

# ***SEO Made Simple***

Wordtracker's Free SEO Guide

Mark Nunney

# Contents

---

<b>Introduction: SEO Made Simple</b>	<b>4</b>	<b>Chapter 6: SEO for established sites</b>	<b>41</b>
		<a href="#">Find target keyword niches for established sites</a>	42
<b>Chapter 1: What can SEO do for you?</b>	<b>6</b>	<a href="#">Manual SEO with Google Analytics</a>	42
<a href="#">Sell more stuff online with SEO</a>	7	<a href="#">Automatic SEO with Wordtracker Strategizer</a>	45
<a href="#">Influence more offline sales with SEO</a>	7	<a href="#">Intelligent Automatic SEO with Strategizer</a>	50
<a href="#">Get your stories read by more people with SEO</a>	8		
<a href="#">Keep your job with SEO</a>	8	<b>Chapter 7: Plan site structure &amp; navigation</b>	<b>52</b>
<a href="#">Get promoted with SEO</a>	8	<a href="#">Keyword research as site planning</a>	53
<a href="#">Get a raise with SEO</a>	9	<a href="#">A sample site</a>	53
<a href="#">Start your own business with SEO</a>	9	<a href="#">Site navigation</a>	55
		<a href="#">Why your Superman pages are trapped in a kryptonite basement</a>	57
<b>Chapter 2: SEO basics</b>	<b>10</b>	<a href="#">Setting your Superman pages free</a>	58
<a href="#">Keywords</a>	11		
<a href="#">Target keywords</a>	11	<b>Chapter 8: Create &amp; optimize content</b>	<b>60</b>
<a href="#">Organic and paid search results</a>	12	<a href="#">Content for new sites</a>	61
<a href="#">How search engines work</a>	13	<a href="#">How to optimize a page</a>	62
		<a href="#">How to optimize images</a>	70
<b>Chapter 3: The long tail of search</b>	<b>16</b>		
<a href="#">The long tail of keywords</a>	17	<b>Chapter 9: Create quality content other sites will want to link to</b>	<b>73</b>
<a href="#">A keyword niche is a group of keywords containing a single 'seed' keyword</a>	18	<a href="#">Find and explore your target market's online community</a>	75
		<a href="#">Ideas for content</a>	77
<b>Chapter 4: SEO for new sites</b>	<b>19</b>		
<a href="#">A simple SEO process for new sites</a>	20	<b>Chapter 10: Find link prospects in your target market's online community</b>	<b>79</b>
<a href="#">1) Find your target markets</a>	20	<a href="#">Speed up your link building with Wordtracker Link Builder</a>	81
<a href="#">The Related Keywords tool (aka the Orange tool)</a>	23		
<a href="#">Choose your target markets</a>	24	<b>Chapter 11: Monitor, report, repeat</b>	<b>89</b>
<a href="#">2) Prioritize your keywords</a>	26	<a href="#">Revisit metrics (visits, response, goals, sales, rank)</a>	90
<a href="#">We've only just begun</a>	31	<a href="#">Marginal response</a>	90
<a href="#">3) Create first content</a>	31		
<a href="#">4) Test with PPC</a>	33	<b>Chapter 12: The SEO process</b>	<b>92</b>
<b>Chapter 5: Analyze your site's visitors with Google Analytics</b>	<b>35</b>	<b>Chapter 13: SEO never stops</b>	<b>97</b>

# 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.

 **Wordtracker**

Login: [Keywords](#) | [Link Builder](#) | [Strategizer](#)

OUR TOOLS: [KEYWORDS](#) | [LINK BUILDER](#) | [STRATEGIZER](#)


Academy | Blog | About Us | Contact

**Articles by Category**  
[All Articles](#)  
[Blogging](#)  
[Case Studies](#)  
[Free Keyword Research Guide](#)  
[Keyword Creativity](#)  
[Keyword Research](#)  
[Keywords](#)  
[Link Building](#)  
[Online Journalism](#)  
[Online PR](#)  
[Pay Per Click](#)  
[Search Engine Optimization](#)  
[Social Media Marketing](#)  
[Web Content](#)  
  
[Books and Guides](#)  
[Videos](#)  
[Webinars](#)  
  
\*New\*  
[Link Builder](#)  
  
[More categories](#)

## The Wordtracker Academy

Articles, case studies, tips and tricks to help you grow your online business through effective [keyword research](#) and [search engine optimization](#)

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

 Like  66 likes. Sign Up to see what your friends like.

---

**Latest articles**

---



### [Is this the best link building tool ever?](#)

Posted by [Ken McGaffin](#) on 21 July 2011

A good link building campaign needs to be planned, managed, monitored and reported on. It will use a wide range of strategies with many link prospects for each.

This is a lot of work and [Wordtracker's Link Builder tool](#) has been rebuilt to do all these jobs for you. Can all this really be in one tool? Ken McGaffin says it can and here he shows you how.



### [Link building for editors, journalists and writers](#)

Posted by [Mark Nunney](#) on 21 July 2011

In part one of [SEO for editorial teams, journalists and writers](#), we looked at how quality editorial is at the heart of building the links SEO requires. In part two, Mark Nunney looks at how they can help promote their quality content to make sure it gets the precious links it deserves and needs for search engines success.



### [How to snap 500 people to attention in under a minute](#)

Posted by [Sean D'Souza](#) on 21 July 2011

In the final part of his 12-part series on giving perfect presentations, [Blackbelt Presentations](#)

**Keyword Expert Newsletter** 

Articles, case studies and tips to grow your business with keyword research.

Your name

Email address

We respect [your privacy](#)

**Try Wordtracker's apps**

- **Keywords:** Find the best keywords for your business
- **Link Builder:** Build links to boost your search engine rankings
- **Strategizer:** Get maximum profits from your SEO and PPC campaigns

**Find us on Facebook**

 **Wordtracker**  
 Like

Follow Wordtracker on [Twitter](#), [Google+](#), [YouTube](#), [LinkedIn](#) and [Facebook](#).

## 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](mailto: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.



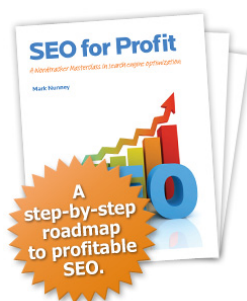
Mark Nunney  
[@marknunney](#)  
[+Mark Nunney](#)  
[LinkedIn](#)

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).

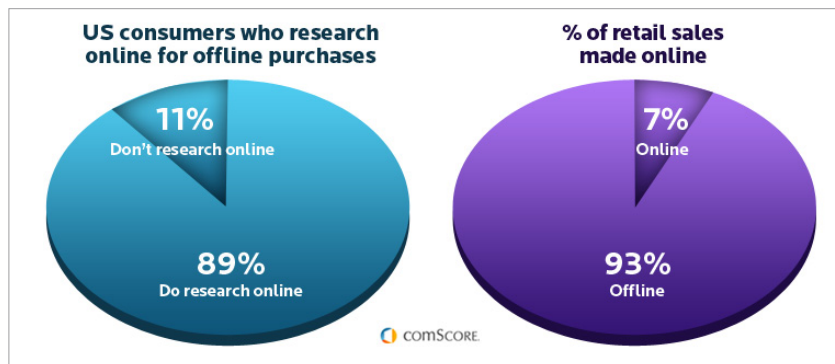
Most of these sales come via search engines.

## 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.



## Get your stories read by more people with SEO



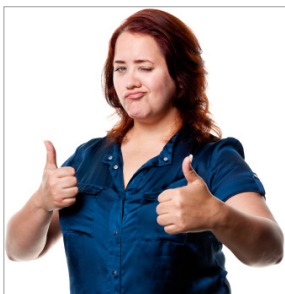
If you want your website content to be read by more people then SEO can help you get it found on search engines.

## 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.

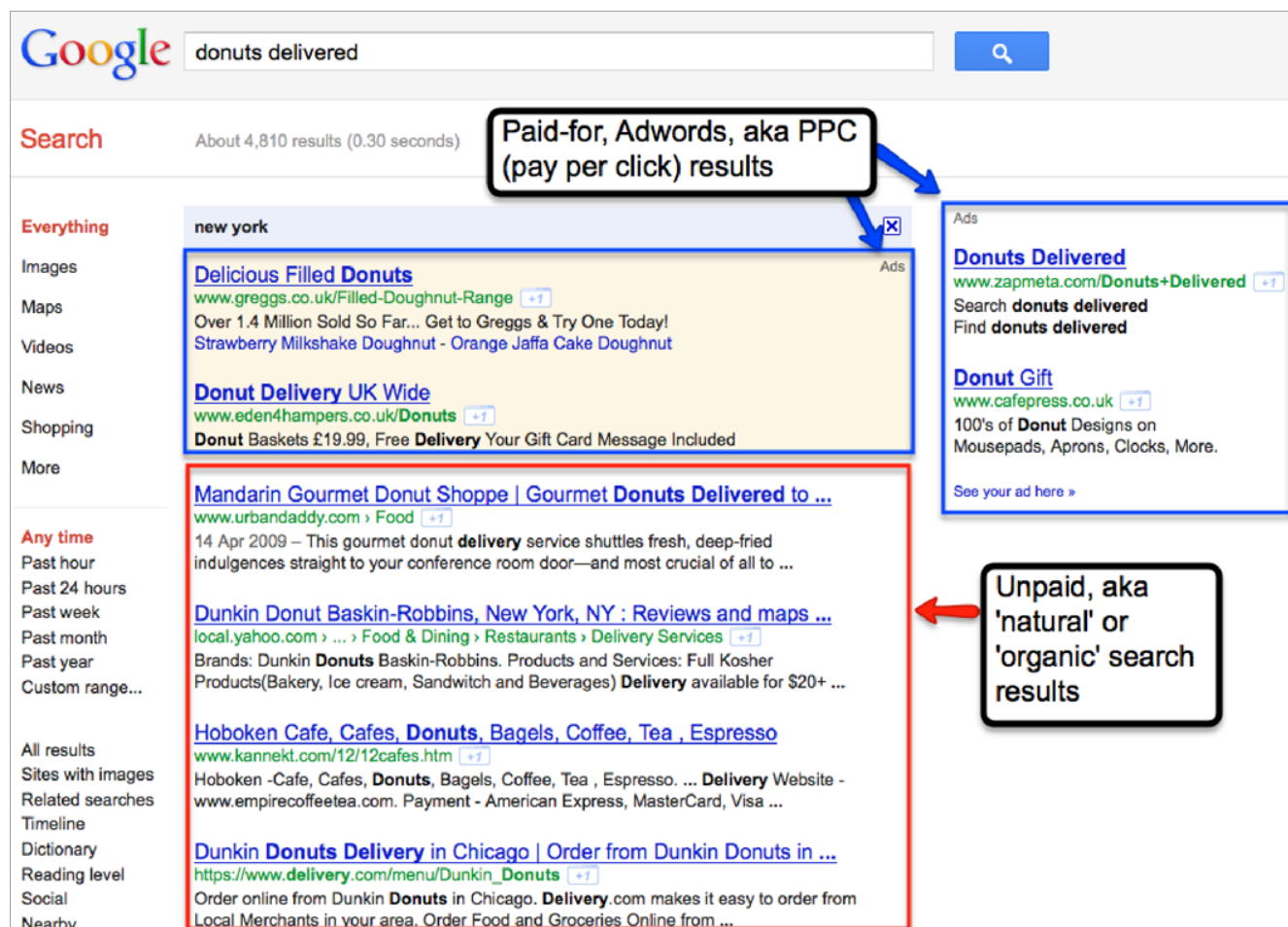


These will be your **target keywords**.

