

Keyword Secrets Revealed!



**The Common Sense Way To Master
SEO Keywords**

Keyword Secrets Revealed

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Introduction

SEO is a topic that is often misunderstood. Because things change so rapidly and drastically in the world of SEO, bad and outdated information is often passed off as truth.

Even some so-called experts are not 100% certain what is true and what is not. Google and other search engines deliberately keep their algorithms secret, not only from their competition, but from those who might abuse the system if they discovered how they work.

The good news is that we do have reliable information with which to work. This information comes to us from thorough massive testing by SEO experts. By focusing on these conservative and proven methods, our SEO can be both effective and long-lasting.

One thing that is agreed on by nearly every SEO expert out there is this... keywords are still important. They don't work the same way they used to, but they are still a very important part of SEO, and that is what we are going to concentrate on in this guide.

Keywords will likely always be a vital component of SEO, because keywords are the primary factor search engines use to rank websites.

Search engine have one job, to deliver relevant search results to people who are searching. To do that they rely on keywords. So understanding keywords, and how to use them correctly, will almost certainly help you get higher rankings.

And higher rankings mean more targeted traffic to your website.

Let's get started and learn more about the importance of keywords (and how to find the right ones) and then make sure you are using them correctly.

Keyword Use Has Changed

The first thing I want to stress is just how much keyword use has changed over the past decade.

At one point, all you had to do was stuff a page with a group of keyword phrases, and you could rank well for many of those phrases. Sometimes you didn't even have to use relevant keywords.

If you just repeated 100 different keywords twenty times each, you'd have a pretty good shot at ranking in the top 10 for at least a few of those keywords, especially with a little bit of extra effort like using heading tags or even hidden text (making the text the same color as the background).

These techniques are now called "black hat" SEO. And black hat SEO will get you penalized. In this report, we will focus only on "white hat" methods. These white hat methods can cause you to be rewarded, not penalized, by the search engines.

Search engine algorithms have become much more complex and much "smarter". Because of this, SEO requires more subtlety these days. You cannot use all those shady tactics and expect to make it to the top, even for less competitive keywords.

In this report, we will use the keyword phrase "underwater basket weaving" as our example.

If you think that is a silly example, you are right. But did you know that (as of this writing) there are 108,000 search engine results for that term?

Go to Google and enter "underwater basket weaving" (in quotes) and see how many you get.

This silly search term is living proof that almost any term can get you ranked if you know what you are doing with keywords.

And that is exactly why we created this report!

Search engines are much smarter than they used to be with regards to keywords.

For example, it used to be that if you wanted to rank on the first page for the keyword phrase "underwater basket weaving" you had to have that exact keyword phrase on your page multiple

times. Now it is possible to rank on the first page without having that exact phrase on your page at all!

Of course, if you do have it on your page, you certainly have a better chance of ranking well. However, other factors can push you to the top even if you don't have the phrase on your page.

Those other factors include a complicated bit of programming called latent semantic indexing, or LSI.

LSI is a complex process, but basically it involves the search engine's system looking at a wide range of documents, comparing them to see which words they have in common, and determining relevance based not only on the individual page it is analyzing, but others it believes are similar.

So if you have "how to weave baskets under water" on your page, Google would see that as being contextually close to "underwater basket weaving" and reward you accordingly.

The search engine works a bit like artificial intelligence, because it can "learn" by analyzing billions of pages for similarities, and it can figure out context by realizing that many other pages that contain "underwater basket weaving" also contain the words "how to weave baskets under water", and that those two phrases must be contextually similar.

Even though the search engine itself knows absolutely nothing whatsoever about underwater basket weaving, it can figure out what those pages are about simply because of how often words appear on other pages with the same groups of words.

You can learn more about LSI here:

>> http://www.seobook.com/lsi/lisa_definition.htm

Remember to keep in mind that just because you can rank well for a phrase that doesn't appear on your page doesn't mean you will rank well for that phrase.

