

Link Building
SEO Search Rank
Engine URL
Keyword
Generat**ion**
Optimization Marketing

About NexusLab[®]

NexusLab provides professionals, organizations and businesses with the highest standards and competitive advantages in customized web design, social marketing, mobile applications and search engine optimization. With excellent customer service, and a strong team behind the brand, NexusLab is the best choice when it comes to professional web development, creative web design and effective online marketing.

The company began its journey in Los Angeles, California in 2006, and quickly gained momentum as it was recognized as one of the fastest growing companies in the United States according to Inc. 5000.

NexusLab is powered by highly inspired, creative, talented and dedicated professionals who are willing to put all their strengths in pursuit of professional objectives. By respecting and admiring our team members, we're able to motivate each other to think outside the box. In doing so, the ambiance of our work environment is lively and creative, leading us to greater innovations.

For more information you can give us a call
or visit our website at www.NexusLab.com.



We look forward to hearing from you!

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Introduction

All your success in Search Engine Optimization begins with keywords. In fact, the keyword phrase may either make or break your online business. If you target the incorrect keyword phrase, you'll end up with the wrong type of visitors to your website or no visitors at all. This means that your online business may be destined to fail.

After choosing a website topic, the next most important step in the entire Search Engine Optimization process is keyword generation. Choosing the right keywords will help you reach your target audience, and choosing the wrong ones may cause you to lose your place on the World Wide Web. Keyword generation is significant to a successful SEO campaign, so, do not rush or take it lightly. Despite what your goal is in an organic search engine ranking or advertising campaign, you have to start by making a list of keywords relevant to your website. Your keywords should describe exactly what you're selling.

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Starting with your keywords

There are many free tools that can help you to choose and analyze keywords. In general the best place to start is with a blank piece of paper. Gather people from your business that speak with your customers regularly, or ask trusted clients. With a pen and paper, brainstorm your keywords. Ask everyone what terms they would put into Google to find your business. You may find surprising responses, since most business owners can't see their company through the eyes of a customer. By engaging with active individuals who use your company or services, you'll learn so much!

There are several common mistakes that people make when choosing keywords:

- ✓ Targeting too many keywords
- ✓ Targeting broad keywords
- ✓ Including "stop" words

Targeting too many keywords will look like keyword spamming. Google uses clever software to tell when you are using too many keywords, and it penalizes your website, so always use related keywords. If you don't, you'll produce poor search results, and it won't get you the desired traffic that you're looking for.

Targeting broad keywords is also a bad idea, since the competition is so fierce that getting any sort of good result is near impossible. For example – using the keyword "Design" on Google produces about 2,100,000,000 results for that keyword. If the keywords are "Web Design Company," a more manageable result will appear.

Google thinks stop words are particularly unimportant to searches, so they should be used sparingly, if at all. Examples of stop words are: and, the, of, be, etc. Using them in your keywords dilutes their power.

Select Keywords

Selecting general and specific keywords for the pages of content on your website is vital. General keywords are one or two words in length and are commonly referred to as “long-tail” or “head” terms. Specific keywords are three or more keywords in length and are commonly referred to as tail terms. For example, the keyword “design” can be considered a head term; the keyword “web design services” can be considered a tail term. Head terms tend to generate substantially more traffic than tail terms, but do not necessarily lead to more sales or repeat visitors. Tail terms in general send much less traffic, but often convert at a higher rate than head terms. Therefore, select a blend of both head and tail terms to incorporate into each page on your website.

1. Choose Between Head and Tail Terms

Despite whether you are optimizing an existing website or creating a new one, you should select keywords that are consistent with the content of each unique web page. In general, select tail terms if you optimize web pages with specific content, and head terms if you optimize web pages with more general content. Choose head keywords for your home page that represent the overall theme of your website. For example, if your website is about event management, for SEO purposes you’ll want to select the keyword “event management” for your home page. Typically, your home page has the highest number of backlinks out of all the pages on your site. Home pages are also general since they are the most important page of a website, and they’re main purpose to to tell readers and search-engine spiders what the overall website is about. For this reason, your home page has the highest chances of ranking for the competitive head terms than your subpages.