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.

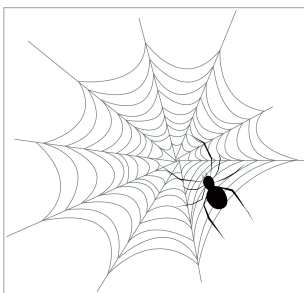


SEO will help you improve your site's position in the organic search results.

## 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.

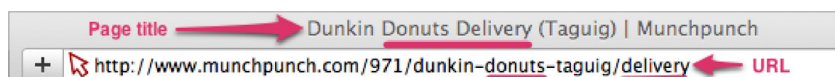
The total score is then used to rank the matching pages and decide the order the results are presented on the search results page (highest at the top).

[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*

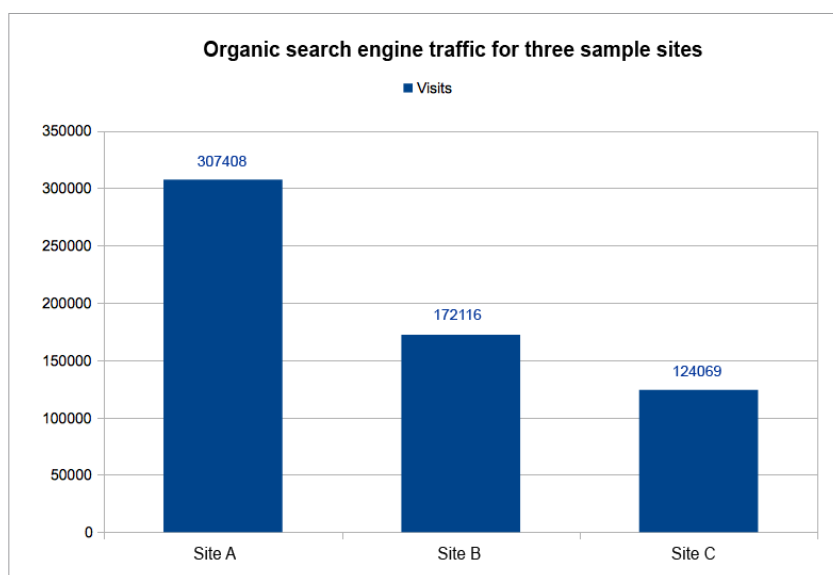
## The long tail of keywords

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.



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



## A simple SEO process for new sites

Here are four steps for finding target keywords for new sites:

- 1) Find your target markets.
- 2) Prioritize your first keywords.
- 3) Create your first content.
- 4) Test with PPC.

Let's look at each of those ...

### 1) Find your target markets

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

First find your target markets and the simplest words and phrases that define them.

For example, if you are selling cars then your keywords might include *cars*, *family cars*, *sports cars*, and *SUVs*.

You won't be targeting these hugely popular and competitive keywords at first. They are just the starting point for your keyword research.

Your actual targets will come from within these keywords' niches. So your actual keyword targets might be *cool family cars* or *compact family cars*.

#### Start with keyword research tools

Keyword research tools like [Wordtracker Keywords](#) and the [Google Keyword Tool](#) make it easy to find the keywords that identify your target markets.

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:

Start finding keywords to target with Wordtracker's Keywords tool.  
[Try it free for 7 days](#)  
or for more info, email [maria@wordtracker.com](mailto:maria@wordtracker.com)

A seed keyword is the core of a market or a keyword niche. For example, the seed keyword of the *donuts* keyword niche is *donuts*.

- Access to both Google's and Wordtracker's databases of real searches. (Wordtracker's data comes from two smaller search engines, [Dogpile.com](http://Dogpile.com) and [Metacrawler.com](http://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 keywords in Lists that can be grouped into Projects. Lists and Projects can be developed over time and used to plan your website's structure and its PPC campaigns.

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

### Just enter a seed keyword into Wordtracker Keywords

A **seed keyword** is the core of a market or a keyword niche.

For example, the **seed keyword** of the *donuts* keyword niche is *donuts*.

The *donuts* keyword niche is all keywords containing *donut*, including *glazed donuts*, *chocolate donuts*, *donut recipe*, *donut shop*, and thousands more.

To explore a market with Wordtracker Keywords, enter a seed word or words and click 'search'. Like the search below with the seed keyword *tea*.

Find keywords that include...

...the following keywords, one per line:

tea

Find keywords from:

☐ Google in: US (150 searches remaining today)

☒ Wordtracker in: US [show/hide options](#)

Match:

☒ Keywords in any order (?)

☐ Exact keyword inside a search term (?)

☐ Exact keyword only (?)

Include:

☒ plurals

☐ adult keywords

Search

Keep your searches that simple to get started. Here are the results:

Here's a quick look at what each of the columns in the Wordtracker Keywords tool report above mean (later, we'll look at them all in more detail):

Keyword (?) (2,000)	Searches ▼ (?) (92,810)	Competition (IAAT) (?)	KEI (?)	KEI3 (?)	Google Count (?)
1 <input checked="" type="checkbox"/> tea ( <a href="#">search</a> )	2,654	56,900,000	0.337	0.000	<a href="#">1,480,000,000</a> ↗
2 <input checked="" type="checkbox"/> green tea ( <a href="#">search</a> )	1,291	4,470,000	0.864	0.000	<a href="#">43,300,000</a> ↗
3 <input checked="" type="checkbox"/> baskets tea gift baskets ( <a href="#">search</a> )	703	332	3,830	2.12	<a href="#">38,100,000</a> ↗
4 <input checked="" type="checkbox"/> oolong tea ( <a href="#">search</a> )	672	1,250,000	4.37	0.001	<a href="#">3,060,000</a> ↗
5 <input checked="" type="checkbox"/> ginger tea ( <a href="#">search</a> )	661	59,300	17.4	0.011	<a href="#">11,500,000</a> ↗
6 <input checked="" type="checkbox"/> red rose tea figurines ( <a href="#">search</a> )	630	1,150	81.2	0.549	<a href="#">127,000</a> ↗
7 <input checked="" type="checkbox"/> red rose tea ( <a href="#">search</a> )	570	14,300	5.62	0.040	<a href="#">28,000,000</a> ↗
8 <input checked="" type="checkbox"/> herbal tea ( <a href="#">search</a> )	540	483,000	0.813	0.001	<a href="#">5,470,000</a> ↗
9 <input checked="" type="checkbox"/> three cups of tea ( <a href="#">search</a> )	527	127,000	2.36	0.004	<a href="#">5,060,000</a> ↗
10 <input checked="" type="checkbox"/> wu yi tea ( <a href="#">search</a> )	515	42,600	12.4	0.012	<a href="#">1,500,000</a> ↗
11 <input checked="" type="checkbox"/> green tea benefits ( <a href="#">search</a> )	481	56,800	26.0	0.008	<a href="#">29,800,000</a> ↗
12 <input checked="" type="checkbox"/> tea cups ( <a href="#">search</a> )	404	197,000	0.938	0.002	<a href="#">117,000</a> ↗
13 <input checked="" type="checkbox"/> hibiscus tea ( <a href="#">search</a> )	403	14,200	20.7	0.028	<a href="#">654,000</a> ↗
14 <input checked="" type="checkbox"/> essiac tea ( <a href="#">search</a> )	396	28,600	11.2	0.014	<a href="#">5,560,000</a> ↗
15 <input checked="" type="checkbox"/> health benefits of green tea ( <a href="#">search</a> )	388	15,300	23.5	0.025	<a href="#">17,300,000</a> ↗

- **Searches.** The number of searches in Wordtracker's database of sample searches. This is a measure of Popularity.
- **Competition (IAAT).** A measure of the amount of serious competition for the keyword.
- **KEI.** A measure of the potential of a keyword that considers its Popularity and the level of real Competition for it.
- **KEI3.** A measure of the potential of a keyword that considers its Popularity and the level of serious Competition for it.
- **Google Count.** The number of websites competing on Google for the keyword.

Many of the keywords in those results represent **markets** (as well as keyword niches) that you might target and build content for on your site. (Don't start yet though, I just want you to start thinking about where you are going.)

It may be that using a simple and obvious keyword, like our *tea* example, doesn't give you enough ideas for target markets. Or you just want more ideas.

If so, here are some other ways of finding seed keywords to research with:

- The names of any products are you selling
- Words your colleagues and customers use
- Read the best and most popular relevant websites
- Wordtracker's Related Keywords tool

Use any words you like as seed keywords to search the Wordtracker Keywords database with.

## The Related Keywords tool (aka the Orange tool)

Wordtracker's Related Keywords tool is a great way of finding new markets to target. I'll sometimes call it the Orange tool because it's orange and 'Wordtracker Keywords Related Keywords tool' is a bit long.

To use the Orange tool, enter a single seed word (or phrase) eg, *tea*, and get up to 300 related keywords back.

The image on the following page shows the first 21 results for a search with *tea*.

Wordtracker's Related Keywords tool is a great way of finding new markets to target.

Find keywords related to...

...the following keyword:

Search

Results

Per page: 100, 300

Keyword (?)

(300)

[Export](#)

1	tea ( <a href="#">search</a> )
2	Tea ( <a href="#">search</a> )
3	herbal tea ( <a href="#">search</a> )
4	black tea ( <a href="#">search</a> )
5	green tea ( <a href="#">search</a> )
6	white tea ( <a href="#">search</a> )
7	organic tea ( <a href="#">search</a> )
8	teas ( <a href="#">search</a> )
9	loose tea ( <a href="#">search</a> )
10	tea gifts ( <a href="#">search</a> )
11	teabags ( <a href="#">search</a> )
12	iced tea ( <a href="#">search</a> )
13	organic ( <a href="#">search</a> )
14	gourmet tea ( <a href="#">search</a> )
15	oolong ( <a href="#">search</a> )
16	tea bags ( <a href="#">search</a> )
17	herbal ( <a href="#">search</a> )
18	flavored tea ( <a href="#">search</a> )
19	rooibos ( <a href="#">search</a> )
20	health ( <a href="#">search</a> )
21	teapots ( <a href="#">search</a> )

You can only see the top 21 (of up to 300) Related tool results in the above image but if you dig down then you'll always find plenty of interesting keywords.

## Choose your target markets

From the different keywords you research, save any you like in a list of Potential Target Markets. Wordtracker Keywords has a List function to help with this.

For example, for a hypothetical new website selling gourmet tea, without trying very hard, I've saved 46 keywords to a Potential Target Markets list.

Search Wordtracker again with those keywords but this time use the Google database as it gives an estimate of the number of searches with all keywords containing each keyword ie, of the size of the keyword niche.

... the bigger the market,  
the more likely it is  
that smaller, less  
competitive sub-niches  
can be found inside it.

Choose 5-15 keywords (the specific amount isn't important) for a new Target Markets List. The image below shows some such 'potentials' checked.

