

All in one Keyword Research

By Will Blears

This is my second series from my “All in one collection” that I am currently producing. With my first All in one SEO being a large hit on my website as well as there being a lack of information and guidance for keyword research I took it upon my self to write up a new “All in one” series on only this topic.

For a factor as important as keyword research I would of assumed there would be more attention drawn towards it however there isn't so I felt it was time for me to focus on how important keyword research actually is.

It is something that I do daily usually because a light bulb appears over my head and I have a new idea for ANOTHER website however sometimes it is for my current projects. Either way I am doing keyword research daily, it is a big factor in gaining traffic especially through the search engines.

Each article in this eBook has been taken from my SEO Tutorials website www.back-links.org if you want to read any other of my articles please go to my website.

Please sign up to the RSS feed if you have a minute. Any ways I shall let you get on reading now, I hope you enjoy.

What is keyword research?

Keyword research is the most important part of online marketing whether you're developing a website, selling a product or performing SEO you need to perform keyword research. There are a variety of keyword tools both free and paid for you to choose from however there are some that stand out among the crowd which you can find here.

However what is the big fuss about keyword research, what exactly is it?

Well keyword research should be your main priority when seeking a potential money making market. It should be the first thing you do, when an idea clicks in your head, when you find a product you really like and you want to sell it, when you want to develop a blog or a website, keyword research is a fundamental aspect of the overall development process.

If you don't research your market, and don't find specific keywords whether they be short one word and two worded keywords or long tail keywords how will you target your market. You can't just think wow I love computers and I know so much about them, lets start a blog so I can tell everyone else about computers and make some money of the adverts, I wont target any keywords because there are loads of people who will search for "computers" and I can easily get ranked high for that keyword, it can't be that hard.

Well your wrong there are over 570 million results for the term “computers” with over 90,000 daily searches, it will be pretty much impossible for a brand new website to rank in the top 100 even top 1,000 for the term “computers”. Ok this example may be a bit unrealistic and the person in the example would have to be very naïve and ignorant however I hope you understand the message I am trying to put across here.

Keyword research can open up new sources of traffic that might be undiscovered to many people, it can open up new niches and areas of the market you never thought were popular or in demand that’s why I love keyword research so much.

So again, what is keyword research?

Keyword research is analysing the internet for what is popular and in demand, which search terms receive the most daily traffic and which receive nothing at all. Keyword research reveals long 3-5 worded keywords (*long tailed keywords*) which have a large amount of daily traffic and are very uncompetitive. Keyword research opens up the language that is used by many people on the internet to search for items or articles in specific on search engines, allowing you to apply this to your blog.

To sum up keyword research, it should be the first step you take when you have an idea, just like when someone has a business idea the first step they would take would be market

research, to test whether people are interested in the product or service, keyword research is the Internet's version of market research.

[How to perform keyword research](#)

[Find your primary keywords](#)

I have stated the importance of keyword research in many of my articles which are included in the “All in one Keyword Research” section and hopefully by now you have realised that I am not joking, keyword research is a necessity if you want to dominate the search engines.

So now you know what keyword research is, what free and paid keyword research tools are available and why it is worth paying for these tools it is now time to show you how to perform keyword research to maximise your traffic and dominate those search engines.

Keyword research should be performed before any other task has begun this includes the development of the website, eBook, article or video. Keyword research is the next step after finding a market that you want to enter, to ensure the market is popular and your product, service or information is in demand.

To get started you will need some overall primary keywords

these will be the defining keywords of your particular market such as “Internet Marketing” for articles, eBooks, videos, services or anything else you would offer on your website or “SEO” for SEO tools, guides, reviews, tips and tutorials. Primary keywords are also recognised to be seed keywords basically they are the words which start of your keyword research.

You can brainstorm your market idea and from there you will create a list of seed keywords however you will need more than just to brainstorm, read articles in the particular area find websites in your market scan the site to see what keywords stand out, how they stand out and write them down. It is good to use a notepad to list your primary keywords, if your out and about and suddenly think of a keyword or an idea for an angle to target the market then you will need to write it down, if you have not got a notepad try writing them in a text message and saving it (done that many times).

After you have done this you should end up with a list of about 15-30 primary keywords which you can then use for the next step of keyword research.

[Put the tools to test](#)

Now is the time to put those tools that I reviewed in the previous articles to test, whether you have bit the bullet and bought that all important keyword research tool or you plan to try and use just the free keyword tools to dominate your

market we now need to use these keyword tools to find related keywords.

