

Keyword Strategy

The foundation for more visitors
and profit

How to Maximize Traffic to Your Website by Picking
the Right Keywords and Topics.

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Introduction

When it comes to setting up a website and making its content profitable, a well-planned keyword strategy is essential, as it lays the foundation for the success or failure of a website.

However, it is not enough to search for the right keywords and place them on the website. An analysis of the most rewarding keywords is as important as observing competitors, taking advantage of different types of keywords, and organizing the website structure around different keyword-types.

Ultimately, websites should be optimized for a keyword and attract as many visitors as possible, who will then buy a product – be it one's own or that of an affiliate partner.

This may seem overwhelming at first, which is why we have written this report from SwissMadeMarketing. It covers the following questions and topics:

- » The different keyword types and how to use them to your advantage
- » How to search, select, and analyze keywords
- » How to profitably organize keywords on your website
- » Keyword research with the SE Cockpit tool

This report will guide you and show you a strategic, effective way to find and correctly use profitable keywords.

Different Types of Keywords

In this guide, we'll define three types of keywords that serve a purpose when setting up a site and its content. These three types are:

- » Profit Keywords
- » Information Keywords
- » Pivot Keywords

Knowing about these three types of keywords, finding them and creating content for them will help you create a much more compelling and ultimately also more profitable website.

Profit Keywords

A profit keyword is any keyword that will directly lead to a conversion.

These “profit keywords” are likely the most important keywords for your site. However, they aren't the only ones that matter and we should not forget about that!

But more on that later.

TIP

A healthy mixture

In most cases, you cannot and should not build an entire website around just the most important (profit) keywords. There are many ways to intelligently provide the website with additional content based on keywords that may not be directly profitable but are no less important.

Profit-keywords can be characterized by different features. Here are some of them:

- » Product name keywords and searches including serial numbers of products (the more specific, the better)
- » Brand name keywords
- » Bargain keywords - anything containing modifiers like “where to buy”, “cheap”, “discount”, “coupon”, “best price” and so on.
- » Review keywords and comparison keywords (e.g. “product name review” and “product A vs. product B”)
- » Highly specific searches (specificity is a very rough indicator of commercial intent)

- » A large number of paying PPC advertisers bidding on the keyword.
- » A fairly high estimated cost-per-click for PPC advertising

Any keyword that meets several of these profit keyword criteria and happens to have a relatively low competition and high search volume, represents a great opportunity for you and your website!

Profit Keywords on Your Website

The profit keywords you find dictate the core content of your site:

Create content-rich, highly optimized pages for each profit keyword and run SEO campaigns to gain top rankings for those keywords.

- » The homepage of your website should be directly related to a profit keyword.
- » The pages based on profit keywords should be easily accessible from any page, through your site's navigation (this can also be a factor contributing to the pages' rankings, since Google pays attention to internal links, when determining the importance of the pages on a site).
- » Profit pages should always include strong calls to action. Make it as easy as possible for your visitors to take the action that leads to a sale/conversion.

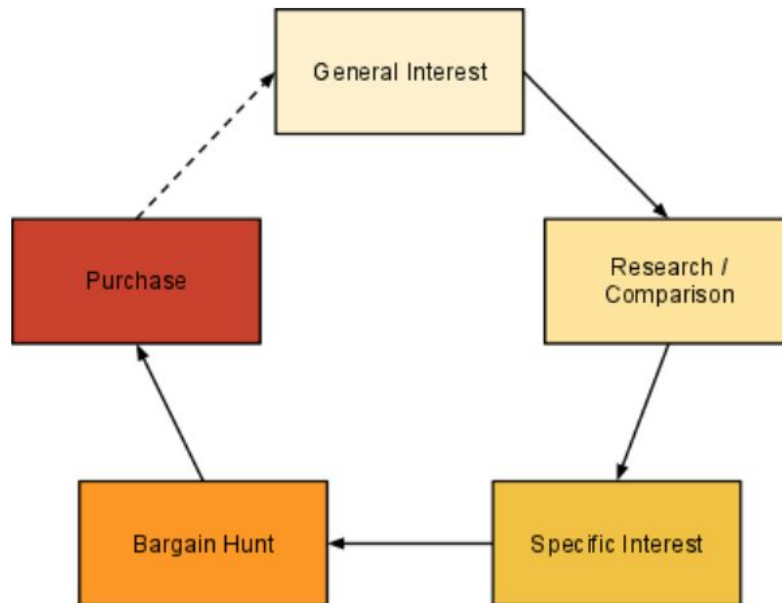
Information Keywords

Information keywords make up the majority of searches performed on the Internet. An information keyword indicates that the person performing the search is simply looking for an answer to a question or looking for more information on a topic, without having any intention of buying anything. Needless to say, information keywords are not as profitable as profit keywords.