Remember we are keeping our process as simple as possible. So for now use just two criteria to choose your Target Markets List:

**List: Potential Target Markets (copy)**

This list is in the project: [tea](#)
Per page: [100](#), 1000

[Add keywords](#)
[Get additional metrics](#)
[Export: \[Keywords only\]\(#\) or \[all columns\]\(#\)](#)

Select: All None

Select keywords containing:  Select Deselect

Delete selected: Delete

Move selected keywords to: a new list... Move

<a href="#">Keyword</a> (?) (46)	<a href="#">Searches</a> ▼ (?) (N/A)
<input checked="" type="checkbox"/> green tea ( <a href="#">search</a> )	1,830,000
<input type="checkbox"/> iced tea ( <a href="#">search</a> )	673,000
<input type="checkbox"/> tea set ( <a href="#">search</a> )	673,000
<input type="checkbox"/> tea pot ( <a href="#">search</a> )	368,000
<input checked="" type="checkbox"/> white tea ( <a href="#">search</a> )	246,000
<input type="checkbox"/> black tea ( <a href="#">search</a> )	246,000
<input checked="" type="checkbox"/> herbal tea ( <a href="#">search</a> )	246,000
<input checked="" type="checkbox"/> organic tea ( <a href="#">search</a> )	201,000
<input type="checkbox"/> tea maker ( <a href="#">search</a> )	201,000
<input checked="" type="checkbox"/> japanese tea ( <a href="#">search</a> )	165,000

**1) Appropriateness.** 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 you sell *iced tea*, *organic tea*, *japanese tea*, *cream tea*?

**2) Size (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.



For example, from within the *green tea* niche you might target *green tea benefits*, *green tea extract*, *benefits of green tea* and *green tea weight loss* from among many thousands more.

For each target market choose about five such keyword niches to target. These will be tested with pay per click (PPC) advertising.

To choose these targets, use the following process for each target market ...

- a) Search Wordtracker's database with the target market seed keyword.
- b) Assess the most Popular keywords.
- c) Assess the most Competitive keywords.
- d) Assess Popularity/Competition ratio Part 1 (KEI).
- e) Assess Popularity/Competition ratio Part 2 (KEI3).
- f) Review Target Keywords list.
- g) Verify with Google data.

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

### **a) Search Wordtracker's database with the target market seed keyword**

The image on the following page shows the first 15 of 2,000 results from this search.



- Google Count
- IAAT (In Anchor And Title)

Sort your results by those metrics and the keywords with the most competition appear at the top.

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 ratios Part 1 (KEI)**

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

Wordtracker's **KEI** score uses IA (In Anchor) as its competition metric.

IA (In Anchor) is the number of pages with inbound links that contain the keyword in their anchor text. Anchor text (aka 'link text') is the words a user actually clicks when following a link (often in blue and underlined).

As anchor text is the most important single factor considered by Google when assessing how a page should rank for a keyword, it's a reasonable measure of the amount of real competition.

So keywords with high KEI scores are interesting.

Scrolling down the list of 2,000 *green tea* keywords, I found the following had good KEI scores and were appropriate to the gourmet tea business:

*green tea benefits*

*best tasting green tea*

*herbal iced green tea*

*bulk green loose tea*

*umeboshi green tea*

I added them to the *green tea* Target Keyword list.

### e) Assess Popularity/Competition ratios Part 2 (KEI3)

Sort your List by KEI3.

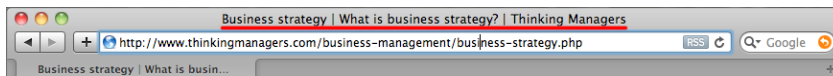
KEI3 only considers serious competition because it uses IAAT (In Anchor And Title) to measure it.

IAAT (In Anchor And Title) is a count of the number of pages with the keyword in both:

- the anchor text of at least one inbound link (In Anchor), and
- their Page Title Tag (In Title)

We said above that anchor text is the single most important factor in SEO. Well, the Page Title Tag is the single most important 'on the page' factor for SEO.

The Page Title Tag appears at the top of your browser window when viewing a page (except on Google's Chrome browser). See the text underlined in the image below:



So if a page has a keyword in the anchor text (**In Anchor**) of at least one inbound link **and** in its Page Title Tag (**In Title**) then we can reasonably say that (by design or by luck) it is well optimized for that keyword.

Which is why IAAT is a measure of the amount of **serious competition** for a keyword niche.

So keywords with high KEI3 scores are interesting.

### f) Review Target Keywords List

Review your Target Keyword List. Eg, for *green tea*, I chose the following:

**Start for free.**  
Take a free 7-day trial  
of Wordtracker's  
Keywords tool at  
[www.wordtracker.com/trial](http://www.wordtracker.com/trial)



The serious work is coming up, starting with verifying and updating your keyword research with real traffic and response. 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 optimizing pages for organic searches.

### 3) Create first content

Build a page for each of your target keywords.

If that's five keywords for five target markets then you'll be creating 25 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.

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

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>

## **4) Test with PPC**

You should test your new site's target keywords 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.

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.

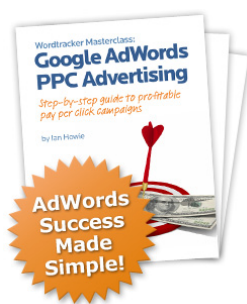
If a keyword niche passes these two tests you can invest in SEO to try and beat the competition on the organic search engine results pages (SERPs).

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 at

<http://www.wordtracker.com/academy/seo-made-simple-comments>



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

# Analyze your site's visitors with Google Analytics

## *Chapter 5*

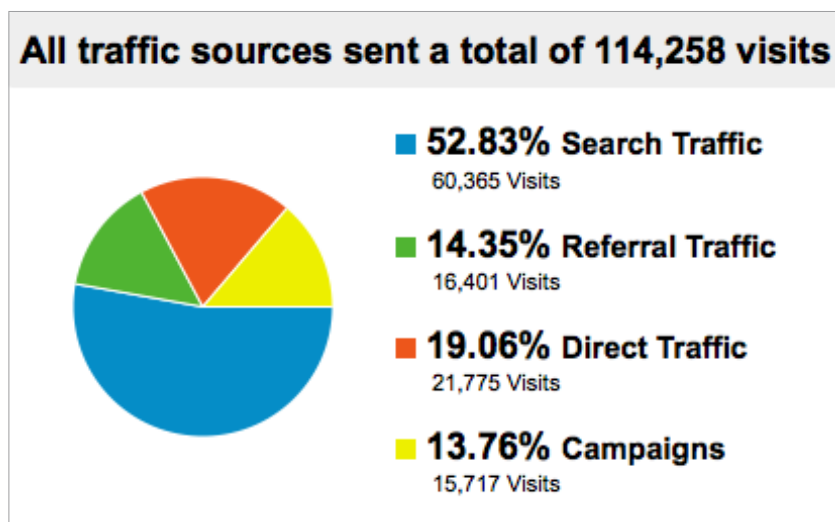


[Google Analytics](#) (GA) is a free service offered by Google that generates detailed statistics about the visitors to your website.

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

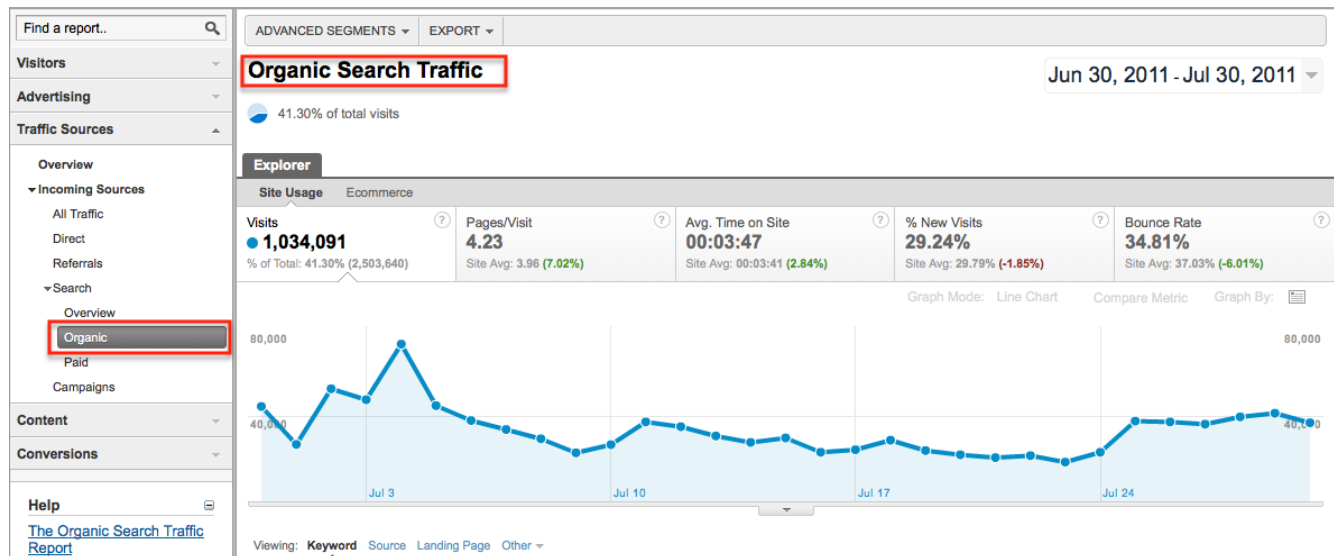
- Direct (from bookmarks and address bar 'type-ins')
- Referrals (from other websites)
- Campaigns (for example, Google Analytics will track your email marketing)
- Search engines (including both paid and non-paid traffic)

Google Analytics gives a simple summary in a pie chart:



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 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.

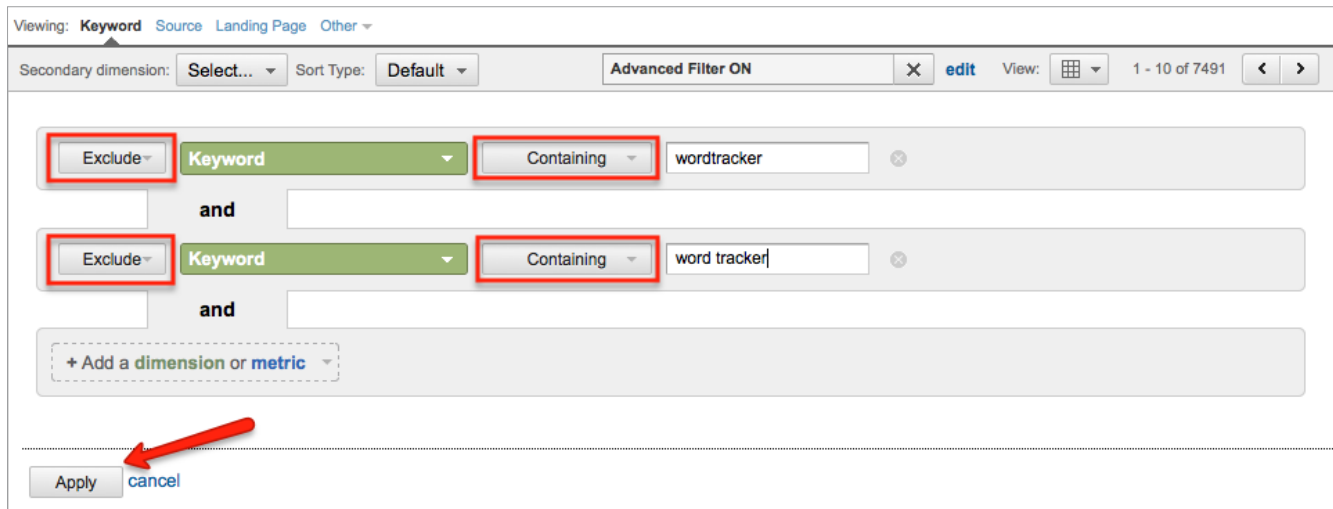
Because your site would have got those own-brand visits anyway, non-own-brand visits (let's just call them 'non-brand' visits) are a better measure of SEO success.

