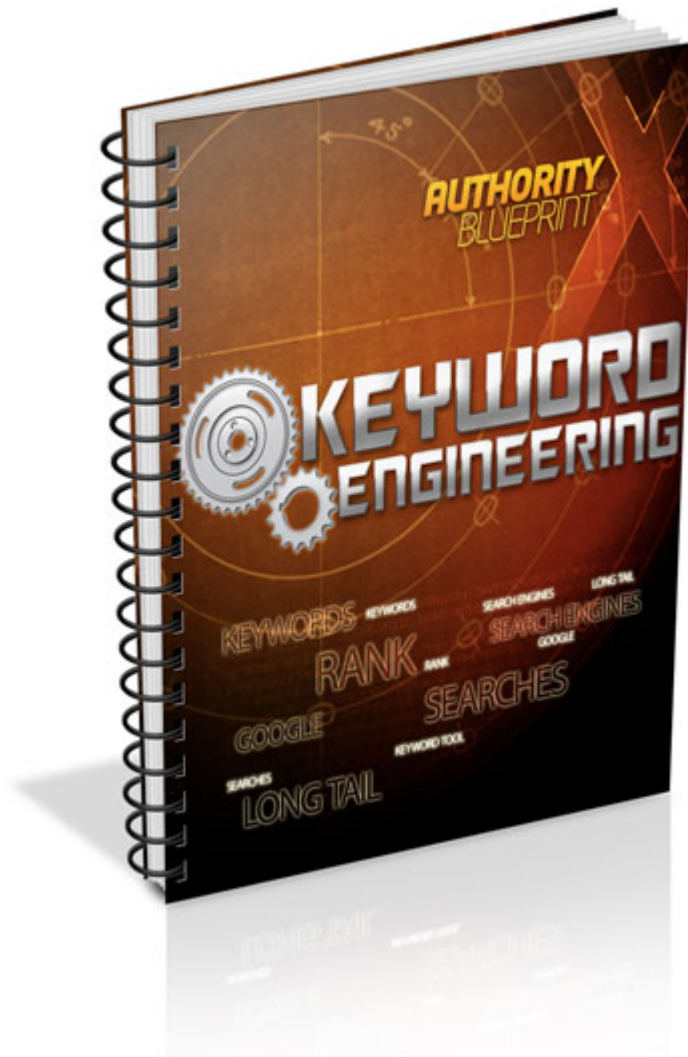


Keyword Engineering Report



Written by Alvin Huang & Joel Chue
<http://www.AuthorityBlueprintX.com/>

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopied, recorded, scanned, or otherwise, except as permitted under U.S copyright law, without the prior written permission of the author.

Notes to the Reader:

While the authors of this book have made reasonable efforts to ensure the accuracy and timeliness of the information contained herein, the author and publisher assume no liability with respect to loss or damage caused, or alleged to be caused, by any reliance on any information contained herein and disclaim any and all warranties, expressed or implied, as to the accuracy or reliability of said information. The authors make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties. The advice and strategies contained herein may not be suitable for every situation. It is the complete responsibility of the reader to ensure they are adhering to all local, regional and national laws.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the authors are not engaged in rendering professional services. If legal, accounting, medical, psychological, or any other expert assistance is required, the services of a competent professional should be sought.

Success in any business is result of hard work, time, effort and a variety of other factors. No expressed or implied guarantees of income or spillover are made by reading this work, or by joining and/or purchasing any program(s) recommended within this work. Individual results may vary.

What Others Have Been Saying About Authority Blueprint X

"Never Made Money This Fast Online Before"



It's crazy Alvin & Joel. I was only halfway through setting up my Authority X website when **I made 2 affiliate sales within the hour.**

I never made money this fast online before. Thank you for the Authority Blueprint X system, you guys are the real deal. Anyone can take this blueprint and use it to create a full time income online.

- Jay Ang
Trade-Currency.org

"It Produces Real Results - Fast ..."

When most people first decide to make money online they jump from one method to another, never really giving it time to prosper - is it because they don't see results?, don't have the full information? Who knows - but what I do know if they had the right information and got results quick there would be less people struggling.

If they only had a plan - a step by step resource that told them exactly what to do and how to do it.

It is well written, the authors know what they are talking about, and best of all it produces real results - fast.



My favorite part was that it actually shows you how to build your authority review site (with examples) so you can see how it's done. For me, that's gold. I like to see exactly how to do things - it makes it foolproof.