2. Select Head Terms Sparingly

It is not easy at all to rank for head terms, especially head terms that define your particular industry or website category. In fact, only the top ten websites within any particular industry or category end up ranking on the front page of a search engine for a head term. Unfortunately, even if you take and apply all the suggestions in this book, there is no guarantee that you will rank for one or more competitive head terms. Very often, the websites that rank high for competitive head terms use manipulative tactics that are inconsistent with the terms and conditions of the major search engines. As a result, websites using shady SEO practices enjoy top ranking for only a short period of time prior to being banned from the search engines indefinitely. Although you may use manipulative practices that give your website a competitive edge, the long term risk associated with such practices is huge. Instead, turn your focus to building great content with an emphasis on providing your readers with a great user experience.

3. Select Tail Terms for Most Web Pages

Your main SEO strategy should be focused on building content that ranks well in the search engines for long-tail terms. Too often the SEO efforts fail because of an overemphasis on ranking for head terms. Although the traffic volume for head terms is greater, you have a much greater chance of ranking well for specific tail terms. Moreover, ranking well for just a few tail terms is much better than not ranking at all for a head term. Always keep in mind that you need to set long-term goals for SEO. Over time, as you create a great content and optimize each page of your website, you will notice that your traffic has grown substantially.

Analyzing Competition with Compete.com

Compete.com will help you to see where your competition is generating search-engine traffic on both pay-per-click and organic searches.



The image shows a screenshot of the Compete.com website. At the top right, there are links for "register", "help", and "login". Below the Compete logo is a navigation bar with "Profiles", "Analytics Tools", "Client Solutions", "Resources", and "myCompete". A secondary navigation bar includes "Site Profile" and "Compare Sites". Below this is a search interface with three input fields, "login to enable" buttons, and a "Compare" button. The main content area features a laptop displaying a dashboard with traffic data and a play button icon. To the right of the laptop is a promotional banner with the text "Be a Better Online Marketer." and a list of reasons to use Compete PRO: "Monitor your rivals' online performance.", "Find new keywords for paid search and SEO.", and "Discover new streams of traffic." Below the banner are "LEARN MORE" and "VIEW PLANS & PRICING" buttons. At the bottom, there are three feature boxes: "Compete API" (Develop new tools, apps, and tool bars using Compete's data and metrics.), "Track Your Audience" (Go beyond standard demographics with your FREE Audience Profile.), and "Compete PRO Enterprise" (Give your entire organization access to Compete PRO reports, including industry trends.).

It will also provide valuable information on user interaction within your website. This is a powerful information tool that other popular keyword research tools such as [Wordtracker](#) and [Keyword Discovery](#) do not provide. Unlike other keyword research and suggestion tools, Compete.com does not gather data directly from the search engines. Instead, it gathers information from real Internet users who have installed the Compete toolbar themselves. This data collection feature allows them to provide a considerably larger amount of information by analyzing not only how users search, but how they act on the sites they visit after searching. This includes the time a user spends on a site, what percentage of the site's traffic comes from each individual keyword, and a relative measure of how much each keyword is worth to the competitor's site.

If you want access to user interaction data, just create an account at Compete.com and purchase credits. Then, each time you research, Compete.com will deduct a certain number of credits from your account. Currently, with a minimal amount of credit you will access the top 50 keywords for a domain. For a few additional credits, you can access all the given results, which on average includes thousands of keywords. Compete.com also offers free keyword research and website analytics services. It includes the ability to compare estimated traffic statistics for up to five domains at a time over the last 12 months. These facts can be very helpful.

Navigate to www.compete.com

Click Search Analytics

1. Enter the domain of your competitor site to get a list of keywords referring traffic to it
(You will see what keywords drive traffic to a given website)
3. Click GO

Also you can see what sites drive traffic with similar keyword phrases.

1. Enter your keyword to get a list of sites it refers traffic to
2. Click GO

Compete Search Analytics

Compete PRO Search Analytics bring search marketing into plain view with paid and natural search trends, historical search referral data, and customized filtering capabilities that let you focus on top performing keywords and traffic for thousands of websites.