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

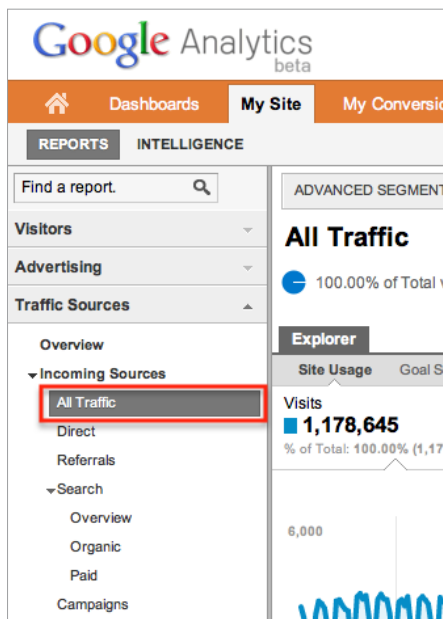
You should use Google Analytics to look for groups of visitors and types of keywords that your site gets results for. Then look to see what their different response rates are. Always look for success you might build on.

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.

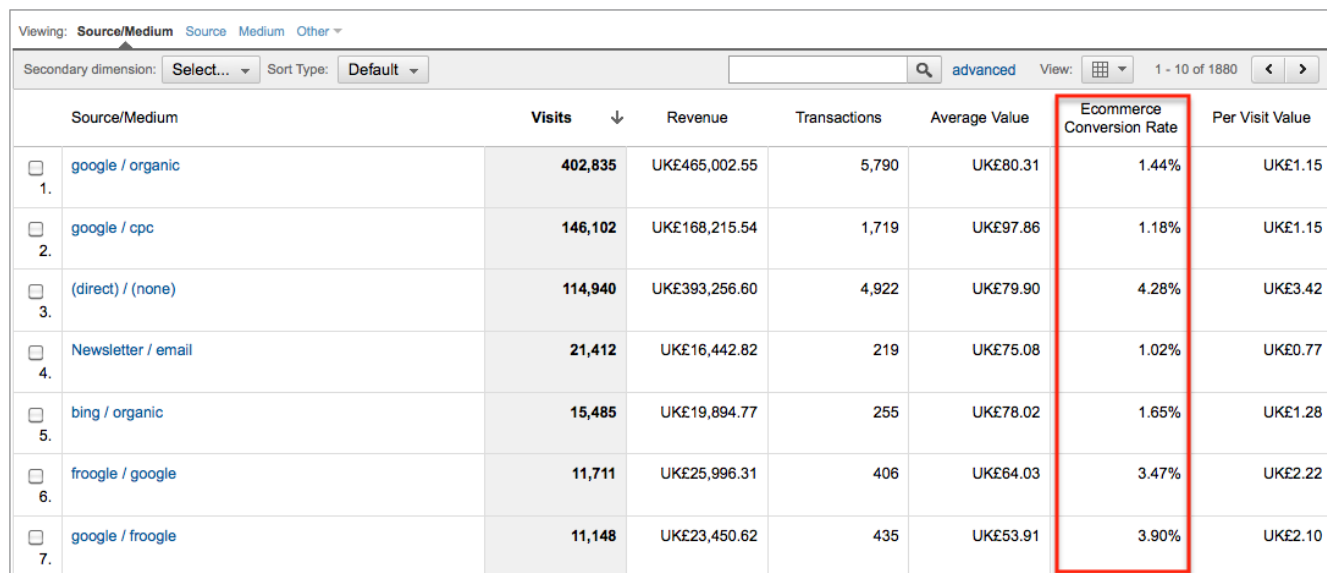
On most Google Analytics reports, you have the option of choosing to see how the different sources of traffic shown perform for different set Goals or Ecommerce (assuming you have set it up).

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:



Viewing: Source/Medium Source Medium Other ▾


Secondary dimension: Select... ▾ Sort Type: Default ▾

advanced View: 1 - 10 of 1880

Source/Medium	Visits ↓	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
1. <a href="#">google / organic</a>	402,835	UK£465,002.55	5,790	UK£80.31	1.44%	UK£1.15
2. <a href="#">google / cpc</a>	146,102	UK£168,215.54	1,719	UK£97.86	1.18%	UK£1.15
3. <a href="#">(direct) / (none)</a>	114,940	UK£393,256.60	4,922	UK£79.90	4.28%	UK£3.42
4. <a href="#">Newsletter / email</a>	21,412	UK£16,442.82	219	UK£75.08	1.02%	UK£0.77
5. <a href="#">bing / organic</a>	15,485	UK£19,894.77	255	UK£78.02	1.65%	UK£1.28
6. <a href="#">froogle / google</a>	11,711	UK£25,996.31	406	UK£64.03	3.47%	UK£2.22
7. <a href="#">google / froogle</a>	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: <b>Keyword</b> Source Landing Page Other ▾					
Secondary dimension: <b>Select...</b> ▾		Sort Type: <b>Default</b> ▾	Advanced Filter <b>ON</b> <b>edit</b>	View: 	1 - 10 of 123360 <b>&lt;</b> <b>&gt;</b>
	Keyword	Visits ↓	Goal Conversion Rate	Per Visit Goal Value	Systematic Funnel (Goal2 Conversion Rate)
<input type="checkbox"/> 1.	suunto	2,444	1.23%	UK£0.00	1.23%
<input type="checkbox"/> 2.	suunto watches	2,361	1.40%	UK£0.00	1.40%
<input type="checkbox"/> 3.	exped	1,883	1.54%	UK£0.00	1.54%
<input type="checkbox"/> 4.	suunto core	1,718	1.22%	UK£0.00	1.22%
<input type="checkbox"/> 5.	mountain equipment	1,618	0.80%	UK£0.00	0.74%
<input type="checkbox"/> 6.	trekking equipment	1,584	0.00%	UK£0.00	0.00%
<input type="checkbox"/> 7.	marmot uk	1,135	0.44%	UK£0.00	0.44%
<input type="checkbox"/> 8.	suunto uk	1,004	1.20%	UK£0.00	1.20%
<input type="checkbox"/> 9.	trekking gear	970	0.41%	UK£0.00	0.41%
<input type="checkbox"/> 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.

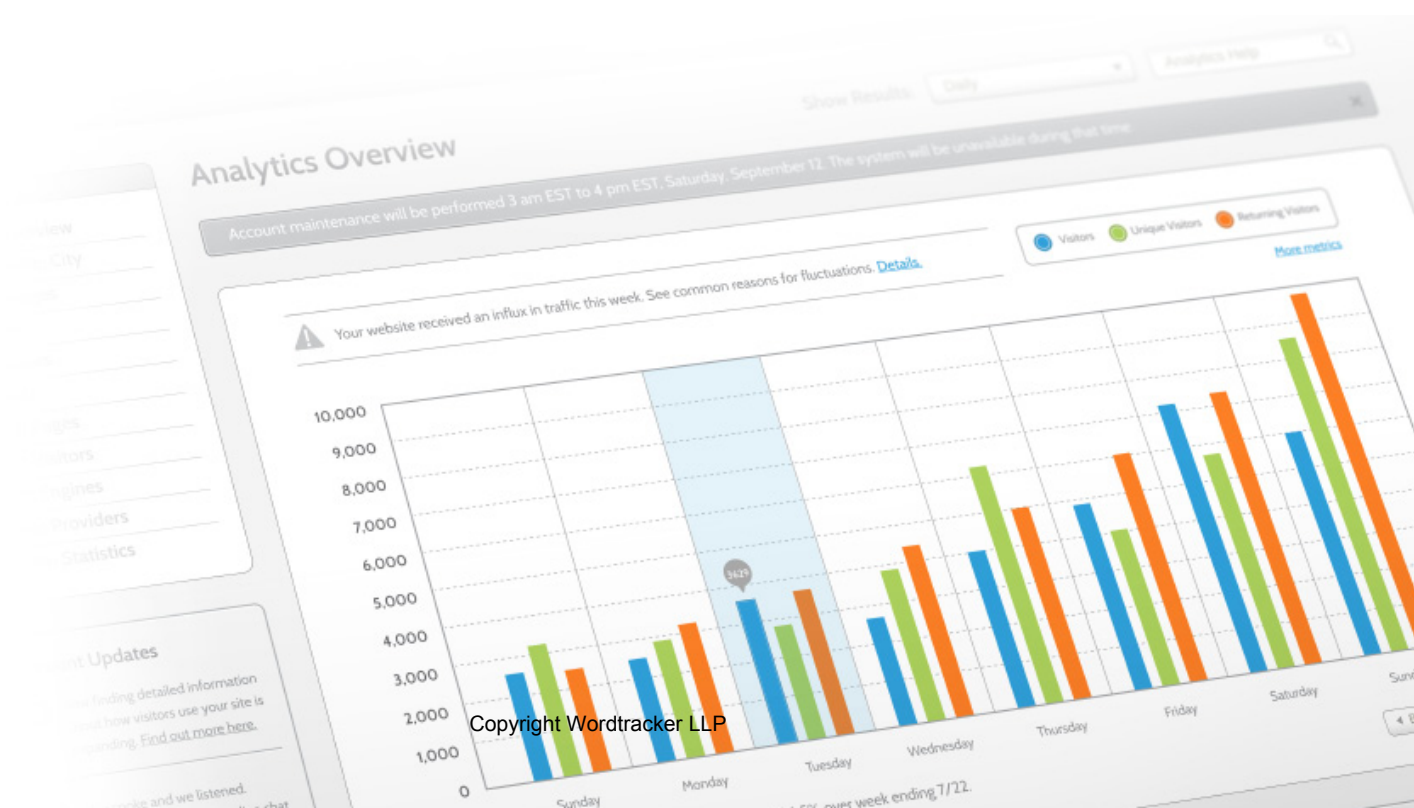
In the next chapter, we'll look at how sites that already have traffic can use Wordtracker Strategizer to find their most profitable keywords to target.

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.