Anyway I'm starting to waffle when all you really need to know is whether the Authority Blueprint X is any good or not - and it is - good that is. In fact it's great. Don't pass this one up.

- Tracey Edwards
www.tracey-edwards.com

"Authority Blueprint X Is Pure Gold. Period."

If you're serious about creating virtual real estate, and turning that into cash you NEED Authority Blueprint X.

I thought I knew a lot about authority sites and organic traffic until I went through the course. **I was completely blown away with the entire package.**



There were so many techniques and insider tactics that I lost a lot of sleep at night wondering where my income might be if I had applying these things all along!

Authority Blueprint X is pure gold. Period.

- Peter Dunbar

"My blog search traffic increased by almost 2 times!"

I've known Joel and Alvin for years and after more then 2 years of **making great money online from their Non-Internet Marketing Niches they have finally exposed all their secrets in Authority Blueprint X!** I have to give it to them for being crazy enough to create this product as it will bring more trouble just for them and more good news for you!



It comes with 3 manuals and some videos and after going through all the materials I was surprised and shocked to read that they shared lots of insider's secrets with REAL LIFE examples on how they made great review sites!

What I love the most was manual 3 on page 12 when I implement the tips mention and **my blog search traffic increased by almost 2 times!** A great guide for anyone who wants to create reviews sites and learn how to generate traffic and make real money online

- Alvin Phang
www.AtomicBlogging.com

"On a scale of 1 to 5, I give this product a 4. From me, a 4 is gold..."



Manual 3 of the Authority Blueprint X is where this product really shines. Here is where Alvin and Joel completely goes over how to suck every last drop out of your Wordpress blogs, which is essentially what this system revolves around. They go over every optimization technique there is in complete step by step detail.

I am so sick and tired of products that are nothing more than the same old crap over and over and over, that finding something like Authority Blueprint X really made me smile... **On a scale of 1 to 5, I give this product a 4. From me, a 4 is gold.** Most products I give a 2 or 3 at best....

- Steven Wagenheim

"Authority Blueprint X is Fantastic! "

Authority Blueprint X is fantastic! Yeah Yeah, Yeah, another Review site course. Right? Wrong!!



Have you always wanted your own Review site because you were sick and tired of hearing your friends and customers telling you that they just bought another useless product and wasted their money again?

How about making affiliate commissions on products you know are high quality? **If you are going to spend your time with this easy to follow course then make sure to put your Authority X Review Site up for the world to see.**

- Nick Sanders
www.listbanditsecret.com

"Wow, I'd prefer if you omitted this manual so others don't get such powerful Techniques..."

I have to say you've done a great job with Authority Blueprint. It's rare that I print out E-books, as to be honest most are not that great. However your eBook is one that I will print out and refer back to time and time again.

What I really like is the way you have broken the manual up into 3 distinct parts. The first part gives a very good overview of how to really good overview of research, and provides some essential tips.



Having written an eBook on the methods you show in Part 2 and using them everyday I know they work. However you've really presented the information in a very easy to understand format.

Part 3 I really loved, I learnt more about Word Press in this manual than anywhere else. You've shown me plugins I did not know even existed! Wow, I'd prefer if you omitted this manual so others don't get such powerful Techniques ;)

I won't even reveal how great the bonuses are. Joel & Alvin, I've read many eBooks on this topic and know have covered the information in as much depth as you guys.

- Richard
www.RichardButlerTheSuccessCoach.com

Grab Your Copy of Authority Blueprint X Today



<http://www.AuthorityBlueprintX.com/>

Introduction

Hey there - this is Alvin and Joel. Thanks for downloading this Keyword Engineering Report. We are sure you would find it very useful in your internet marketing efforts.

Our team combined has been marketing online for some 10 years now, and one of our biggest sources of revenue comes from working the right keywords in the right manner.

In the next few pages, we're going to show you how we harvest and select profit-pulling keywords on a constant basis.

Now don't get us wrong - this report isn't going to turn you into an overnight millionaire, but it will certainly give you a solid grounding to understanding keyword research - the what's, the why's and the how's. With this information, there's no reason why you won't be able to bring in a comfortable three to four figure income every month, for starters. Thereafter, it is only a matter of scaling up your efforts to achieve a five-figure or more income.

If you like what you're hearing so far, please carry on reading with an open mind. We think you'll really enjoy this.

