

## 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.