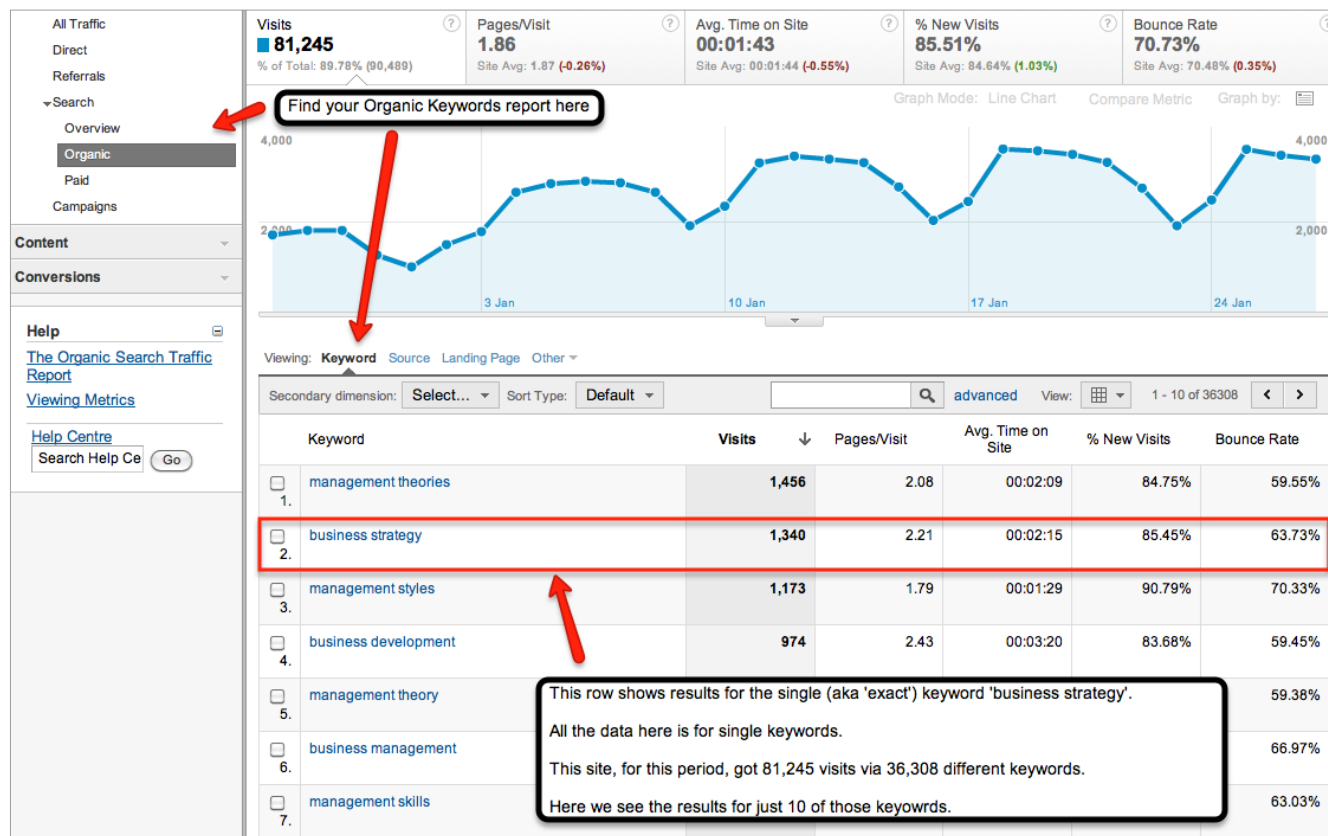
The easy way uses [Wordtracker Strategizer](#) which we'll look at below.

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.

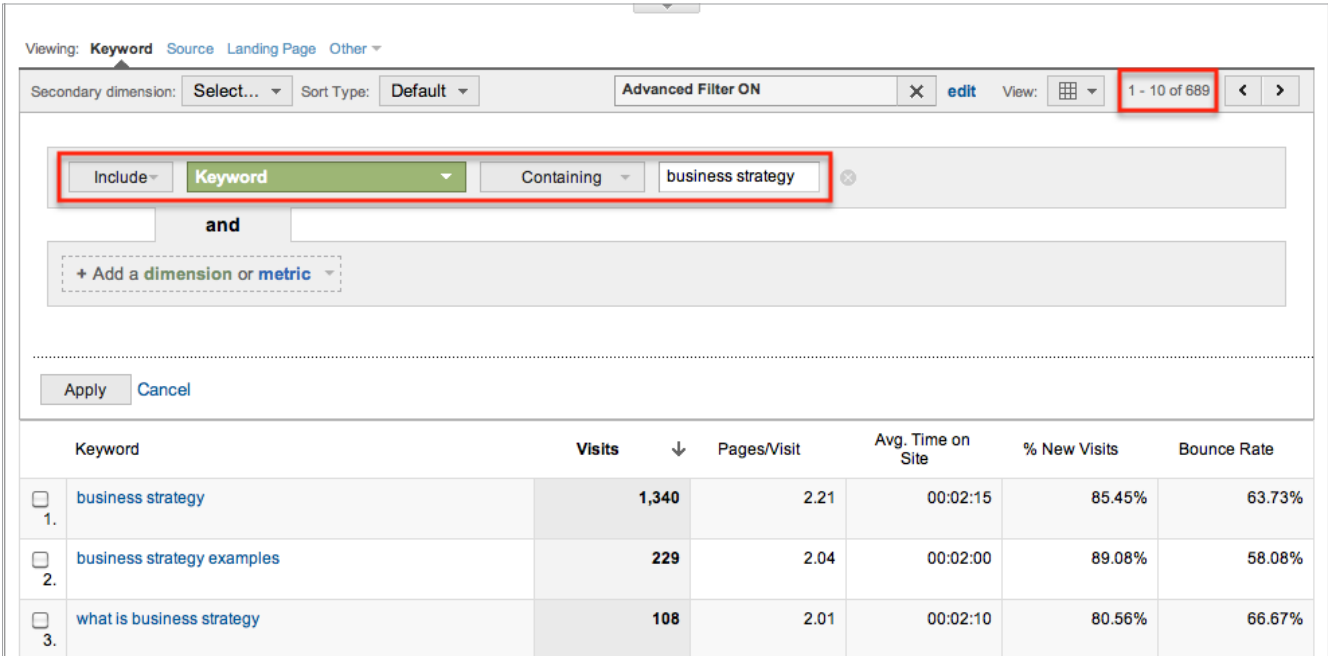
For example business strategy brought 1,340 visits in the report shown on the previous page. That's nice but as we explored earlier there is a problem with it ...

### 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:



The screenshot shows the Google Analytics interface for a Keyword report. At the top, the 'Viewing' tab is set to 'Keyword'. Below this, the 'Secondary dimension' is set to 'Select...', 'Sort Type' is 'Default', and 'Advanced Filter' is 'ON'. A red box highlights the filter configuration: 'Include' (dropdown), 'Keyword' (dropdown), 'Containing' (dropdown), and 'business strategy' (text input). Below the filter, there are 'Apply' and 'Cancel' buttons. The main table displays keyword data with columns: Keyword, Visits, Pages/Visit, Avg. Time on Site, % New Visits, and Bounce Rate. The table lists three keywords: 'business strategy' (1,340 visits), 'business strategy examples' (229 visits), and 'what is business strategy' (108 visits).

	Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	business strategy	1,340	2.21	00:02:15	85.45%	63.73%
2.	business strategy examples	229	2.04	00:02:00	89.08%	58.08%
3.	what is business strategy	108	2.01	00:02:10	80.56%	66.67%

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 ...

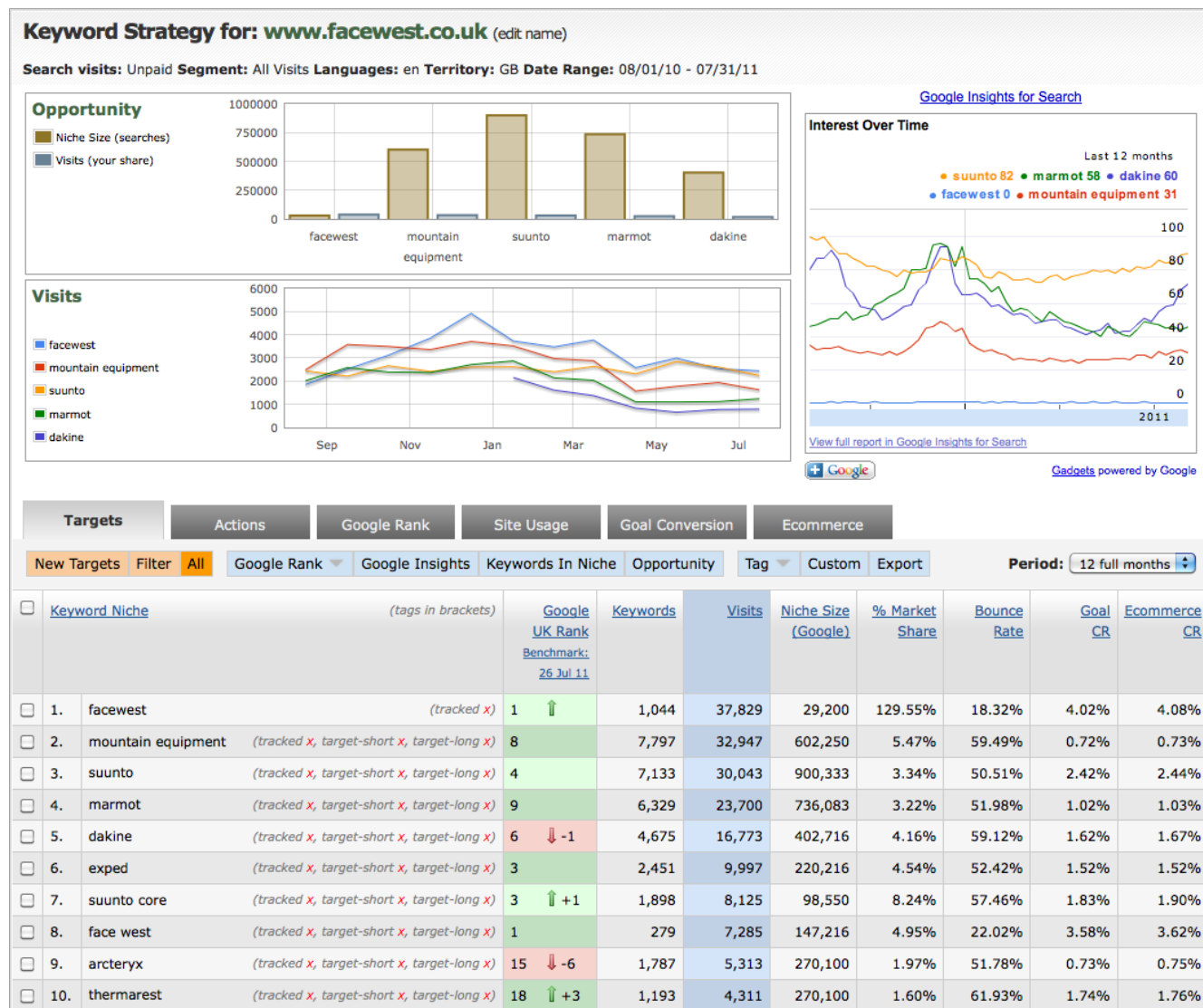
## Automatic SEO with Wordtracker Strategizer

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](http://www.facewest.co.uk) which sells adventure equipment:

To find the web's most popular keywords take a [Wordtracker free trial](#)



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's 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](http://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				
<input type="checkbox"/>	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					
<input checked="" type="checkbox"/>	1. suunto watch strap replacement	(tracked x, target-short x)	1	31	163	888	18.36%	15.34%	12.88%	12.88%
<input type="checkbox"/>	2. suunto t6 strap	(tracked x, target-short x)	5	22	73	1,338	5.46%	58.90%	10.96%	12.33%
<input type="checkbox"/>	3. suunto watch strap	(tracked x, target-short x)	1	183	637	7,178	8.87%	20.09%	11.77%	11.62%
<input type="checkbox"/>	4. suunto vector strap	(tracked x, target-short x)	9 ↓ -1	62	189	1,703	11.10%	43.39%	11.11%	11.11%
<input type="checkbox"/>	5. suunto watch battery	(tracked x, target-short x)	1	41	117	2,068	5.66%	30.77%	11.11%	11.11%
<input type="checkbox"/>	6. miry bike map board	(tracked x, target-short x)	1	8	61	No Data	No Data	54.10%	9.84%	9.84%
<input type="checkbox"/>	7. suunto watch straps uk	(tracked x, target-short x)	1	13	82	No Data	No Data	15.85%	9.76%	9.76%
<input type="checkbox"/>	8. marmot stretch wrist gaiter	(tracked x, target-short x)	7	8	96	No Data	No Data	47.92%	9.38%	9.38%
<input type="checkbox"/>	9. suunto observer strap	(tracked x, target-short x)	3	187	568	3,893	14.59%	47.18%	9.33%	9.33%
<input type="checkbox"/>	10. suunto watch straps	(tracked x, target-short x)	1 ↑	58	383	7,178	5.34%	28.46%	8.88%	8.88%
<input type="checkbox"/>	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.