The idea here is that you use your primary/seed keywords that you brainstormed and found in part 1 of this tutorial and use these to find related keywords in the keyword research tools. Get prepared to be saving or copy and pasting loads of keywords in to a word document, or if you have a subscription to a keyword tool more than likely the tool will save them to your account. After you start creating a list of keywords you need to order them in priority, which you believe will be most relevant and most important to your website whilst being the most beneficial. This may be the stage where the idea you had in mind for your site, and the articles, tutorials videos you thought you would be writing will change and become different articles, tutorials and videos ones that will give your site a better chance of ranking for more popular keywords.

This brings me on swiftly to my next step in the how to perform keyword research tutorial.

[Plan your website's content](#)

In this stage it is important that you plan your sites structure what categories you are going to have on your site and areas of the market you're going to target by doing this you can organise your keywords in to particular categories which coordinate with the content you plan on writing, this way its all organised and you can easily optimise your articles when

writing them. This is something I only started doing after a couple of months in to my website and I found myself returning to older articles to implement more keywords so that they were fully optimised. You can save time and increase your web pages strength by having the keywords ready before you start writing your content and before you create your website.

[Get the most out of those keyword tools](#)

Now it is time to return to those keyword research tools so by now you have your 15-30 primary/seed keywords, you also have your related keywords which have been put in to categories to coordinate with your websites content plan. It is time to try and target those long tail keywords and discover those hidden gems which have high daily searches but low competition. This is where free keyword tools become slightly out of depth, as the extra features you receive with tools such as wordtracker become more valuable.

Long tail keywords are keywords which contain 3 or more words in the phrase the ideal long tail keyword has little competition and high daily searches on search engines. The best way to find long tail keywords are through the keyword research terms, use your related keywords to effectively analyse every area of the market. You can also create long tail keywords yourself, by thinking what a user may type in to the search engines to find something in specific.

These are some examples of long tailed keywords

“Quality backlinks for my website”

“How to write an eBook”

“How to” are always good long tailed keywords to look out for, try searching some “how to” long tail keywords in your market and see what you find.

After you have found at least 10 long tail keywords with high traffic and low competition it is now time to plan in specific the content you are going to write on your website. You need to plan out your content so that you can easily incorporate your keywords both long tail and related keywords. Quality content written for humans is the best content you can find however you need to ensure that you include your keywords using the on page SEO techniques [found here](#) as well as adding the keywords to your content.

After you have written your content and created your website using your keywords for everything, from the domain name, to the title tags the meta tags the tags on your article the anchor text throughout the article its self the article categories and every where else that you should include your keywords.

It is time to do more keyword research, although keyword research should be the initial step after thinking of a market idea it is an ongoing technique which should be used

throughout the life span of your website. When ever you go to write a new article research the keywords for the article, this is the same with anything else you may add to your site.

[Top 3 free keyword research tools](#)

If you're not a hardcore keyword researcher and you have plenty of time to waste trawling through the free keyword researching tools then these are the top 3 keyword research tools I recommend for you. These are the tools I used before I went and bought my professional keyword researching tools and the tools I use now and again just to see if a market is worth entering.

[Free keyword tracker tool](#)

This tool comes from the creators of the very popular and very successful wordtracker tool and is basically a dumbed down version of wordtracker with less features and a less sophisticated results table. The free word tracker tool allows you to search for the top 100 keywords related to your primary keyword, displaying the estimated amount of daily searches that each keyword receives. However not always accurate it is a good estimate to suggest whether or not it is worth entering a certain market.

Overall this tool is definitely my top free keyword research tool to use, however I always question myself why people use this tool and don't go for the free 7 day trial with

wordtracker, surely a 7 day free wordtracker trial would beat using this free keyword tool for a week. You can get your 7 day [free trial here](#)

[Keyword Discovery](#)

Secondly I have keyword discoveries free keyword research tool much like wordtrackers free keyword tool it gives you a list of the top 100 keywords related to the primary keyword you have told the tool to search. However keyword discovery and wordtracker display slightly different results as well as this keyword discovery does not display the overall amount of searches for the primary keyword like wordtracker does. All in all this keyword tool is definitely worth using if you are wanting to stick to the free keyword tools, although I would advise using both wordtracker's free keyword research tool and keyword discoveries.

[Google Adwords Keyword Tool](#)

Lastly I have Google AdWords keywords tool this tool has been developed on the same basis as the last two keyword research tools however the overall appearance and design is completely different. Google AdWords keyword tool allows many more options and features such as the advertiser competition trend which allows you to see how many advertisers are bidding on certain keywords, monthly search statistics and the average monthly search statistics calculated by a recent 12 month period. You have the option

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to add and delete keywords from your own personal keyword box. Not only this but Google AdWords keyword tool allows you to add and remove other important result tables such as search volume trends which shows the keyword fluctuation of the last 12 months in a small and tidy graph.

The image below shows you the Google AdWords keyword tool with all the data columns displayed.