Search Referrals
Enter a site or a category; get a list of keywords referring traffic to it

Site | Category | Compare

e.g. compete.com GO

See what keywords drive traffic to a given site

Keyword Destination
Enter a keyword; get a list of sites it refers traffic to

Broad Match | Exact Match

e.g. digital camera GO

See what sites get traffic from searches with similar keyword phrases

The advanced data of Compete.com has several categories. They are as follows:

- **Volume Rank.** This will show the rank of each keyword in terms of what keyword is sending the most volume. It's a quick look at your top keywords.
- **Site Share.** It shows the percentage of the overall search-engine traffic that brings each individual keyword to your website.
- **Keyword Engagement.** It is a measure of the average amount of time the user has spent on your site.
- **Keyword Effectiveness.** It is a combination of volume rank and keyword engagement. The basic measure of which keywords are the most valuable and effective in terms of referred users who were active when they have visited your Website are what give you these results. Keyword Effectiveness provides an additional measure of user interaction on your website.

This information provided by Compete.com can be valuable to your SEO research.

Using Google Keywords Suggestion Tool

After identifying your list of keywords, you can analyze them through some of the free tools available online. Go to the Google AdWords Keyword Suggestion Tool and start analyzing each of the keywords that you came up with.

The Google AdWords Keyword Suggestion Tool is a free tool that tells you how many times the exact keyword has been used globally and locally in the last month. Even more useful, it will suggest you related or alternative keywords to the ones you enter. By using this free tool, test your selected keywords to see how much competition they have, and remember, we are searching terms that someone could legitimately use to find your company. By taking your time, your traffic will be more targeted and motivated.

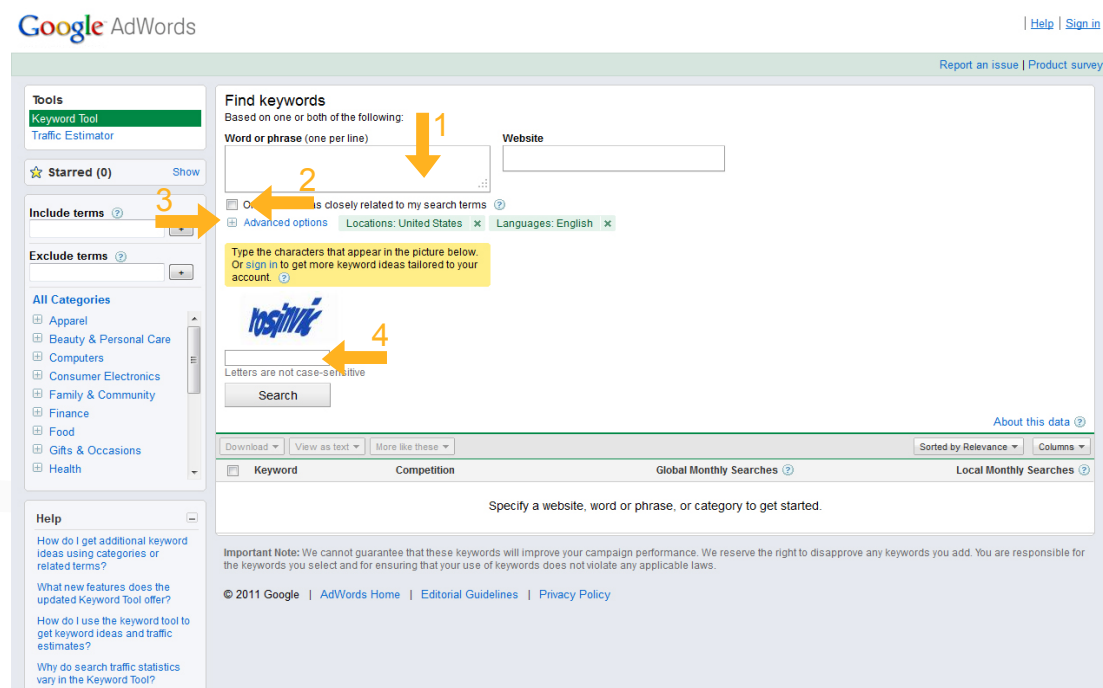
The information provided by Google AdWords Keyword Suggestion Tool allows you to identify your keywords for your PPC campaigns. But, the tool is also extremely valuable during your keyword generation efforts for SEO purposes.

With Google AdWords Keyword Suggestion Tool you will be able to estimate the search volume and competition of each keyword. Keywords that have high search volume and low competition can become perfect additions to your own keyword lists.