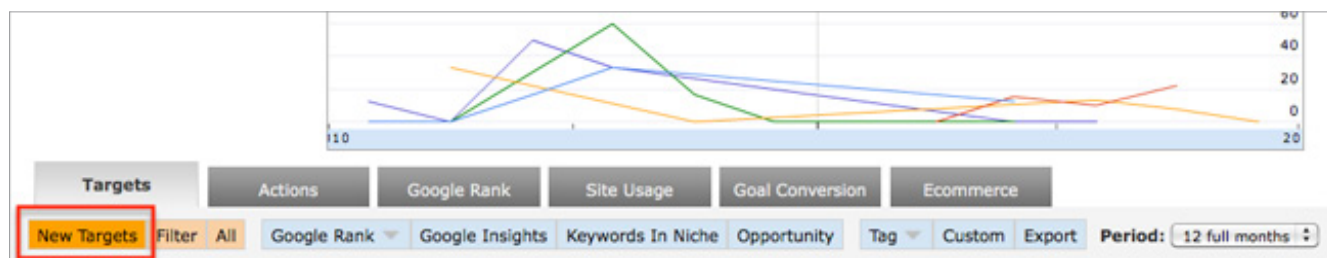
Hence they are short term target keyword niches.

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

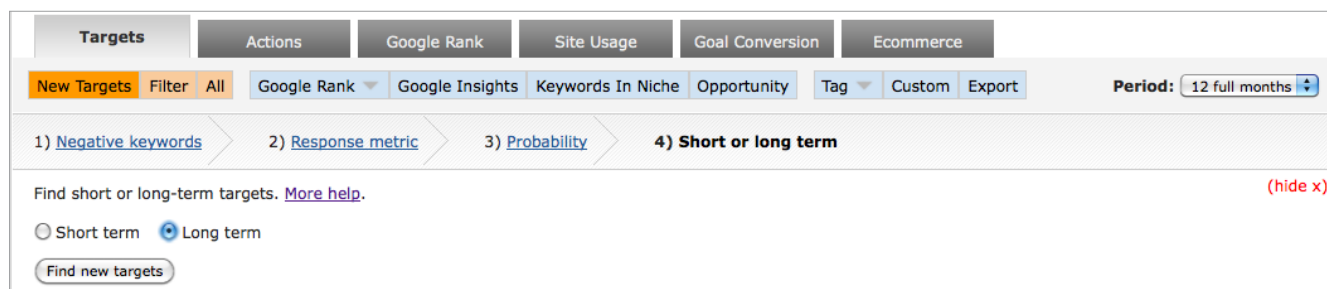
### Long term targets with the biggest potential

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:

<input type="checkbox"/>	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
<input type="checkbox"/>	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%
<input type="checkbox"/>	2. leatherman	(tracked x, target-long x)	21 ↓ -1	943	2,485	492,750	0.50%	69.78%	1.25%	1.25%
<input type="checkbox"/>	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%
<input type="checkbox"/>	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%
<input type="checkbox"/>	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%
<input type="checkbox"/>	6. fingerboard	(tracked x, target-long x)	>30	156	736	270,100	0.27%	66.44%	1.36%	1.36%
<input type="checkbox"/>	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%
<input type="checkbox"/>	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%
<input type="checkbox"/>	9. dried food	(tracked x, target-short x, target-long x)	10	160	609	120,450	0.51%	53.37%	1.97%	2.13%
<input type="checkbox"/>	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:

New Targets		Filter	All	Google Rank	Google Insights	Keywords In Niche	Opportunity	Tag	Custom	Export	Period: 12 full months
<input type="checkbox"/>	Keyword Niche	(tags in brackets)		Google UK Rank	Target URL	Keywords	Visits	Niche Size (Google)	Bounce Rate	Goal CR	Ecommerce CR
	Excluding: facewest   face west						> 30				
<input type="checkbox"/>	1. suunto watch strap replacement	(tracked x, target-short x)		1		31	163	888	15.34%	12.88%	12.88%
<input checked="" type="checkbox"/>	2. suunto t6 strap	(tracked x, target-short x)		5		22	73	1,338	58.90%	10.96%	12.33%
<input type="checkbox"/>	3. suunto watch strap	(tracked x, target-short x)		1		183	637	7,178	20.09%	11.77%	11.62%

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

Targets
**Actions**
Google Rank
Site Usage
Goal Conversion
Ecommerce

### SEO actions for keyword niche *suunto t6 strap*

***suunto t6 strap*** is a small keyword niche (Google estimates an average of **110** searches were made a month (in the last 12 months) in your chosen target territory and language.

Being a small niche you should only need to [optimize one page](#) with on-site SEO including internal links.

**Mapping (choose a target page for each target keyword niche)**

**<http://www.facewest.co.uk/Suunto-Strap-6Series.html>** is **[www.facewest.co.uk](http://www.facewest.co.uk)**'s highest ranking page for ***suunto t6 strap***. So consider using that as your target page and add it to ***suunto t6 strap***'s Target URL field below.

**Google Rank**

A Google Rank of **5** means that focusing the SEO actions recommended above on the exact keyword ***suunto t6 strap*** should deliver good results.

### Tactics

[SEO actions for suunto t6 strap](#)  
[Plan your PPC actions](#)

### Quick Guide

[Using Ecommerce and Goals](#)  
[Using Bounce rate](#)

### Strategy

[Why Strategizer works](#)  
[How Strategizer works](#)

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

<input type="checkbox"/>	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				
<input type="checkbox"/>	1.	suunto watch strap replacement (tracked x, target-short x)	1		31	163	888	15.34%	12.88%	12.88%
<input checked="" type="checkbox"/>	2.	suunto t6 strap (tracked x, target-short x)	5		22	73	1,338	58.90%	10.96%	12.33%
<input type="checkbox"/>	3.	suunto watch strap (tracked x, target-short x)	1		183	637	7,178	20.09%	11.77%	11.62%

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.

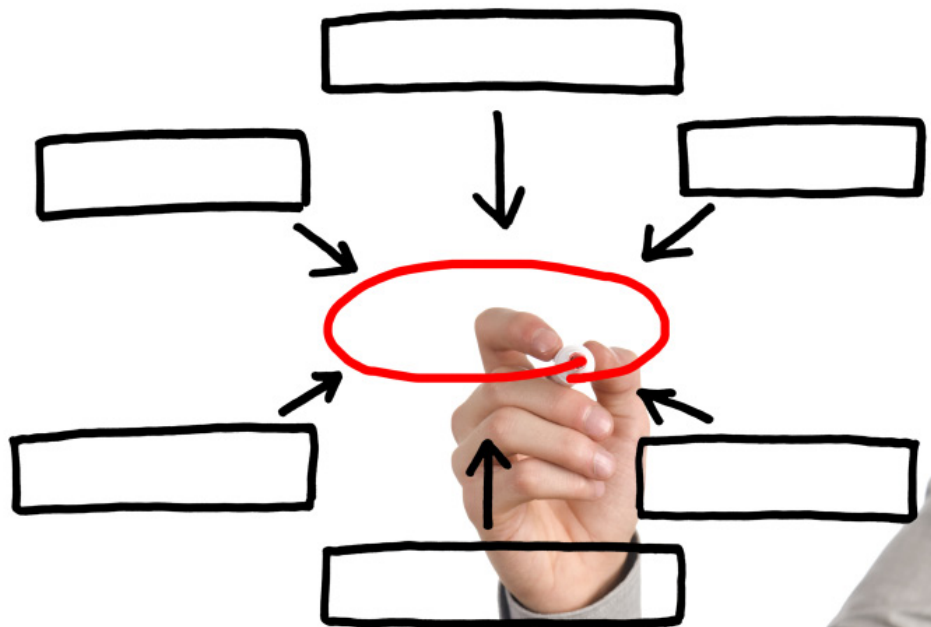
## Watch out for seasonal trends

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:

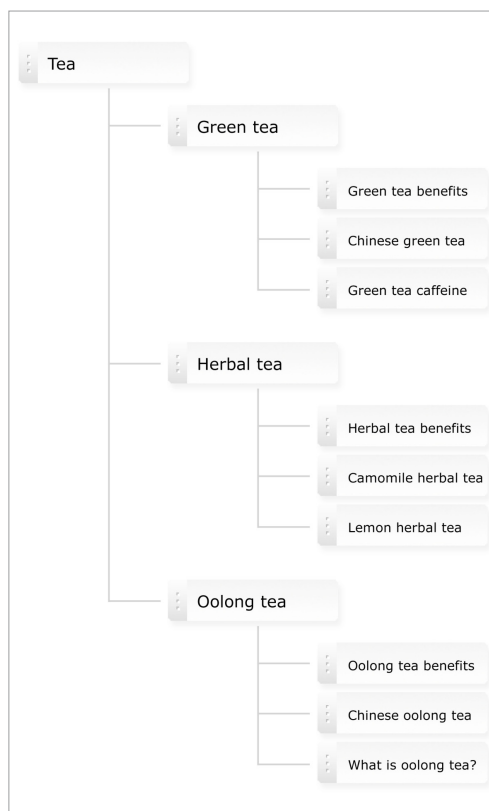
- Content pages, or
- Further category pages (effectively sub-categories)

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

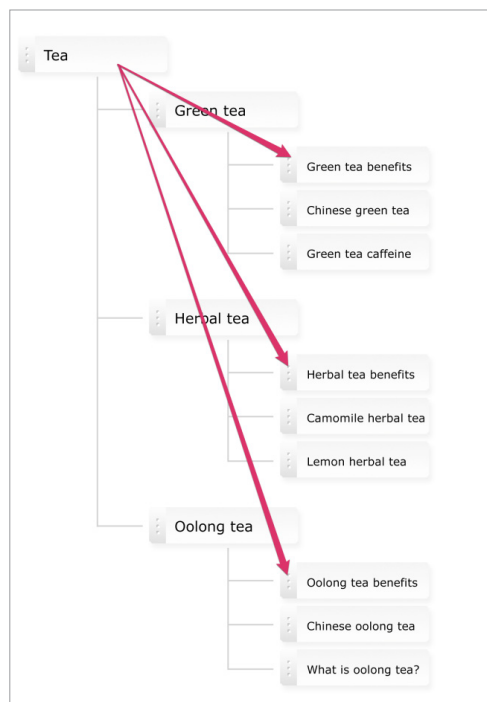
The first lesson is to get as many inbound deep links as possible. These are links from other sites to pages deep inside your site's structure (category, sub-category and content pages).

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](http://www.wordtracker.com/trial)

If you'd like a demonstration before you buy, email [maria@wordtracker.com](mailto: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



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

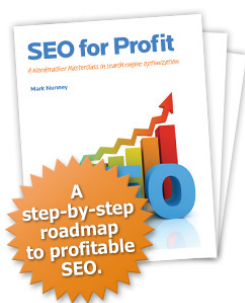
If you are building a new site's first pages then proceed with caution because you haven't yet proven you can get any organic results.