Thus, it's always better to have those exact phrases on your page whenever possible. The most important thing to take away from this is that you do still need to have keywords on your pages for Google (and other search engines) to figure out what your page is about, but you no longer need to worry quite as much about incorporating specific keyword phrases or anything like that.

If you research your keywords and include a few main keyword phrases on your pages, the rest will fall into place naturally.

Keywords in 2017 And Beyond

The future of keywords is never certain, but one thing we're sure about is that keyword research will probably always have some sort of significance because there's not much else search engines could use to index sites.

Keywords are always going to be necessary in some way.

Keywords aren't useful only for search engine rankings. They're also extremely helpful for coming up with article titles and ideas. They're also useful for sites like Pinterest, as well as any paid ads you might create.

So, you see, keywords are still important for many different reasons, including for SEO. This is why it is so important to find a keyword tool that is a good fit for you and to use it to find keywords for your business.

Let's look together at the different types of keywords, and which ones you should focus on.

Keyword Types

There are three main types of keywords. All three types are important, but you should focus more of your efforts on two of them.

The three main types of keywords are:

- * Primary
- * Secondary
- * Long Tail

Primary keywords are those keywords that most people think of when they research keywords on a specific topic.

They get tons of searches per month, and have the potential to make you a lot of money if you manage to rank for one of them.

The trouble is, these keywords are hyper-competitive, and it can be very difficult to rank for them. While it is important to know what those keywords are in your niche, the chances of you getting the #1 position for them are slim.

Oddly, primary keywords also don't tend to convert very well. This is because they aren't very specific. However, the volume can make up for the lower conversions if you manage to rank for one of them.

If you have a robust cold traffic system in place, the value of getting high volumes of cold traffic is immense, so do keep working on your keyword skills so you can rank as highly as possible for your primary keywords.

Primary keywords are often one or two words. Examples of primary keywords would be:

- * Makeup
- * Cosmetics
- * Beauty
- * Insurance
- * Travel
- * Finance

Secondary keywords are those keywords that are generally two to three words long.

These are a bit less competitive than primary keywords. These keywords are still fairly difficult to rank for however they get a decent number of searches per month (at least a few thousand) so they're working trying to rank for.

Secondary keywords usually convert better than primary keywords, because they are more specific than primary keywords, and people are closer to the buying process when they search for these keywords.

Examples of this tier of keywords include:

- * Makeup tips
- * Buy cosmetics
- * Beauty videos
- * Car insurance
- * Discount travel
- * Personal finance

Finally, we have long tail keywords.

Long tail keywords get much lower search volume than other keywords, but they are much easier to rank for. Plus, they tend to convert better because they are much more specific. If someone searches for "buy Kylie Jenner Lip Kits online", they are almost certainly ready to buy!

If they search for "makeup", they might be looking for makeup application tips, information about types of makeup, or, yes, to buy makeup. But it could be any number of things.

Examples of long tail keywords include:

- * Buy Cover Girl makeup online
- * Where to buy cosmetics in Chicago
- * Beauty tips for older women

- * New car insurance
- * Discount travel to Rome
- * Personal finances for college students

The majority of searches on the internet are for long tail keywords.

You might think more people search for words like “make money” or “golf”, but long tail searches make up the bulk of searches.

For this reason, it’s a good idea to focus on long tail for most of your keywords, with secondary keywords coming in next. You don’t really need to focus on those primary keywords, because odds are you’ll cover pretty much all of them in your other keywords.

For example, “online beauty tips” contains both “beauty” and “beauty tips”.

Plus, you can remember that search engines look at context, and a site that talks about “online beauty tips” could also (to the search engines) be talking about “online beauty tutorials”, “online makeup tips”, or any number of other phrases even without specifically mentioning those phrases.

There is nothing wrong with adding in primary and secondary keywords when publishing content but you want to optimize on long tail keywords most of the time.

Keyword Tools Compared

There are hundreds of keyword tools out there. Some are much more effective than others, and some are close to useless. So, which ones are actually useful?