Here are some characteristics of information keywords:

- » Tutorial keywords including modifiers such as "how to", "tips", "tutorial", "learn", etc.
- » Creative keyword modifiers such as "ideas", "plans", "examples" and more
- » Modifiers such as "resources", "news" and any reference to news stories
- » Searches phrased as questions

In some cases, information keywords indicate an interest in information and nothing beyond that. However, in some cases, information keywords can indicate that someone is in an early stage of a buying cycle, which looks something like this:



These are the common phases we go through, before making a purchase. Not all the steps are always included and the completion of the cycle can sometimes take days or weeks and at other times only take seconds. It's important to keep in mind that someone's search for information today might translate into a purchase tomorrow. And this is something we can capitalize on.

Information Keywords on Your Website

In terms of metrics, what matters most in information keywords is the search volume. Search volume simply indicates how many people are looking for an answer to a specific question or a specific tutorial. It's recommended that you create information about the most popular topics as well as about any "under-served" topics (e.g. a question that gets searched for often, but doesn't have a really fitting answer in the current top 10 results).

A very simple approach is to find information keywords that are related to your niche, product, service or site and use those to base additional content around.

- » Create an FAQ page, create a video-series answering the most common questions, create pages with the basic, general information that newcomers to the niche might be looking for.

- » Then, simply watch your analytics and over time, you'll see that some of the information keyword content leads to a decent amount of conversions and you can start running SEO campaigns for those specific pages.
- » You can use information keyword pages as "traffic catchers", to attract additional visitors to your site.

TIP

Make use even of misunderstandings

Even misunderstandings or ambiguities can be cleverly utilized: Establish yourself as an expert in your field and educate the visitor. In the best case scenario, even wrongly informed visitors will become paying customers.

However, there are many more benefits to utilizing information keywords:

- » On the one hand, there are **SEO benefits**: Google tends to prefer larger websites over smaller ones and any link you get for your information pages will contribute to your overall site authority, in a small way.
- » Then, there's **social media**: information keyword content is usually a lot more "shareable" than profit keyword content. Your articles about the "Top 10 Myths about [Your Niche]" is much more likely to spread through social media than, say, a product review.
- » **Branding**: Finally and perhaps most importantly, information keyword content can present great opportunities for creating brand recognition and building authority.

Let's take a closer look at the topic of branding:

People are more likely to buy something from that friendly person who made all those useful tutorial videos than from some random online store.

Someone who's been stuck in the early stages of the buying cycle forever might come back to your site to finally make a purchase, simply because they already feel comfortable on your site and have it bookmarked.

This type of branding takes time and effort, of course, but it can be the make or break of a business. Even in the short-term, a good amount of information content can help with your site's authority and branding.

An extremely good example of using information keywords can be found on the fitness supplement ecommerce store MyProtein:



Apart from their normal product listings, they also offer pages with information about various fitness goals and various sports, including their recommendations for which supplements to use in each case, of course.

You can bet that these information pages serve as “traffic catchers” and help build long-term credibility and authority for the site. But you can also bet that for everyone who actually reads the information content, there’s also someone who simply looks at the navigation menu, thinks “Well, they clearly know what they’re talking about!” and then proceeds to make a purchase.

Pivot Keywords





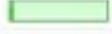





A pivot keyword is one that can attract traffic to your site, which you can easily redirect to one of your profit keyword pages.

We would like to illustrate the meaning and use of major keywords with the following case study:

Let’s assume that we are the owner of a product review page that primarily focuses on the “widget” niche.

First, let’s use a keyword tool to find some relevant keywords.

The following graphic represents the search result. It is an image from the SECOckpit keyword tool:

Keyword			Universal ...
Niche ▾	Monthly Sear...	Phrase	Rank 1-10
	14800	blue widget review	
	9900	red widget review	
	320	blue widget coupon code	
	46	yellow widget review	
	14800	widget tutorial	

Information about the graphic:

The **niche column** uses the green bar as an indicator of how easily you can rank for this keyword. The size of the green bar indicates the amount of traffic in relation to the competitiveness of a keyword.

The **monthly search queries** show the exact monthly search volume for each keyword, as provided by the Google Keyword Tool.

The **phrase column** displays the keywords returned during the search based on the keyword you entered.

The **orange visitor column** gives an estimate of the current traffic.

It seems clear that “blue widget review” is a strong profit keyword, since it has a high search volume, low competition and the fact that it’s a product name + review keyword indicates that it’s profitable as well.

So, one of our main pages will be optimized for “blue widget review”.

Now, there’s a second review-keyword, this one concerning red widgets. In case red widgets are on equal footing with blue widgets, we can simply treat it as another profit keyword and create another page for it. However, maybe red widgets aren’t nearly as good as blue widgets, or maybe there’s some other reason you don’t want to recommend them. In this case, it becomes a pivot keyword:

You still create and optimize a page for the keyword “red widget review”, but the purpose of the page is to inform visitors that blue widgets are actually a better choice and direct them towards your “blue widget review” page.

