

two

<p>ACCOMMODATIONS</p> <ul style="list-style-type: none"> 5 STAR HOTELS SKI RESORTS SPA RESORT AIRPORT HOTEL 	<p>DINING</p> <ul style="list-style-type: none"> FINE DINING WATERSIDE DINING DOWNTOWN DINING LOCAL SEAFOOD
<p>THINGS TO DO</p> <ul style="list-style-type: none"> SKIING THE ROCKIES SIGHTSEEING MUSEUMS WINE TASTING 	<p>DEALS</p> <ul style="list-style-type: none"> FAMILY GETAWAYS ROMANTIC WEEKEND HOLIDAY DEALS

LAST MINUTE

getting started defining your keyword market

It all begins with getting your website found in the search engines. Defining your keyword market is the first and most important step in your online marketing plan. All of the elements you incorporate into building or modifying your website should be derived from your keyword research. A keyword market is the total number of unique searches done per day by consumers on the Internet that are relevant to the products or services featured on your website (keywords can be researched through free and paid keyword search tools such as WordTracker or the Google Adwords).

chick translation: Basically, your keyword market should be comprised of words and phrases that your target consumers are using to find products and services like yours through searches on the Internet.

A keyword market can be defined by identifying the top-level keywords that are generally most relevant to your business and can then be flushed out from there to generate groups of related variations of that keyword. Website content and meta data should be built out of your keyword groups for proper search-engine optimization and content development.

understanding your keyword market

When choosing your keywords, you must not just select the words you want to be found for, but more importantly, the words and phrases consumers are actually searching for. You may think that you know what your customers are searching for, but if you proceed to optimize your website based on terms that are familiar to you but not to searchers, then you have just cut off a large customer base that is actively searching for your product or service.

chick tip...
 never assume that you know what your keyword target markets are—
 always verify with keyword research tools or through work with a
 reputable SEO provider who can do the research for you.

Selecting the right keywords and phrases is a critical first step to the success of any search-engine-optimization campaign. A thorough analysis of your keyword market(s) will ensure that you not only attract visitors but that you attract the kind of visitor that is targeted and ready to buy.

keyword analysis involves the following

We would say that keyword research is the most important part of the initial strategy development process, yet often one that is glossed over as either largely unimportant or not important enough to spend enough time doing it effectively.

Remember that there is a big difference between a marketing campaign that delivers a lot of traffic to your site and one that delivers relevant and targeted traffic to your site over a longer period of time.

It's easy to get started as there are many tools available to help you do the research. There are numerous free tools available as well, so depending on your budget and how many keyword categories you are looking to be found for, you do not have to invest in a paid tool.

keyword research

step one

Begin with creating your top verticals (keyword categories). Most common verticals should include the following (and may be flushed out to include variations of the keyword from there):

- Your brand name
- Geographic location
- Main product or service
- Special offerings (unique products)
- Targeted groups, events or market segments

So let's do this again and use a website for a fictional resort in Ontario to show you how to label each vertical:

- A Couple of Chicks Resort & Spa (your brand name)
- Ontario resorts (geographic location)
- Spa resorts (main product or service)
- Spa packages (special offerings)
- Romantic getaways (targeted segment)

step two

Now take your broad category words and use a keyword suggestion tool to generate a list of variations. This example uses the keyword phrase “Ontario resort” and we used a free keyword research tool—SEO Book, seobook.com—to do the research. SEO Book not only gives you variations on your keyword phrase, it also gives you their overall daily estimates across the most popular search engines.

SEOBOOK.com Results					
Keyword	Wordtracker			MSN	Overall Daily Estimates
	Count	Google	Yahoo		
ontario resorts	12	15	4	1	21
ontario ski resorts	10	12	3	1	17
perth ontario inns and resorts	10	12	3	1	17
resorts ontario	8	10	2	1	14
picton ontario resorts and inns	7	8	2	1	12
boat resorts ontario	4	5	1	0	7
island resorts boating ontario	4	5	1	0	7
island resorts sailing ontario	4	5	1	0	7
lake resorts boating ontario	4	5	1	0	7
little bald lake ontario resorts	4	5	1	0	7
ocean resorts boating ontario	4	5	1	0	7
ocean resorts yachting ontario	4	5	1	0	7
ontario family resorts	4	5	1	0	7
ontario resorts for sale	4	5	1	0	7
river resorts yachting ontario	4	5	1	0	7
sea resorts boating ontario	4	5	1	0	7
sea resorts sailing ontario	4	5	1	0	7
sea resorts yachting ontario	4	5	1	0	7
lake ontario resorts	3	3	1	0	5
lake resorts yachting ontario	3	3	1	0	5
north ontario resorts	3	3	1	0	5
nudist resorts ontario	3	3	1	0	5
resorts for sale in northern ontario	3	3	1	0	5
resorts in ontario canada	3	3	1	0	5
resorts sale ontario	3	3	1	0	5
river resorts boating ontario	3	3	1	0	5
ski resorts in ontario	3	3	1	0	5
ski resorts ontario	3	3	1	0	5
yacht resorts ontario	3	3	1	0	5
big bald lake ontario resorts	2	2	0	0	3
nudist resorts in ontario canada	2	2	0	0	3
picton ontario - inns and resorts	2	2	0	0	3
resorts - ontario	2	2	0	0	3
resorts for sale ontario	2	2	0	0	3
resorts in northern ontario	2	2	0	0	3
resorts near kenora	2	2	2	0	0
simcoe ontario resorts	2	2	0	0	3
toronto ontario resorts	2	2	0	0	3
TOTAL	148	173	40	5	251

step three

You should be looking at the overall daily search results (to the far right, aggregating across all major search engines) to see how many average searches are done for each word. Now choose the most relevant keywords for your business from the list and organize them into a grouping or keyword vertical. Repeat for each vertical and, voila, you have target keyword market sorted by category!

Even the words that have smaller numbers of searches are important to your strategy, as achieving indexing in the search engines for top-performing terms is often a complicated function of the relevancy of your website to the term, competition and many other factors. Targeting groups of words to be indexed may have less search volume, but perhaps more relevancy to the searcher, is called targeting the “long tail” (as defined by Chris Anderson, author of *The Long Tail*). It is easier to achieve indexing for words with less competition than to achieve indexing for the group of words that may generate the same amount of traffic.

The proper keyword strategy is truly the blueprint for everything you do while you develop your online strategy, from site architecture to content development, to meta data, to decisions you make about creative and navigation. It also becomes a puzzle that, if put together correctly, will build a strong, successful website with target traffic that converts into sales.

“ Keep your eye on the prize and don’t try to be all things to all audiences. Understanding highly searched keywords and relevancy of your site to those words is a recipe for success. ” **source: the Chicks**

resources you can use to do keyword research

- Keyword Discovery (18%)
- WordZe (15%)
- SEO Digger (12%)
- SEO Book keyword tool (3%)
- Wordtracker (18%) **(Chicks use)**
- Google keyword tool (14%) **(Chicks use)**
- Overture keyword selector (6%)

source: Best Keyword Research Tools posted by Lee Odden on June 25, 2007, in Keyword Research, Online Marketing toprankblog.com/2007/06/winner-best-keyword-research-tool



chick tips...

- Try Google’s keyword tool free - “Google” the “Google keyword tool”
- Try the Overture keyword suggestion Tool free
- Try the SEO Book keyword research tool for free at seobook.com
- Subscribe to WordTracker at wordtracker.com—this is a paid tool
- Subscribe to Keyword Intelligence (\$89 to \$189 per geographic market), keywordintelligence.com
- Recommended reading: *The Long Tail* by Chris Anderson