To Your Online Success,
Alvin Huang & Joel Chue
<http://www.AuthorityBlueprintX.com>

P.S. Once you've understood the concepts that we'll share with you here, please proceed on to the step-by-step action plan and Excel spreadsheet that we've prepared for you.

Overview

This report will be split into three parts:

Part 1 – What Is Keyword Research?

First, we'll touch briefly about what keywords are, and the 3 most popular online marketing channels that rely on them. If you don't understand what you're doing with keyword research right at the start, chances are that everything else you do after that will be a waste of time. It's crucial that you understand what you're doing keyword research for, because this will affect *how* you go about doing it.

Part 2 – Why Perform Keyword Research?

Next, we'll talk about why you should pay attention to the right keywords, and the critical importance this plays in your overall marketing strategy. One of the reasons why so many online marketers fail to make money is because they target the wrong types of keywords for the various forms of online marketing.

Part 3 – How To Carry Out Keyword Research

And finally, after fully understanding what keyword research is about and why it's important, we'll go on to explain how we go about collecting keywords and identifying the golden nuggets that make us money day in and day out. By the time you're done with this section, you'll be able to collect your own list of profitable keywords that you can target for maximum profits.

Well, we hope you're excited to get started... so without further ado, here we go!

Part 1: What Is Keyword Research?

A keyword (or keyword phrase) is basically a word (or a string of words) that people use to look for information online.

For example, if you're looking for information on dog training, chances are that you'll go to Google.com and type "dog training" into the search box. In this case, the keyword used is "dog training".



We know, it's not exactly rocket science huh.

The trick here (somehow there's always a trick), is how to tell whether this is a keyword worth paying attention to and focusing your marketing efforts upon. How will this keyword bring you money? Does it even have the potential to do that?

These are the questions that proper keyword research can answer for you, even before you begin your marketing campaign(s).

When it comes to keyword research, all we're really trying to do is to figure out three things:

- 1) The keywords that people type into the Google search box when looking for information
- 2) Whether these people are likely to spend money online
- 3) Whether there is strong competition for the keywords being targeted

If you can discover a keyword that's being searched on Google by people who are likely to spend money online, and with relatively weak competition targeting that keyword, you've hit **the motherload**. You should keep this keyword a secret and never reveal it to anyone - this will be your express ticket making good money online.

Now, internet marketers generally perform keyword research for the following channels of marketing:

- **Search Engine Optimization (SEO)**
- **Pay-per-click (PPC)**
- **Article Marketing**

...and *how* we find low-competition keywords that are being searched online by likely spenders will differ with each channel.

You see, most people just carry out "keyword research" without thinking about *how* they're going to use the keywords – they just come up with a keyword list and start working them into their marketing efforts.

As you'll soon find out, this is not only an inefficient, but practically useless way to work with keywords.

This is because the type of marketing channel you intend to work the keywords will directly determine the keywords you choose to work with.

Marketing Channel	Goal
Search Engine Optimization	Ranking on the first page of the Google search results
Pay-per-click	Bidding on keywords that have a positive return on investment
Article Marketing	Getting more people to read your articles

Each channel will have its own set of characteristics that will determine the ultimate profitability of the keywords you work with. For example, the keyword “make money online” may be a good keyword to target for PPC, but may be a terrible candidate to consider for article marketing purposes (this is of course, just an example – so please don’t go out and start bidding for the “make money online” keyword).

That’s why it’s important to first determine what you’ll be using the keywords for, even before you select the keywords. In Part 3, we’ll show you how to go select to right keywords for each marketing channel using completely free methods.

Part 2: Why Perform Keyword Research?

This section won't require much elaboration, but it's still necessary to give you an understanding of the importance of effective keyword research.

First of all, when it comes to the internet, there are really only three ways for your product/service to be introduced to a new lead/customer:

- 1) Word of mouth
- 2) Banner/ E-zine/ Link Advertising
- 3) In the Search Engine Results page

#1 is something few marketers can control, so we won't talk about it. (Although, there are indeed ways to influence "word of mouth" online... but that's another story for another time)

#2 can be potentially costly (financially speaking). While it is a viable method of getting new sales/leads, it also requires you to keep a close eye on the return on advertising, because you can lose more money than you make rather easily.