The screenshot displays the Google AdWords Keyword Tool interface. At the top, there are navigation links and a search input field containing the keyword 'seo'. Below the search input, there are options to generate keyword ideas based on descriptive words or website content. The main section shows a table of search volume trends for various keywords related to 'seo'. The table includes columns for Estimated Ad Position, Estimated Avg. CPC, Advertiser Competition, Approx. Search Volume, Approx. Avg. Search Volume, Search Volume Trends (a bar chart), Highest Volume Occurred In, and Match Type. The search volume trends column shows a bar chart for each keyword, indicating the fluctuation of search volume over time. The table is sorted by relevance, and the keywords listed include 'seo', 'seo software', 'seo elite', 'seo tools', 'seo services', 'seo company', 'seo training', 'seo companies', 'search engine', 'search engine optimisation', 'torrent search engine', 'search engine optimization', 'seo book', 'search engine marketing', 'seo optimization', and 'search engine optimization'.

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Approx. Search Volume: June	Approx. Avg. Search Volume	Search Volume Trends	Highest Volume Occurred In	Match Type
seo	1-3	£2.16	█	246,000	301,000	[Bar Chart]	Mar	Add
seo software	1-3	£1.47	█	8,100	4,400	[Bar Chart]	Jul	Add
seo elite	1-3	£1.75	█	5,400	3,600	[Bar Chart]	Jul	Add
seo tools	1-3	£1.47	█	3,600	4,400	[Bar Chart]	Jan	Add
seo services	1-3	£3.15	█	12,100	14,800	[Bar Chart]	Mar	Add
seo company	1-3	£3.16	█	12,100	14,800	[Bar Chart]	Mar	Add
seo training	1-3	£1.99	█	2,900	3,600	[Bar Chart]	Nov	Add
seo companies	1-3	£3.74	█	3,600	2,900	[Bar Chart]	Feb	Add
search engine	1-3	£2.33	█	550,000	550,000	[Bar Chart]	Mar	Add
search engine optimisation	1-3	£3.53	█	74,000	90,500	[Bar Chart]	Mar	Add
torrent search engine	1-3	£0.45	█	12,100	14,800	[Bar Chart]	Nov	Add
search engine optimization	1-3	£4.28	█	135,000	135,000	[Bar Chart]	Jul	Add
seo book	1-3	£1.64	█	1,600	1,600	[Bar Chart]	Jan	Add
search engine marketing	1-3	£5.43	█	49,500	49,500	[Bar Chart]	Dec	Add
seo optimization	1-3	£3.09	█	8,100	12,100	[Bar Chart]	Mar	Add
search engine optimization	1-3	£2.54	█	18,100	14,800	[Bar Chart]	Jul	Add

Overall each one of these keyword tools has their benefits the appearance of each tool may differ slightly or extremely however none can be taken as an accurate measure of daily or monthly searches. The keyword tools may appear to be useful for briefly checking whether a certain market is popular or not however the keyword tools all stop there. To

find the highest traffic lowest competitive keywords in a certain market you will need to spend hours upon hours trawling through many of the different free keyword tools however you would still not receive the results you would if you were to purchase a keyword tool.

[Why you should pay for keyword research tools](#)

Although there are many free keyword research tools on the internet that seem to do the job. Free keyword research tools are not specific enough; they don't give enough results or enough options. Free keyword research tools are only useful for checking whether a niche market maybe worth researching more, other than this the free keyword tools will not be accurate enough for you to get the best results you can.

The free keyword research tools help to complete the first and initial step in to keyword research, ensuring there is enough popularity in the market you're focusing on. After you have seen what sort of daily searches the overall market receives free keyword tools just do not have enough features or data able to give you specific search terms and information you need to optimise your website fully. Obviously if you're short of cash then the free keyword research tools will have to do, however you will be severely decreasing your chances from the start.

I was also sceptical at first, whether forking out the one off payment or most likely monthly payment for the keyword

research tool would be worth it, however after I bit the bullet and purchased my first keyword research tool (wordtracker) I was more than happy with the extra features I received, the data I was given and the overall flexibility of the tool.

If you're serious about optimizing your website and want to rank highly for your keywords, if you want to find the best long tail keywords that give you the most traffic then it is necessary to purchase the keyword research tool.

Keyword research is one of the first steps of developing a website, or entering a new market. Before you purchase the domain, before you purchase the hosting, before you look in to wordpress themes or static websites you will do keyword research. The keyword research will help to see if your time will be worth the outcome, whether or not the market is there and whether or not the market is popular.

Not only is keyword research a necessity for analysing whether a market is approachable but also when you have entered a market and your developing your website and performing SEO, you need the keywords to optimise your website. This is again where keyword research comes in to play, many one word, two word keywords are in highly competitive markets such as “**SEO**” and “Internet Marketing” these key terms will be very hard to rank highly for in the first couple of months when setting your website up. However this does not mean you cannot rank for keywords relevant to these markets, so you will need to do some keyword research for longer keywords (Long tail keywords).