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 competition 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 ...

<a href="#">Keyword (?)</a> (1,580)	<a href="#">Searches ▼ (?)</a> (6,989)
1 <input type="checkbox"/> online business strategies ( <a href="#">search</a> )	1,535
2 <input type="checkbox"/> business strategy ( <a href="#">search</a> )	426
3 <input type="checkbox"/> small business marketing strategy ( <a href="#">search</a> )	150
4 <input type="checkbox"/> business strategy consulting services ( <a href="#">search</a> )	123
5 <input type="checkbox"/> business marketing strategies ( <a href="#">search</a> )	103
6 <input type="checkbox"/> internet business strategy ( <a href="#">search</a> )	92
7 <input type="checkbox"/> business strategy consulting ( <a href="#">search</a> )	61
8 <input type="checkbox"/> business strategies ( <a href="#">search</a> )	48
9 <input type="checkbox"/> business continuity strategy ( <a href="#">search</a> )	45
10 <input type="checkbox"/> global business strategies ( <a href="#">search</a> )	44
11 <input type="checkbox"/> successful business strategy ( <a href="#">search</a> )	41
12 <input type="checkbox"/> e business strategy ( <a href="#">search</a> )	31



### Further reading

[Killer Headlines for Web Content](#)

**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.

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

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)

**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 [Wordtracker 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

The screenshot shows the Google Rank interface with a navigation bar at the top containing 'Google Rank', 'Targets', 'Actions', 'Site Usage', 'Goal Conversion', and 'Ecommerce'. Below this is a progress bar with four steps: '1. Add keywords' (highlighted), '2. Your domain', '3. Competitors', and '4. Benchmark date'. A status message reads: 'Next weekly search engine results pages (SERPs) report in 2 days on Tuesday 1 Nov 11. 5000 out of 5000 keywords tracked. [Upgrade to track more.](#) (hide x)'. The main content area has three columns. The first column, 'Find new keywords to track', is highlighted with a red box and contains a text input field with 'business strategy', radio buttons for 'In niche' (selected), 'Related', and 'Thesaurus', and a 'Search' button. The second column, 'Add new keywords to track', has a text input field, a 'Tag (just one):' field, and an 'Add & Track' button. The third column, 'Track keywords in reports', has instructions: 'Track keywords in strategizer reports: • Check the box in the left-hand column • Click "Track" below.'

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

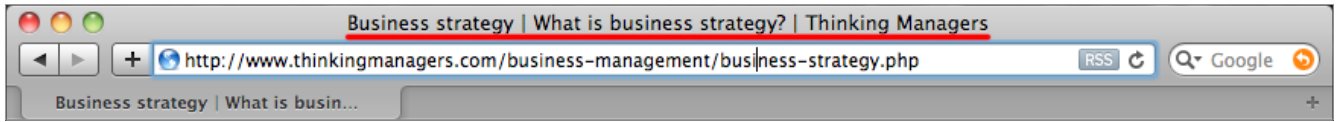
Use your target keywords and related keywords in the following positions on your page:

- 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).

## Don't stuff target keywords onto the page.

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.

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.

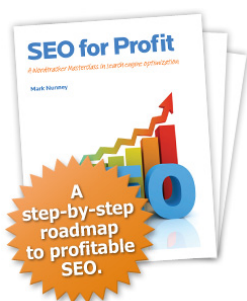
On the following page is the code for our example picture:

```

```

- 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](#) ...

Make your content ...

Link building made easy.  
[Try Link Builder today](#)

## 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](#)

# 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.

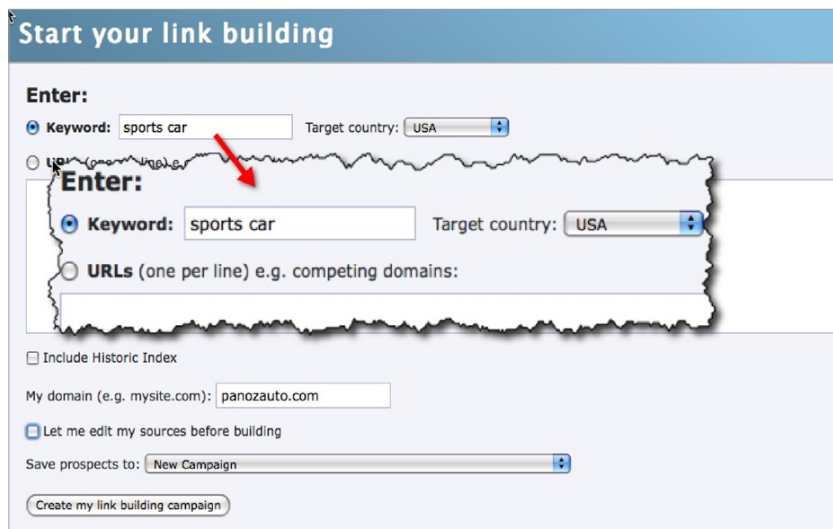
**Watch competing websites.** Study inbound links, press releases, successful content and tactics.

## 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.

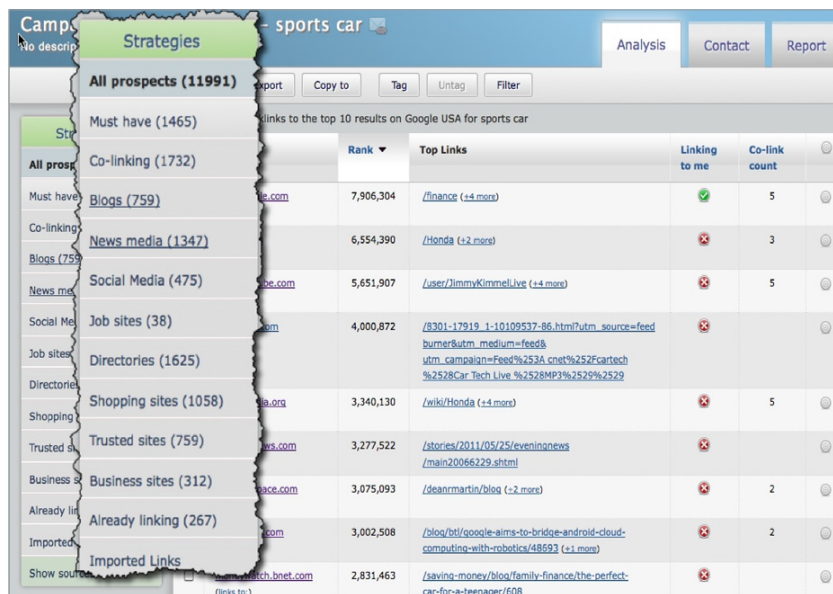


Link Builder will then find thousands of link prospects for you.

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.



The screenshot shows the Link Builder interface for the keyword 'sports car'. A sidebar on the left lists various link building strategies with their respective counts. The main table displays a list of prospects, including their rank, top links, and whether they are linking to the user.

Str	Rank	Top Links	Linking to me	Co-link count
All prospects (11991)				
Must have (1465)				
Co-linking (1732)				
Blogs (759)	7,906,304	/finance (+4 more)	✓	5
News media (1347)	6,554,390	/Honda (+2 more)	✗	3
Social Media (475)	5,651,907	/user/JimmyKimmelLive (+4 more)	✗	5
Job sites (38)	4,000,872	/8301-17919-1-10109537-86.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%253A_cnst%252Fcartech%2528Car_Tech_Live.%2528MP3%2529%2529	✗	
Directories (1625)	3,340,130	/wiki/Honda (+4 more)	✗	5
Shopping sites (1058)	3,277,522	/stories/2011/05/25/eveningnews/main20066329.shtml	✗	
Trusted sites (759)	3,075,093	/deanmartin/blog (+2 more)	✗	2
Business sites (312)	3,002,508	/blog/btl/google-aims-to-bridge-android-cloud-computing-with-robotics/48693 (+1 more)	✗	2
Already linking (267)	2,831,463	/saving-money/blog/family-finance/the-perfect-car-for-a-teenager/608	✗	
Imported Links				

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](mailto: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.

<input type="checkbox"/>	<a href="http://www.freeby50.com">www.freeby50.com</a> (links to:)	1,017	<a href="#">/2009_12_30_archive.html</a>			
<input type="checkbox"/>	<a href="http://www.zero60times.com">www.zero60times.com</a> (links to:)	1,000	<a href="#">/Honda-Vtech-0-60-mph-Times.html</a> (+2 more)			
	<a href="http://www.honda.com">http://www.honda.com</a>		<a href="#">/Honda-Vtech-0-60-mph-Times.html</a>			
	<a href="http://www.chevrolet.com">http://www.chevrolet.com</a>		<a href="#">/Chevrolet-Chevy-0-60-mph-Times.html</a>			
	<a href="http://www.pontiac.com">http://www.pontiac.com</a>		<a href="#">/Pontiac-0-60-mph-Times.html</a>			
<input type="checkbox"/>	<a href="http://www.gomominc.com">www.gomominc.com</a> (links to:)	996	<a href="#">(Homepage)</a>			
<input type="checkbox"/>	<a href="http://www.njmp.com">www.njmp.com</a> (links to:)	993	<a href="#">/news/news.php</a>			
<input type="checkbox"/>	<a href="http://www.happybeagle.com">www.happybeagle.com</a> (links to:)	989	<a href="#">/shelbysblog/archives/2003_10.html</a> (+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).

<input type="checkbox"/>	<a href="http://www.autoblog.it">www.autoblog.it</a>		<a href="#">Click to enter note...</a>		
<input type="checkbox"/>	<a href="http://www.concierge.com">www.concierge.com</a>		<a href="#">Click to enter note...</a>		
<input type="checkbox"/>	<a href="http://www.imagerentacar.com">www.imagerentacar.com</a>		<a href="#">Click to enter note...</a>		
<input type="checkbox"/>	<a href="http://www.petrolprices.com">www.petrolprices.com</a>		<a href="#">Click to enter note...</a>		
<input type="checkbox"/>	<a href="http://blog.mysanantonio.com">blog.mysanantonio.com</a>		<a href="#">Click to enter note...</a>		

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

- You've chosen as targets (or not).

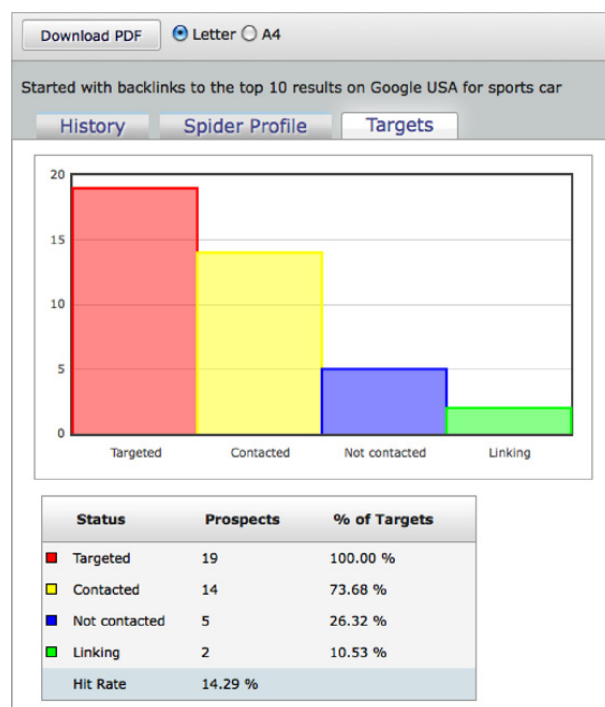
- You've contacted (or not).
- Now link to you (or don't).