#3, as would have probably guessed by now, is what keyword research is all about. SEO and article marketing can be done with practically zero cost, which is why they are two of the most popular ways for online marketers to promote their products/services.

Thankfully though, many of these people don't know how to select proper keywords – which means you'll have an edge simply by reading this report.

Keyword research can either be a mysterious, try-as-you-go aspect of your marketing strategy, or a fixed science that be consistently relied upon to generate money-making keywords. For us, it has been the latter case. And now, allow us to show you how it can be a reality for you too.

Part 3: How To Carry Out Keyword Research

Keyword research is basically carried out in 3 steps:

Step 1 - Generate a big list of keywords

Step 2 - Identify the “golden” keywords

Step 3 - Measure the competition strength

We will first show you how to quickly and easily generate a big list of keywords. After that, we'll go into further detail for Steps 2 and 3, as they will be different depending on what you intend to work the keywords for.

Step 1 – Generate A List Of Keywords

The first thing to do when generating a keyword list is to come up with a number of “root keywords”. Because all subsequent keywords to be added to the list will be derived from these root keywords, it's important to make sure you've got a solid set of root keywords to start out with.

When it comes to root keywords, it's best to go as broad as possible. What we mean by “broad” is that you want to think of as many terms that mean the same thing, but in different words.

For example, imagine that we're promoting a product or service on Football Betting (again, we're not actually targeting this niche – this is just an example).

The immediate root keyword that comes to mind is of course, “Football betting”. However, many people will just leave it at that and start generating more keywords based on this root keyword.

To go broad, you'll have to look for different words of similar meaning. We often use the Google Keyword Tool to help us get more root keywords.

Here's the URL: <https://adwords.google.com/select/KeywordToolExternal>

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

Enter Root Keywords Here

<p>How would you like to generate keyword ideas?</p> <p><input checked="" type="radio"/> Descriptive words or phrases <small>(e.g. green tea)</small></p> <p><input type="radio"/> Website content <small>(e.g. www.example.com/product?id=74893)</small></p>	<p>Enter one keyword or phrase per line:</p> <div style="border: 1px solid #ccc; padding: 2px; background-color: #f9f9f9;"> football betting </div> <p><input checked="" type="checkbox"/> Use synonyms ← Check this</p> <p>▶ Filter my results</p> <p style="text-align: center;"><input type="button" value="Get keyword ideas"/></p>
--	---

Enter your root keyword(s), make sure the “Use Synonyms” field is checked, and click the “Get keyword ideas” button.

Look through the results and see if you can find any other keywords that mean the same thing but don’t include the root keywords “football” or “betting”.

bet on football	<div style="width: 100%; height: 10px; background-color: #888;"></div>	3,600	3,600	Add ▾
how to bet on football	<div style="width: 100%; height: 10px; background-color: #888;"></div>	1,000	1,000	Add ▾
football sports betting	<div style="width: 100%; height: 10px; background-color: #888;"></div>	2,900	1,900	Add ▾
football betting picks	<div style="width: 100%; height: 10px; background-color: #888;"></div>	1,300	1,000	Add ▾
premiership football betting	<div style="width: 100%; height: 10px; background-color: #888;"></div>	210	1,000	Add ▾
football betting system	<div style="width: 100%; height: 10px; background-color: #888;"></div>	1,300	1,600	Add ▾
football betting guide	<div style="width: 100%; height: 10px; background-color: #888;"></div>	590	590	Add ▾

Don’t forget to look at the “Additional keywords to consider” section at the bottom – you’ll find a lot of other root keywords there...

Additional keywords to consider - sorted by relevance ?				
football bets		8,100	4,400	Add
football gambling		22,200	22,200	Add
nfl betting		110,000	74,000	Add
betting		1,830,000	1,830,000	Add
sport betting		49,500	74,000	Add
nfl bet		6,600	6,600	Add
soccer betting		9,900	14,800	Add
sports betting		368,000	301,000	Add
baseball betting		40,500	40,500	Add
arbitrage betting		1,600	1,900	Add
sportsbook		673,000	450,000	Add
premiership betting		480	1,600	Add
nfl bets		5,400	2,400	Add
football handicapping		8,100	5,400	Add
betting tips		9,900	9,900	Add
football prediction		27,100	12,100	Add
football picks		673,000	301,000	Add
football lines		165,000	60,500	Add
betting line		110,000	90,500	Add
football tips		40,500	27,100	Add
betting sites		8,100	8,100	Add
online betting		165,000	201,000	Add
betting predictions		1,000	720	Add
sport bet		9,900	8,100	Add