The keyword “blue widget coupon code” could also be a potential pivot keyword, if there are no coupons or there once were and now they’ve expired. In this case, instead of ignoring the keyword, create a page about it, point out that all coupons have expired and direct to your main review page. In many cases, you can pivot between price comparison and discount keywords.

Objections often also present opportunities to pivot. If you find keywords indicating buying objections like concerns about the price being too high, concerns about the product/service quality or concerns about safety, it’s better to address the issues on your site and then lead your visitors to your profit pages, rather than ignoring the objections.

Looking at the keyword examples above, once again, there are two more keywords: “yellow widget review” with a very low search volume, can either be used to pivot visitors towards blue widgets or just be added for completion’s sake - more products make a review site more credible.

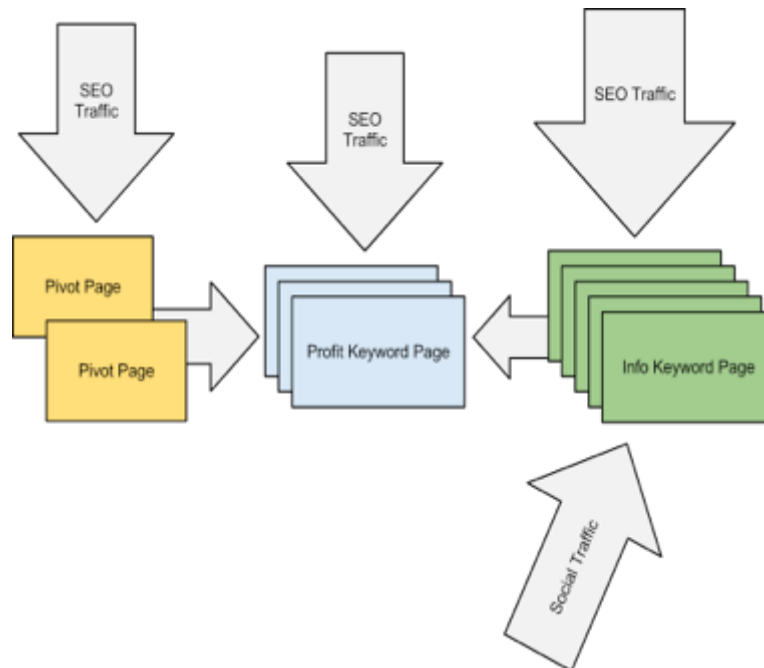
And of course, “widget tutorial” is a perfect example of an information keyword that should be made use of, due to it’s high search volume.

Site Structure – Organize the different Types of Keywords on your Website

So, when planning a new website or building an existing website, we distinguish three relevant types of keywords:

1. Profit Keywords
2. Information Keywords
3. Pivot Keywords

Each type of keyword contributes to your website in its own way.



- » The **profit keywords** will quickly generate traffic and conversions.
- » **Pages with major keywords** (there usually aren’t many) will generate additional traffic and thereby benefit your profit pages.

- » The **information pages** help immensely in building a good reputation and brand recognition and make your website attractive to social media users.

Your investments, in terms of time and expenses, should always be focused on your profit pages. That is where you need to make the biggest SEO efforts and that is where most of your split-testing and optimization efforts should be spent.

Pivot keywords are not very common. If you see them, make use of them - most people don't, so it's a way to get an advantage.

The information part of the site is the ideal part to keep building slowly. Having regularly updated content on a site also translates into an SEO benefit, which is one more reason to make use of information keywords.

Attention: While the information pages are not as important as the profit pages, don't make the mistake of cutting corners too tightly. It's better to have no informational content than to add low-quality, junkcontent to a site to "pad it out". This is a strategy that worked quite well before the Google Panda updates, but now does more harm than good.

Keyword research is the foundation of your online business

After reading this report, you'll find that keyword research can offer us a lot more than just new opportunities to make money.

At it's most basic, keyword research is a way to gain insights into what people in our target market look for, want and think about. As such, we can use what we learn from keyword research to influence many aspects of our site, beyond just our profit pages and SEO campaigns.

CONCLUSION

You can use what you learn from your keyword research for much more than just optimizing profit pages and SEO campaigns.

We hope this guide has provided you with some new insights about how to make use of keyword research data.

We wish you nothing but success with your online business!

Your SwissMadeMarketing Team

Keyword research with the SE Cockpit tool

In the chapter "Pivot Keywords", you were given a small glimpse into the keyword research tool SE Cockpit.

Not only can you use this tool to find profitable keywords, you can also analyze keywords and answer the following questions:

- » How big is the (niche) market? How many potential buyers can I reach?
- » How much traffic can I expect with a top-ranking keyword?
- » How difficult (or easy) is it to identify the ranking for this keyword?

If you'd like to learn more about the SE Cockpit tool, visit our website www.secockpit.com

Notes