I use my keyword research tools more than once a day whether it is for general interest or for a website it is fun, informative and addictive.

[Top 3 Paid Keyword Research Tools](#)

I have told you why you should pay for your keyword research tools in the previous section now I am going to recommend you my favourite tools for keyword research.

This may look quite similar to my recommendations on the free keyword research tools section however that's because they make the best of both. Although, I have not recommended anything of Google's this time in replace of there Adword keyword tool I have "Wordze". So let's get started.

[Wordtracker](#)

Wordtracker is one of the most popular keyword research tools today offering a vast amount of keyword research features and tools to help you track down the best keywords for your website.

Wordtracker allows you to see how many daily searches a certain keyword is receiving not only this but wordtracker also gives you a detailed list of other various keywords

which are relevant to your primary keyword (*the one you started the search with*) wordtracker will include the amount of daily searches each result receives. The results of each search in the paid version of wordtracker come from Google, Yahoo and MSN.

Wordtracker is definitely my first pick of the keyword research tools however other tools have appeared to compete with wordtracker, offering different interfaces and slightly different tools. Although Wordtracker's market share has inevitably decreased it is still holding its reputation.

Wordtracker enables members to type in a primary keyword and receive information on that keyword and another 1000 keywords relevant to that keyword. You can then evaluate the results which will give you the option to evaluate using Google, Yahoo and MSN you can pick either one or all three. After you have selected which search engines wordtracker will then display how many search engine results each keyword has, the traffic the keyword receives and some other very useful information.

If you're new to keyword research then that is no problem either, wordtracker have a great 55 page eBook available to help you to learn the basics and more of keyword research.

The main problem I found with wordtracker in comparison to many other keyword research tools is that they limit the results to 1,000 keywords. Now for someone who is doing some general keyword research they will have no problem,

for myself I have no problem with it however I am sure the odd few will. Most people don't use more than the first 100 results and most of the time I am one of those people, so don't worry about the results being limited.

Wordtrackers subscription costs are

(\$59/month)

(\$329/year) saves \$379

You can sign up for a free trial to check out wordtracker you will think its great I am sure, it's my favourite [keyword research tool](#).

[Keyword Discovery](#)

The interface is simple to use allowing first time users to research keywords with ease they also provide an FAQ section, a quick start guide and manual which are both in PDF format and also a forum where you can register and ask questions.

Keyword discovery's features are

- Keyword Research
- Industry Keywords
- Spelling Mistake Research
- Seasonal Search Trends
- Related Keywords
- KEI Analysis

- Keyword Density Analysis

They also offer a lot more however these are just some of the main features. Like Wordtracker keyword discovery offers a [free trial](#) so you can make your own decision as to which you prefer.

Keyword discoveries subscriptions costs are
Standard Subscription (\$69.95/month) (\$599.40/year)
saves \$240
Enterprise Subscription (\$495/month) (\$4,455/year)
saves \$1485

You can sign up for your [free trial here](#)

[Wordze](#)

Wordze is a new keyword research tool less popular than the last two however that does not mean it's not as good, it also may mean that Wordze has to be more competitive to keep a market share. Perhaps Wordze provides new and exciting features something the other two don't provide.

Well they don't provide anything new and exciting, the interface is easier to navigate through, compared to wordtracker and keyword discovery which will make it easier on first time users they have a nice amount of text under each tool display to help you understand what each tool is

used for, however apart from the nice interface and great tool explanations they do not offer any new features or exciting new tools.

Now you maybe thinking to yourself well why the heck am I wasting my time reviewing the tool then if it's no better than the other two. Well the thing is, although the features are pretty much the same the interface reveals a nice clean simple and easy to navigate panel. The tools are all well explained and easy to use, the whole process is simple and anyone new to keyword research will be able to understand how to successfully uncover some hidden gem keywords.

What I would like to say at this point is well you have read my reviews now go and try Wordze free trial however they don't offer this. If you want a trial membership you have to pay for a day's access. The day trial membership costs \$7.95 giving you access for 24 hours.

Now although there is no free trial offered with Wordze they do have a cheaper subscription costs

(\$45/month)

They don't offer a yearly fee so that discount is not available however it is still cheaper than both other tools, and comes in last on my top 3 keyword research tools that you pay for.

Overall I still feel that wordtracker is the best tool to use,

[All in one Keyword research](#)

offering a free trial they have nothing to hide with exceptional tools and a great interface they offer everything you need, not forgetting the guides they supply you with if your new to keyword research.

You can test run any of these tools here [wordtracker](#) and [keyword discovery](#) for free and [wordze](#) well you'll have to pay for that.

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