Here are the other keywords that we can use:

- Sports
- Picks
- Gambling
- Soccer
- Sportsbook
- Premiership
- Prediction
- Online

With these new keywords, we can mix them up to form more root keywords:

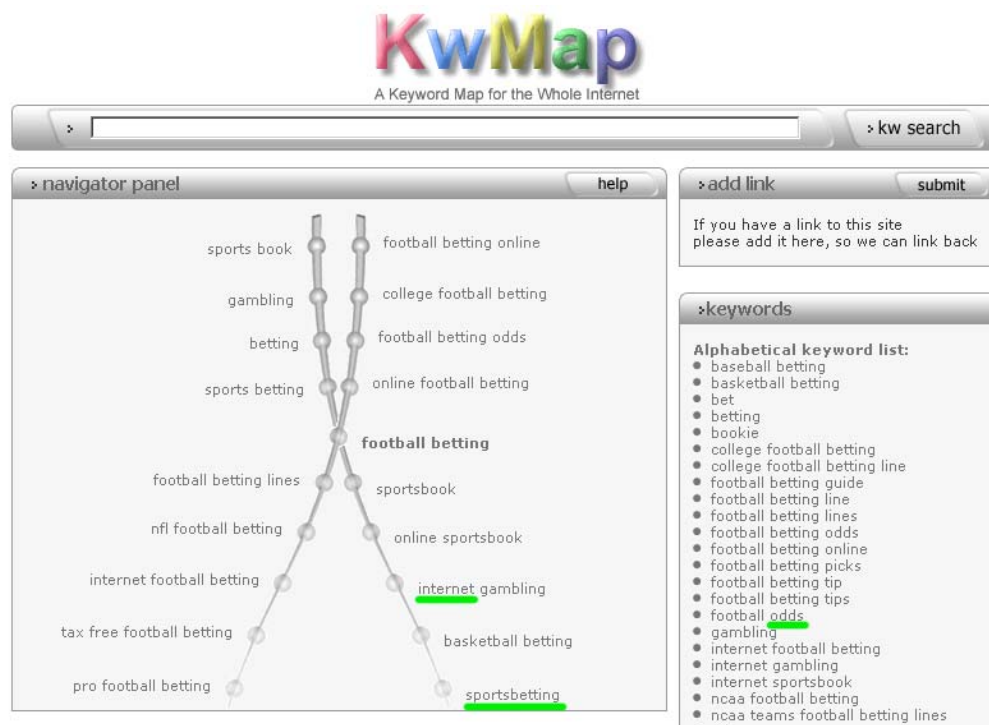
- Sports betting
- Sports gambling
- Soccer picks
- Soccer betting
- Premiership picks
- Premiership prediction
- Online betting
- Online gambling

This is an example of how you can come up with a good number of root keywords to start out with.

Here's another site that can help you broaden your root keyword list:
<http://www.kwmap.net>



Just fill in your root keyword, and click the “kw search” button.



And we find some more keywords to work with:

- Internet
- Sportsbetting
- Odds

Another great place to look for root keywords is Amazon:
<http://www.amazon.com>

amazon.com Hello. Sign in to get personalized recommendations. New customer? Start here. FREE 2-Day Shipping, No Minimum Purchase

Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help

Shop All Departments Search All Departments football betting GO Cart Your Lists

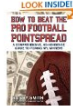
Shop for Super Bowl Party Supplies
Get ready for your Super Bowl celebration with these Super Bowl party supplies in the Toys & Games Store. Hurry--supplies are limited.


Department
Any Department
Books (827)
Kindle Store (12)
Everything Else (2)
Electronics (1)
Video Games (8)
DVD (1)
Toys & Games (1)

Shipping Option (what's this?)
Any Shipping Option
Prime Eligible (632)
Free Super Saver Shipping (632)

Listmania!
The Top 15 Texas Hold'em Poker Strategy Books: A list by VW

"football betting"
Select Results from All Departments Choose a Department to enable sorting

- 

How to Beat the Pro Football Pointsread: A Comprehensive, No-Nonsense Guide to Picking NFL Winners by Bobby Smith (Paperback - Oct 28, 2008)
Buy new: \$14.95 \$9.11 39 Used & new from \$7.00
Get it by **Thursday, Jan 22** if you order in the next **16 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★★ (3)
Excerpt - page 39: "... any- thing that was catering to their interest in continuous **football betting** action. Imagining that if only they had discovered the Gold ..."
Surprise me! See a random page in this book.
Books: See all 827 items
- 

