtracker's Keywords tool, and your own marketing and product knowledge you will find your target market's keywords and keyword niches within those markets.

Those targets are then tested with PPC to verify the research. Are the keywords as popular as predicted? Can your site get response from them?

Here are the four steps to take to find out ...

Step 1 (Find target markets) finds your site's target markets and the keywords that define them.

Step 2 (Prioritize first keywords) finds and prioritizes target keywords within your target markets.

Step 3 (Create first content) creates landing pages on your site ready for testing your prioritized target keywords' niches with PPC.

Step 4 (Test keywords with PPC) tests your target keyword niches with PPC. Predicted popularity and hoped-for response are verified.

Keywords that don't deliver response are dropped.

Keywords that bring response are taken forward to the SEO Circle of Response.

The SEO Circle of Response

The SEO Circle of Response is for established sites with traffic and response.

It's a virtuous circle based on two simple principles:

1) Build on success ie, fish where the fish are feeding. So, target keywords that are proven to bring response. This is the quickest and easiest route to more success.

Find keywords for free
Take a free 7-day trial of Wordtracker's Keywords tool:
www.wordtracker.com/trial

2) Target keyword niches (groups of keywords) because targeting single (exact match) keywords doesn't deliver enough response.

Only with keyword niches can you work at the scale required for **SEO for Profit**.

Here are the five steps on the SEO Circle of Response …

Step 1 (Find target keyword niches), finds your site's most responsive keyword niches for short and long term results.

You can do this manually (which will take forever) or you can use [Wordtracker Strategizer](#) (which will take minutes).

Step 2 (Plan site structure & navigation), organizes your site's content and navigation for users and search engines.

Users must be able to first find what they want and then find your related content.

Search engines need to be able to find all your content.

Your site's internal navigation must distribute your site's link power around your site efficiently and to the pages you most want to receive it.

Step 3 (Optimize new and existing content for the long tail and links), optimizes your flagship and your long tail pages.

Flagship content must primarily be link-worthy. So visitors will want to link to it from their sites and share it on Facebook, Twitter, G+ and specialist social sites.

Long tail content absolutely must still be high quality but its job for SEO is to target many thousands of your target keyword niches long tail keywords.

Start planning profitable SEO today
You can take a free 7-day trial of [Wordtracker Strategizer](#)

Step 4 (Build links and promote), uses your flagship content to build inbound links and shares of your flagship content.

This must also be used to build your brand's presence across the web because significant SEO success within any market now requires you to be a brand leader within it.

Step 5 (Measure response and repeat), returns to measuring different keyword niches' response rates and opportunities - especially marginal response rates.

New targets are found, or existing ones confirmed, and the next turn of the SEO Circle of Response begins.

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

SEO never stops

Chapter 13

If you follow the processes and advice given in this book then SEO success should come.

You will need to adapt the advice here to your site's circumstances, of course.

It won't be easy. It will take some time and there will ups, downs and plateaux along the way. But success will come.

When it does, don't stop.

SEO never stops because your competition never stops.

Continue on the SEO Circle of Response.

Look for the latest most-responsive short term target keyword niches. Chase short term target keyword niches for fast results, maximum response rates, and quick profits.

Invest in your long term target keyword niches with quality content, link building, promotion and brand building.

After each turn of the circle, your site's performance will improve and you will be more experienced, too. You'll become more proficient, faster and more intuitive. Eventually you'll be an expert Search Engine Optimizer.

If you've found this free introduction to SEO useful then you'll love SEO for Profit. In 330 pages and over 57,000 words, SEO for Profit gives you more detail about how to make a profit from your SEO.

You can find out more about SEO for Profit by clicking here. And, as with all Wordtracker products, it comes with a 30-day money-back guarantee.

See you at the top.

M. Nunney

Mark Nunney

If you've got comments or questions, please let us know at
http://www.wordtracker.com/academy/seo-made-simple-comments

For fast results, maximum response rates, and quick profits, chase short term target keyword niches found by Wordtracker Strategizer

Kick-start your SEO
Try Wordtracker's premium tools free for 7 days

If you've a new site, or are looking for new keyword ideas, you should kick-start your SEO with Wordtracker's Keywords tool.

If you've an existing site that gets 10,000 visits a year or more, you should use Strategizer to boost your SEO efforts.

If you'd like a demonstration of any Wordtracker product, simply email maria@wordtracker.com

Find the best keywords for your business

- Save time - get thousands of keywords instantly
- Attract more website traffic - create Google-friendly content
- Rocket your site to the top of the search engine results

"In just two and a half years, we've seen well over a 150% increase in traffic."
Dan Roberts, Senior Analyst, Hearst Publications

Take the free trial

Optimize profits from your SEO and PPC campaigns

- Find your site's best money-making keywords
- Work faster by targeting groups of keywords
- Monitor your search engine ranking (SERPs) for 100+ keywords

"I would guess my traffic has increased about 50% since I have started using Strategizer."
Stephanie Manley, owner.

Take the free trial

Wordtracker's 30-day money-back guarantee You can cancel at any time during your first 7 days and pay nothing, or continue your membership for just $69.00 per month.