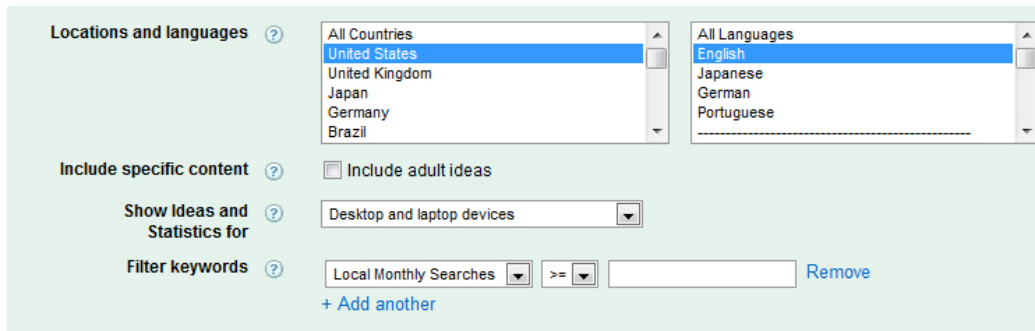
Google’s Keyword Suggestion Tool provides you with a list of possible keywords to target in your PPC or SEO efforts, and also with a list of potential negative keywords. Negative keywords are vital when putting together a PPC campaign, as they are the words that would prevent your ad from being displayed. The most commonly used negative keyword is “free,” because most advertisers do not want their product to appear to someone who is looking for something free.

Go to <https://adwords.google.com/select/KeywordToolExternal>

1. Enter your keyword
2. You may choose to show only ideas closely related to your search terms



3. Choose the location and the language



4. Enter the phrase shown in the image

5. Click Search

The list of keywords appears

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> ☆ web design	<input type="checkbox"/>	4,090,000	1,220,000
<input type="checkbox"/> ☆ web design firm	<input type="checkbox"/>	246,000	74,000
<input type="checkbox"/> ☆ microsoft web design software	<input type="checkbox"/>	5,400	2,900
<input type="checkbox"/> ☆ learn web design	<input type="checkbox"/>	9,900	4,400
<input type="checkbox"/> ☆ web design pricing	<input type="checkbox"/>	27,100	12,100
<input type="checkbox"/> ☆ web design firms	<input type="checkbox"/>	90,500	40,500
<input type="checkbox"/> ☆ web design classes	<input type="checkbox"/>	40,500	12,100
<input type="checkbox"/> ☆ atlanta web design	<input type="checkbox"/>	22,200	18,100
<input type="checkbox"/> ☆ online web design courses	<input type="checkbox"/>	6,600	2,900
<input type="checkbox"/> ☆ web design school	<input type="checkbox"/>	14,800	9,900
<input type="checkbox"/> ☆ hit web design	<input type="checkbox"/>	2,900	2,900
<input type="checkbox"/> ☆ chicago web design	<input type="checkbox"/>	22,200	18,100
<input type="checkbox"/> ☆ web design los angeles	<input type="checkbox"/>	14,800	9,900
<input type="checkbox"/> ☆ web design jobs	<input type="checkbox"/>	40,500	12,100
<input type="checkbox"/> ☆ web design programs	<input type="checkbox"/>	201,000	74,000
<input type="checkbox"/> ☆ web design degree	<input type="checkbox"/>	6,600	5,400
<input type="checkbox"/> ☆ best web design software	<input type="checkbox"/>	18,100	8,100
<input type="checkbox"/> ☆ new york web design	<input type="checkbox"/>	12,100	8,100
<input type="checkbox"/> ☆ los angeles web design	<input type="checkbox"/>	14,800	9,900
<input type="checkbox"/> ☆ miami web design	<input type="checkbox"/>	12,100	9,900
<input type="checkbox"/> ☆ web design courses online	<input type="checkbox"/>	6,600	2,900
<input type="checkbox"/> ☆ web design and hosting	<input type="checkbox"/>	40,500	18,100
<input type="checkbox"/> ☆ web design new york	<input type="checkbox"/>	14,800	12,100

Now you can study the list and select the most suitable keywords for your website.

After creating your list, you can save it in various formats including: a text file, CSV file, or CSV file preformatted for Microsoft Excel. If you have a Google AdWords PPC campaign, you can add the keywords directly into your Google AdWords account.

Conclusion

Keyword research is vital to the success of your campaign. Although there are several options to choose from, determine which method is best suited for the goals of your company. A type of keyword generation that works for one online marketer may not work well for another.

The methods described in this eBook can be really effective, allowing you to discover successful keywords you may never have otherwise come up with.