

INTRODUCTION

Keyword research should be done FIRST. Only then optimize your website around the chosen keyword/s by using the Onpage and Offpage optimization strategies and techniques.

First you want to know what anchor text means and what a backlink is. When you put a link to another website from your site you are giving that site a backlink.

When some other website owner puts a link to your own website he is linking to you – giving you a backlink. Here's a link:

[dog food](#)

Dog food is the anchor text of that link. So anchor text are the words or word that are IN BLUE that link to that url. Pretty simple.

Formula for high rankings that's you'll want to know about can be summed up to: keywords in anchor text + backlinks = RESULTS!

RESULTS, means high rankings, while keywords in anchor text simple means we do not use any words in the anchor text of the links when GETTING backlinks. We use specific words, the keywords we want to get high ranks for.

So first we figure out what are the BEST keywords, (since not all keywords are “good”) and then we use those keywords in the anchor text of backlinks.

Note that how to get backlinks and all about that is in the Offpage Optimization booklet...

So with that info apart let's tackle keyword research...

You need to use a good keyword research tool, that gives accurate data. Like I've said in the first booklet, you'll want to focus on Google rankings... automatically you'll get rankings on MSN as well... so Google's own keyword research tool is what I consider the best: <https://adwords.google.com/select/KeywordToolExternal>

What you want to find out is keywords with low competition – 1 million or less which also have 18,000 or more monthly visitors. Find all keywords with that data and list them somewhere like notepad or MsWord...

You need 20 keywords.

If you cannot find 20 keywords with that criteria than find and add to the list those with 1 million or less competition but 7,000 or more monthly visitors.

If still you cannot find a total of 20 keywords with either criteria than add those keywords with 5 million or less competition and 18,000 or more monthly visitors.

You should now have found 20 keywords.

Your next goal is to pick up ONE keyword that is the BEST one of all. This is going to be known as your main keyword. By best either:

It has the highest traffic volume and lowest competition of all your keywords... or it simple is the most relevant keyword with your website.

What's exactly relevant?

For example if you sell dog vitamins only from your website and you have a keyword list like this:

dog food and vitamins
cheap dog vitamins
buy dog vitamins on internet
dog vitamins
cheap dog vitamins
buy dog vitamins online

Then I would choose **buy dog vitamins online** OR **buy dog vitamins on internet** as main keyword. It's highly relevant because I actually I am selling dog vitamins and visitors are looking to BUY, that is actually a very good keyword... they already WANT to give you money...

Another tip is that if you can find almost identical keywords that's an advantage. Like dog vitamin and dog vitamins are considered two completely different – but assuming obviously you check traffic and competition data for each and both are good.

Misspelling keywords on the other hand are something you should avoid. Do not try to optimize for dg food or dog fod (or anything else) even if they get lots of traffic.

Google does not like that and has a system to detect if you're optimizing for misspellings or not (and can give you some sort of penalty).

Here's how to figure out the competition number of the keywords:

You CANNOT get any accurate number whatsoever and this is important, you'll have to check the competition number of the keywords today and tomorrow.

Here's an example:

Type your keyword in Google at <http://www.google.com/webhp?hl=en&btnG=Search> (and make sure it's not Google.com.ru or any other country domain) and on the right side as screenshot below shows you – that's the competition number for cheap dog vitamins. In below example it's **4,120,000**.

The screenshot shows a Google search interface. At the top, there are navigation links: Web, Images, Maps, News, Shopping, Gmail, and more. The Google logo is on the left, followed by a search bar containing the text "cheap dog vitamins". To the right of the search bar is a "Search" button and links for "Advanced Search" and "Preferences". Below the search bar, the results are displayed under the heading "Web". The main result is "Healthy Planet Rx- Canine performance supplements and **dog** heathy ...". The description for this result reads: "We sell the very best **dog** supplements, **dog vitamins**, cat **vitamins** and canine performance nutrition. Whether you own a canine athlete, show **dog**, working **dog**, ...". Below the description is the URL "www.healthyplanetrx.com/" followed by "94k - Cached - Similar pages". On the right side of the results, there is a sponsored result for "Dog Nutrition" with the text "Free Online Access to on Dog Nutrition" and the URL "www.NationalAcaden".

But here's the thing... sometimes competition number vary. Tomorrow the competition for the same keyword can be 500,000.

This is not something that happens rare, but there's a way around it... Check competition number today, then again tomorrow and for like 3-5 days list down the competition number... The most common number is the number you should consider.