Let’s look at some of the most popular.
SEMrush

>> <https://www.semrush.com/>

SEMrush is one of the most well-respected keyword tools on the market. Some of the world's biggest companies use them, including Forbes, Blinds.com, Disney, and Amazon. Combining power and easy of use, it is easy to understand why they are so popular.

As of this writing they offer a free 7 day trial along with incredible support and teaching.

From beginner to Fortune 500, everyone can use, and win, with SEMRush.
SEOPresser

>> <https://www.seopresser.com>

SEOPresser is an incredibly popular Wordpress plugin that makes SEO easy and fun. If you own a blog, or want one, this is the tool for you! From On Page SEO to finding, and resolving, broken links on your blog, SEOPresser is truly a comprehensive solution.

One of their best features is easy of use. You install the plugin and follow the instructions, which guide you every step of the way.

They report all the data you need on one screen, making it easy to see where you stand, and where you are going. A great tool for every level of experience with blogging or SEO.

Long Tail Pro

>> <https://longtailpro.com/>

If you're looking for detailed information directly from the Google Keyword Planner, but you aren't advertising through AdWords, Long Tail Pro is a great tool.

They provide all the important metrics, including potential keyword profitability, competition, difficulty, and more.

Their service is affordable and very efficient. Recommended by super-affiliates like Pat Flynn, Long Tail Pro is a truly comprehensive solution.

This tool works well for any experience level.

Traffic Travis

>> <https://www.traffictravis.com>

Traffic Travis is an excellent product with an appropriate name. Their focus is not on knowledge for knowledge's sake but rather on helping you get real, targeted traffic to any site you promote.

What Traffic Travis does is help you get traffic with conservative SEO methods based on rock-solid research.

They have an excellent video showing the tool in use, so you can evaluate for yourself whether it is right for you.

This tool is best for those just beginning with SEO and who don't need deeply technical explanations.

AffiloTools From Affilorama

>> <https://www.affilorama.com>

AffiloTools is a new SEO tool from Mark Ling, the affiliate marketing genius behind Affilorama and AffiloJetPack.

If anyone knows how to do SEO as an affiliate, it is Mark. He brings his dedication to helping affiliates to this new tool, helping affiliate marketers identify opportunities, and challenges, quickly and easily.

This tool will help marketers of all experience levels find new opportunities and know how and where to put their focus. Best of all, this tool can help you sell more!

The Hoth

>> <https://www.thehoth.com/>

Sometimes you need a great tool but other times you simply need someone to do the work for you. For those times, there is The Hoth.

You can outsource your SEO tasks, including link building, to the Hoth and know it will be done well.

Using only white-hat methods, The Hoth's team will go to work analyzing your site, choosing the best performing keywords and doing the SEO work for you. And then they will provide full reports you can actually understand!

If you want great SEO but are pressed for time, The Hoth could be your answer. They have many options from which to choose.

You need have no experience at all to benefit from working with The Hoth.

Conclusion

Keywords are an important component of your SEO strategy, and although their use has certainly changed considerably, they are still the overall bread and butter of any SEO campaign.

It's important to target the right keywords, as always, concentrating on the long tail and those mid-range keywords that you have a fair chance at ranking for.

Using the right keyword tool is essential, as it will give you the information you need to make an informed decision with regards to competition and potential difficulty ranking for specific keywords, so be sure to test out a few to find the one that fits best with your marketing plan.

Fortunately, many tools have free trials that let you experiment a bit with no risk.

Now get out there and find some great keywords and start pulling in the rankings. I wish you the best of success!

Resources

Here are links to the resources found in this guide:

>> http://www.seobook.com/lsi/lsa_definition.htm

>> <https://www.semrush.com/>

>> <https://www.seopresser.com>

>> <https://longtailpro.com/>

>> <https://www.traffictravis.com>

>> <https://www.afflorama.com>

>> <https://www.thehoth.com/>

