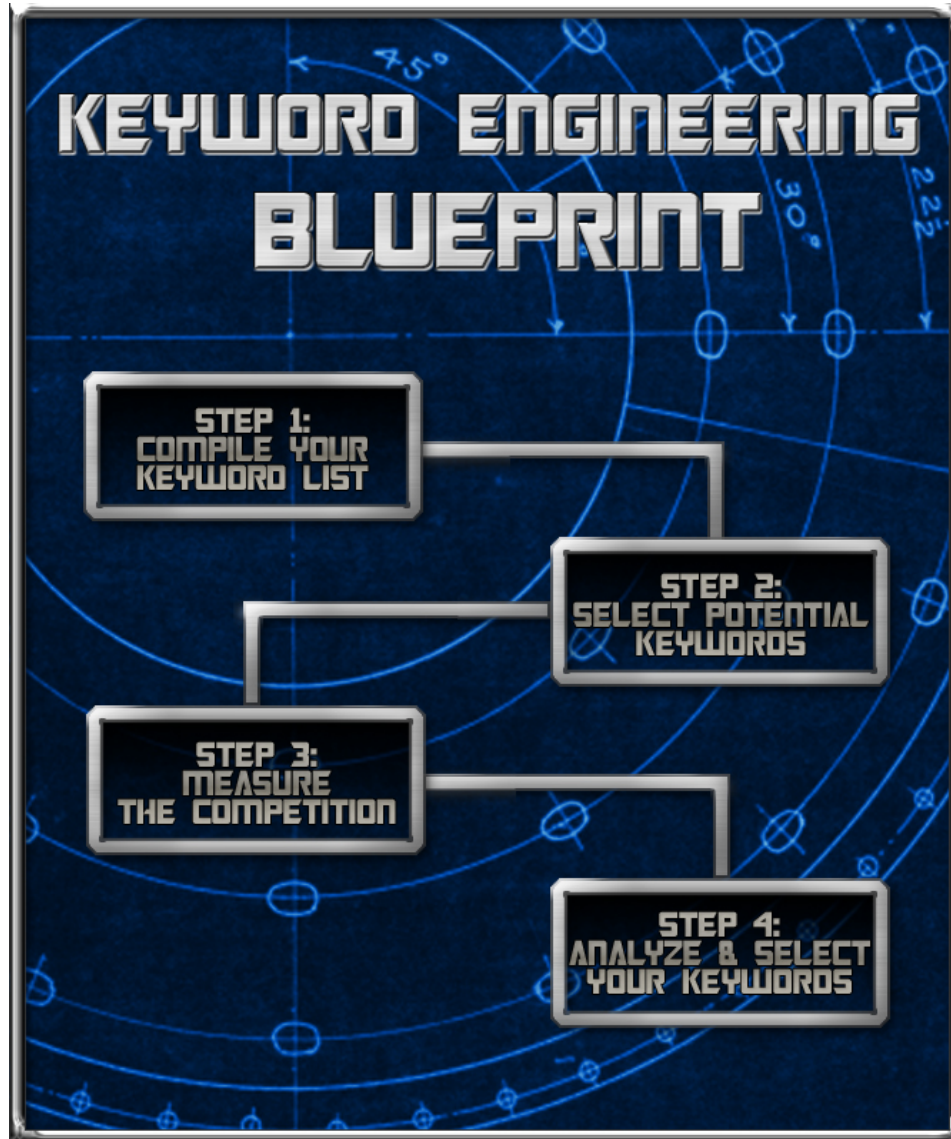


Keyword Engineering Blueprint



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Step 1 – Compile Your Keyword List

Step A

Go to the Google Keyword Tool:

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

Enter as many root keywords as you can think of. The Google Keyword Tool will provide you with ideas on other “broad” keywords that you may have missed out.

Make a note of all the root keywords you have (on a separate spreadsheet, not the Keyword Engineering Spreadsheet).

Step B

Go to KWMap:

<http://kwmap.net>

Enter your root keywords and look for any broad keywords that you may have missed out. Add them to your root keywords list.

Step C

Go to Amazon.com:

<http://amazon.com/>

Enter your root keywords and look for any broad keywords that you may have missed out. Add them to your root keywords list.

Step D

Go back to the Google Keyword Tool.

Enter all the root keywords you’ve collected so far.

Generate a list of keywords and export them out as an Excel spreadsheet.

Congratulations, you now have a list of keywords to work with.

Step 2 – Select Potential Keywords

Look though your list, and highlight the relevant keywords that you may be targeting.

Put yourself in the shoes of your intended site visitor... how likely is a visitor who's using this keyword likely spend money or click on advertisements?

Select 10 of the keywords that you think will be appropriate.

Place the selected keywords into the Keyword Engineering Spreadsheet > Tab 'Shortlisted Keywords'

Step 3 – Measure The Competition

Step A

Fill out the 'Monthly Searches' filed in the Keyword Engineering Spreadsheet > Tab 'Shortlisted Keywords.

Step B

Find out the actual number of competing websites using the search parameters in Google:

allintitle: "<keyword>"

*replace <keyword> with your keyword

Fill out the appropriate field in the Keyword Engineering Spreadsheet > Tab 'Shortlisted Keywords'

The KEI will be automatically computed for you.

Step C

Get SEOQuake: <http://www.seoquake.com>

Look though the PageRank, number of indexed pages, and website age of the **top 5 websites** for each keyword you are considering to focus on.

Fill out the appropriate fields in the Keyword Engineering Spreadsheet > Tab 'Competition Analysis'.

Step D

Go to Yahoo Site Explorer:

<https://siteexplorer.search.yahoo.com/>

Find out the number of incoming links for each of the top 5 competing sites (per keyword)

Fill out the appropriate field in the Keyword Engineering Spreadsheet > Tab 'Competition Analysis'

Step 4 – Analyze & Select Your Keywords

Based on all the information collected, select the top 6 keywords you're going to focus on.

The top 3 will be your main keywords, and the next 3 will be your secondary keywords.

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