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## Keyword Research the BTB Way

We all have our various ways of searching for Niches and KWs to build sites that get a lot of organic traffic and make us money. I'm going to share my particular way and perhaps we can get a meaningful discussion on what you do and how to twist what we all do to make our own KW research even better.

Before I go into my methodology, it is important that you realize that KW research is not a science but rather an art... there is no perfect way and certainly mine is not perfect but it works for me.

I don't use Market Samurai, Traffic Travis or any other tool in order to find my KWs, I use the adwords keyword tool, wikipedia and life experience. I'm not saying those tools are bad, I just don't use them and perhaps if I did I could save some time. I also do not build 5 page websites and leave it at that; I like to build large sites with many KWs that inter relate so that I get lots of cross over traffic and a very low bounce rate.

Also having my visitors typically visit more than one page on my sites give me a second and third chance to "sell" them whatever I am using to monetize the site.

There is a saying in sales **"80% of the sales are made by 10% of the salesmen on the 5<sup>th</sup> call."** If your visitor is going to your site and only going to one page, you are losing opportunity to sell them your CB product/have them click on your adsense ad/lose the chance to sell them your Amazon product/insert your monetization method here.

Ok, enough of the preliminary baloney, onto my process.

As I stated one of the things I use for KW research is life experience as I am really a rather intense person and generally when something happens in my life that has a bit of an impact I spend a fair amount of time mulling different ideas/thoughts/options and more often than not it brings me to business ideas.

Since my current business is internet marketing, I generally ponder on how to turn my particular life events into some kind of online revenue stream and for me that is building a site that would rank.

My most recent site is a site that centers around a particular medical condition that is fairly common. I was recently diagnosed with one aspect of this common disease and thought "How can I turn this news into cash?" so I messed around with the idea.

First thing I did was to open a notepad file and type a lot of ideas for KWs that would normally come to me about this disease... **conversational KWs** are very good for SEO generally and make a web site flow nicely. The smoother your site flows, the more likely the visitor is going to read more than just the page that they initially landed on.

After that I take the main KW that I started with and go to wikipedia and see what wikipedia has on the main KW page. Looking at the page, I see what other wiki pages are interlinked to that page and copy and paste them. More often than not, I'll click through and read a bunch of those pages and see what they are linked to and copy and paste those KWs as well.

Why do I do this with Wikipedia? Well, if Google recognizes wikipedia as an authority site, and G does for almost any subject, then I want Google to see that my process is very similar in using many of the same or similar KWs on my sites. **Wikipedia KWs** on your niche site can have a nice effect in the ever prying eyes of Google.

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So now I have some 50 – 60 KWs or so sitting in my notepad looking all fat and happy and it is time to log into my Adwords account. You don't have to buy adwords campaigns to open an adwords account; it's free and if you choose to run campaigns you can but you are not obligated.

I put all of the KWs in the search box and make sure that the settings are set for the region I want to target. I'm American and I always target the USA and English, you may want to target a different region like the UK, Japan, Germany etc.

After putting my KWs and choosing my settings I click the search button and get as many as 800 different KWs related to the topic. Don't get all excited here, many of those KWs are duplicates like "blue widget" "widget blue", so you will do a fair amount of culling after cleaning up your KWs... this is where you actually have to do some work.

Download the KWs into an excel file and go through the following process:

- 1. Sort the data by local searches – ascending.**
- 2. Delete any KWs under 800 or so.**
- 3. Sort the file by competition.**
- 4. Delete any KWs that are .80 or higher.**

You'll end up with a bunch of KWs... usually at least 600 or so and now you have to go line by line and eliminate the duplicates.

I found that for me the easiest way to do this was to sort by local monthly searches and look line by line for exact numbers on subsequent lines... line 35 has blue widgets with xxxx local monthly searches and line 36 has widgets blue with the exact same number... that happens all the time. Remove the one that makes less sense; in this case it is widgets blue.

This process is a little tedious but absolutely necessary so you don't have a bunch of gobbly gook KWs running wild on your web site as you add content. For me this is a must because I outsource all my content and it would be writer abuse to ask any of my writers to write using the KW widget blue.

Those of you that have seen my websites know that my smallest one is 150 pages and I have several with about 2,000 pages. My most recent one has about 1,100 pages according to Google but in reality it is only about 300 articles or so. They are quality sites with quality unique content and they rank for hundreds of KWs and are often the source for eHow writers and other legit authority sites thus giving me backlinks from those authority sites and Google seems to like that sort of thing.

I won't say you will get rich using my KW research but I've been working like this for a fair amount of time and my revenue is very strong between Adsense, Commission Junction, Click Bank and Amazon.