

Keyword Generation 101

Below are several ways to get the most keywords for your target area.

Part 1: Where to Start

Sit down and start writing down everything you know about your target area or niche. Try to come up with keywords that are fairly generic and describe your entire niche.

For example if your niche is "work at home" then some of the keywords or phrases you might come up with on your own are:

work at home
home business
home based business
home based opportunity
work at home business
work at home opportunity

Without much thought I was able to come up with 6 keywords.

Once you have at least 4 or 5 keywords in your list you're ready to move on to part 2.

The more keywords you come up with, the better. But if you've got at least 3 or 4 keywords and are having trouble generating any additional ones on your own, then you should move on to part 2.

Part 2: Using Online Keyword Utilities

In this phase we are going to go through various online utilities to generate additional keywords. An important thing to look for is words that are closely associated with your keywords but are irrelevant to your niche. These are called negative keywords.

Some negative keywords for the keyword "work at home" might be:

scam
data entry
(and so on)

Keyword Utility 1

Google offers a great utility for finding additional keywords.

<https://adwords.google.com/select/KeywordSandbox>

Keyword Utility 2

WordTracker.com offers a free trial for their keyword

search service. <http://www.wordtracker.com>

Keyword Utility 3

Overture offers a great utility for finding more keywords.

Not only do you get a list of related keywords but you also get to see how many people have searched for each keyword during the last month.

<http://inventory.overture.com/d/searchinventory/suggestion/>

Keyword Utility 4

Traffic Equalizer (<http://hop.clickbank.net/?nick1123/trafficeq>) offers a tool called Keyword Harvester that allows you to get many keywords at a time. It uses the tool offered by Overture very effectively. It allows you to do a 2 level search. This will generate a list of keywords based on the keyword you input. For each keyword in the that list, a list will be created of related keywords.

For example today I typed the keyword "baby" into the Overture tool. I got a list of 99 related keywords to the word baby.

Using the Keyword Harvester I did a search on the keyword "baby". The tool returned a list of 99 related keywords and then did a search for each of the 99 words in the list. When all was said and done we ended up with 5,454 keywords! Wow!

To view the list of 99 keywords related to the word "baby"

http://www.freeresourcesonline.com/example_keywords_baby_short.txt

To view the list of 5,454 keywords related to the word "baby" using the 2 level search on Keyword Harvester, go to http://www.freeresourcesonline.com/example_keywords_baby.txt

Keyword Harvester is part of Traffic Equalizer and I highly recommend it!

For more info go to

<http://hop.clickbank.net/?nick1123/trafficeq>

Keyword Utility 5

Google offers a great tool that many people have not discovered. It's called Google Suggest. To use the tool go to Google and search for "google suggest" or you can go to

<http://www.google.com/webhp?complete=1&hl=en>

What you will see is a screen similar to the Google home page. Now type the word "baby" without the quotation marks and see what happens. After a second or two a list of related keyword will appear. What you see is actually a listing of the most popular user searches starting with the word "baby" with the most popular being at the top. This is a great tool for finding out what people are really searching for!

Now type in the phrase "baby a" and a list of related keywords will appear. Then try "baby b" and see what comes up.

What you did for the keyword "baby" you can do for each of the keywords for your niche.

Keyword Utility 6

Use an online thesaurus to find synonyms of your existing keywords.

<http://thesaurus.reference.com>

Each of the utilities listed above will help you find many keywords related to your niche. When you find a great keyword using one tool, don't forget to use the other tools to find more keywords using that newly found keyword.

Searching for keywords can be a time consuming endeavor but it is time well spent.

Part 3: Multiply your Keywords

Google Adwords Word Crosser

This tool allows you to cross a list of words with a second list of words. This can be very useful for generating more keywords to use on your Google Adwords campaign.

Suppose you have the following list of nouns:

work at home
work home
earn at home

And you have the following list of adjectives

free
best
money
easy

The crosser will provide the following list of words:

work at home free
work at home best
work at home money
work at home easy
work home free
work home best
work home money
work home easy
earn at home free
earn at home best
earn at home money
earn at home easy

Using this tool you can take 3 nouns and 4 adjectives and instantly produce 12 unique keywords. Now this may not seem like a lot, but I'm sure if you put a little thought into, I bet you could come up with 20 nouns and 20 adjectives to cross. Using the tool you would generate 400 unique keywords!

This tool is of course free and available 24/7.

http://www.freeresourcesonline.com/adwords_crosser.php

Get a list of 25 synonyms of the word cheap

<http://www.freeresourcesonline.com/adjectives.php>

<http://thesaurus.reference.com> is a great place to find synonyms for a given word.

Google Adwords Keyword Multiplier

This tool allows you to triple the number of keywords for your Google Adwords campaign. It does this by taking a list of broad match keywords and creates a list of phrase match and exact match keywords.

A phrase match has quotes around the word or phrase i.e. "work at home"

An exact match has brackets around the word or phrase i.e. [work at home]

A broad match is a phrase or word without quotes or brackets.

Example List:

work at home free
work at home best
work at home money
work at home easy
work home free
work home best
work home money
work home easy
earn at home free
earn at home best
earn at home money
earn at home easy

Would be changed to:

work at home free
work at home best
work at home money
work at home easy
work home free
work home best
work home money
work home easy
earn at home free
earn at home best
earn at home money
earn at home easy
"work at home free"
"work at home best"
"work at home money"
"work at home easy"
"work home free"
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[work home best]
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[earn at home free]
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[earn at home money]
[earn at home easy]

Without any work at all you tripled your number of keywords. In the example above we took 12 keywords and added 24 keywords and now have 36 keywords.

Now imagine you had 400 keywords.

Using this tool you would walk away with 1,200 keywords!

This tool is absolutely free and available 24/7.

http://www.freeresourcesonline.com/adwords_matches.php

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