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

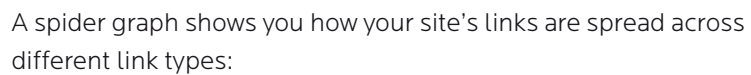
Link Builder gives you a collection of smart graphs to help you visually monitor and report on your campaign's progress. (You can download these reports as PDFs too, of course.)

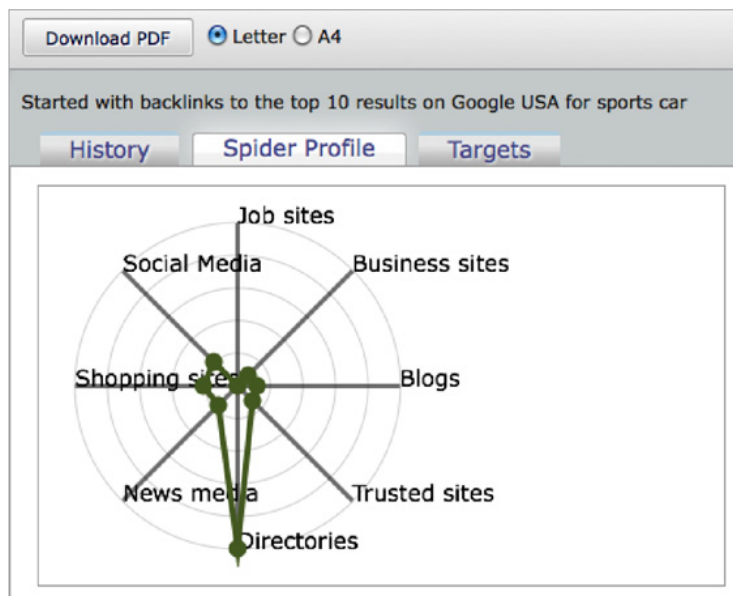
The image below shows a campaign's number of target sites, those contacted, not contacted and linking back:



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

You can also see how your site's inbound links are increasing over time:



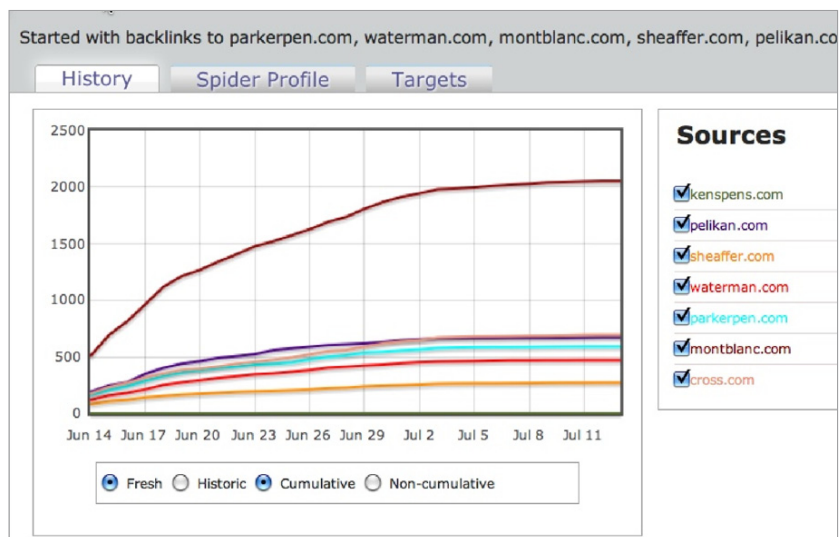


Such spider profiles immediately show you where you're weak and where you need to take action to improve. (A few too many directories for our example site's report above, I think.)

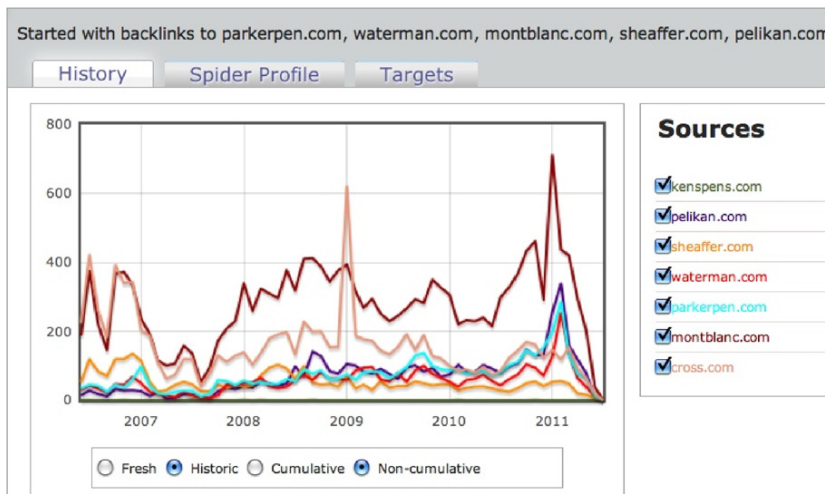
### Report on competitors' link building strategies

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

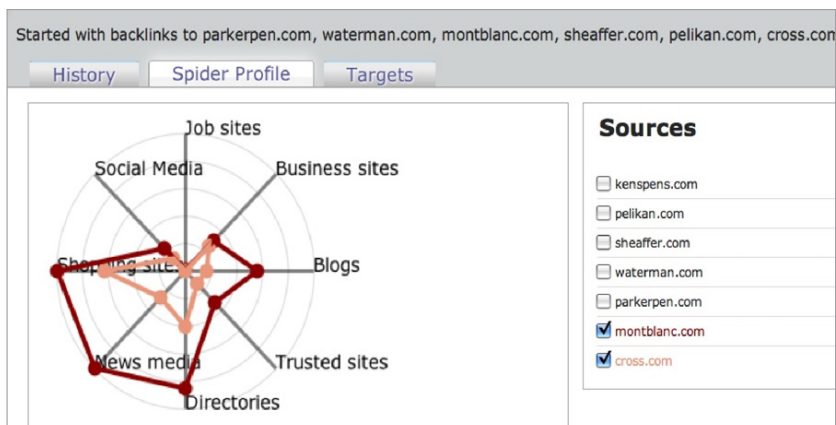
You can see your competitors' number of cumulative links over time:



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](mailto: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 your site may be penalized. Take the risk if you must, but I certainly don't recommend it.

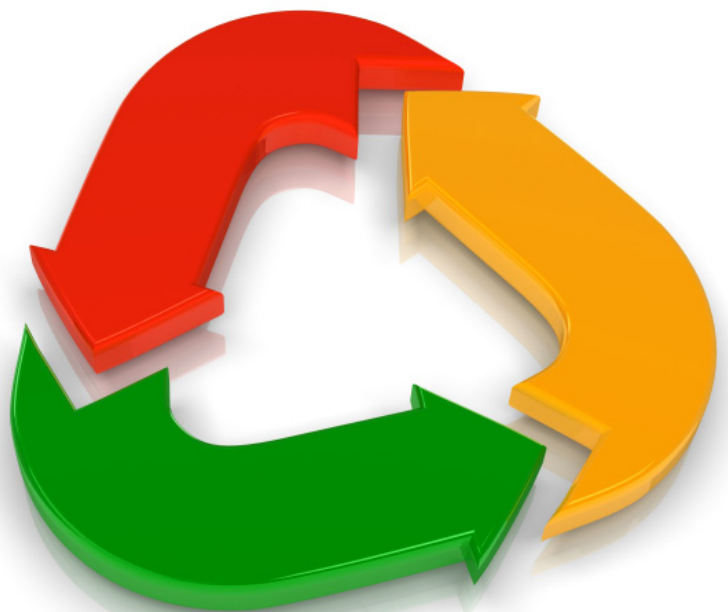
**Buy promotional links (adverts)** on generic sites like StumbleUpon and Facebook; specialist sites; and [Pay Per Click \(PPC\)](#). The links won't directly help your SEO but others might share your content and those links will.

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

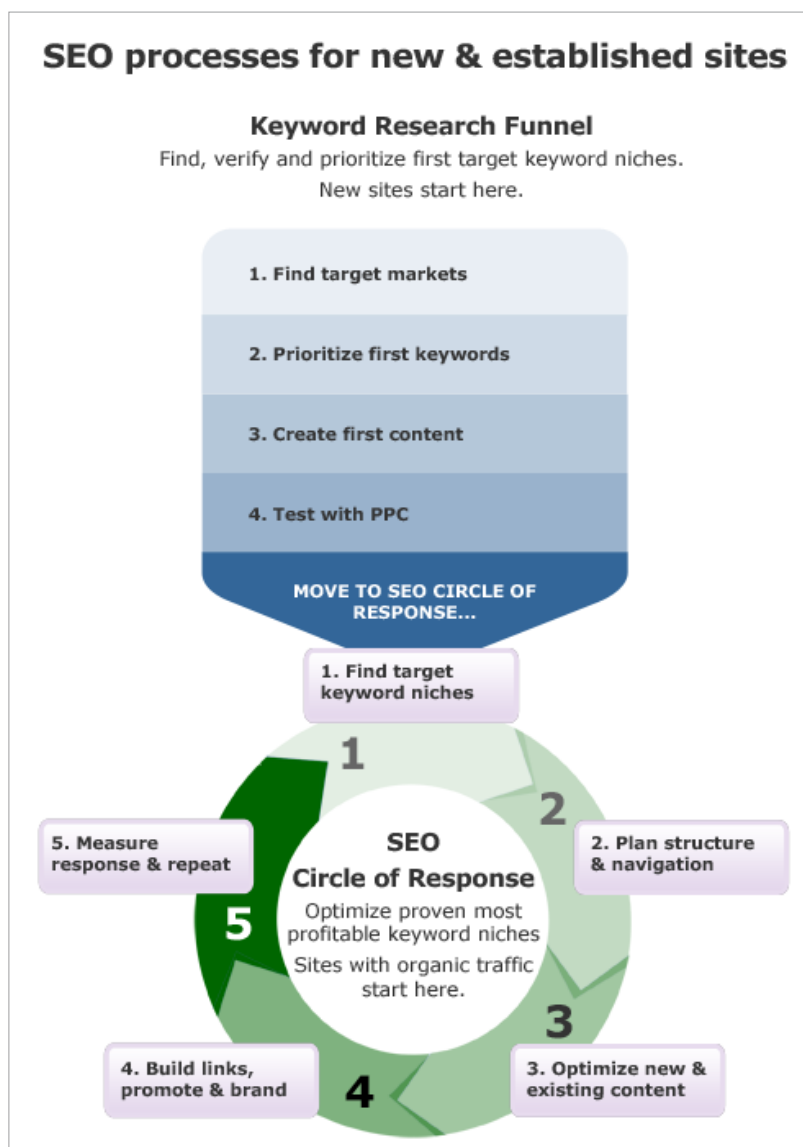


We've seen that different SEO processes are required for new and established sites.

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](http://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.

**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.

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

**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>

### Try Link Builder for 7 days

Link Builder can help you build the quality links your site needs. [Try for free](#)

# 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.

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



Mark Nunney

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

# 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](mailto: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.