The Professional Handicapper: Advanced Teachings in the Ways to Properly Forecast College & Pro Football by David Paul Greene (Paperback - Jul 23, 2008)
Buy new: \$14.95
Get it by **Thursday, Jan 22** if you order in the next **12 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★★ (14)
Excerpt - page 24: "... **Football Betting** for Real Players: A Book for Those Individuals That Can ..."
Surprise me! See a random page in this book.
Books: See all 827 items

We got another two new keywords:

- Pointsread
- Forecast

You can very quickly find new root keywords this way.

We could go on forever, but you get the idea.

With all these keywords, here's a sample root keyword list that we came up with:

- Sports betting
- Sports gambling
- Soccer picks
- Soccer betting
- Premiership picks
- Premiership prediction
- Premiership betting
- Online betting
- Online gambling
- Football pointsread
- Soccer pointsread
- Internet betting
- Internet gambling
- Football odds
- Soccer odds
- Football forecast
- Soccer forecast

As you can see, we've very quickly come up with a sizable list of root keywords, and it all took less than 10 minutes.

Now with the root keyword list, we'll dig "deeper" into each one of them to get more specific keywords.

Go back to the Google Keyword Tool.

This time, fill in the box with all your root keywords. You should get a nice comprehensive list of keywords:

Calculate estimates using a different maximum CPC bid: US Dollars (USD \$) [] Recalculate [?] Choose columns to display: [?] Show/hide columns [?]

1. Estimated Avg. CPC [?] 2. Approx Avg Search Volume [?] 3. Match Type: [?] Phrase [?]

Keywords related to term(s) entered - [sort by relevance](#) [?]

Keywords	Estimated Avg. CPC	Approx Avg Search Volume	Match Type
"online gambling"	\$5.17	135,000	Add Phrase [?]
"sports betting"	\$3.38	135,000	Add Phrase [?]
"football odds"	\$2.80	49,500	Add Phrase [?]
"internet gambling"	\$5.00	33,100	Add Phrase [?]
"online betting"	\$4.69	27,100	Add Phrase [?]
"sport betting"	\$3.44	27,100	Add Phrase [?]
"sports gambling"	\$3.53	27,100	Add Phrase [?]
"online casino gambling"	\$5.85	18,100	Add Phrase [?]
"online sports betting"	\$3.42		Add Phrase [?]
"sports bet"	\$2.89	9,900	Add Phrase [?]
"bet on sports"	\$3.32	6,600	Add Phrase [?]
"soccer picks"	\$1.10	5,400	Add Phrase [?]
"internet casino gambling"	\$5.46	4,400	Add Phrase [?]
"online bet"	\$3.18	4,400	Add Phrase [?]
"soccer betting"	\$2.44	4,400	Add Phrase [?]
"sport bet"	\$3.53	4,400	Add Phrase [?]
"sport gambling"	\$3.47	4,400	Add Phrase [?]
"sports betting lines"	\$3.78	4,400	Add Phrase [?]
"online football betting"	\$4.57	3,600	Add Phrase [?]
"online sports gambling"	\$4.29	3,600	Add Phrase [?]
"internet betting"	\$4.58	2,900	Add Phrase [?]
"sports book betting"	\$2.76	2,900	Add Phrase [?]
"best online gambling"	\$4.37	2,400	Add Phrase [?]
"sports betting sites"	\$3.50	2,400	Add Phrase [?]
"vegas sports betting"	\$2.37	2,400	Add Phrase [?]
"best sports betting"	\$3.15	1,900	Add Phrase [?]
"betting on sports"	\$3.28	1,900	Add Phrase [?]

4. Add all phrases

1. Be sure to include the "Estimated Avg. CPC" column (for PPC referencing)
2. Be sure to include the "Approx Avg Search Volume" column
3. Be sure to select the "Phrase" match type
4. Add all the keywords and export the list.

110	Remove <
110	Remove <
91	Remove <
91	Remove <
58	Remove <
46	Remove <
46	Remove <
46	Remove <
28	Remove <
22	Remove <
Not enough data	Remove <
Not enough data	Remove <
Add all 89 »	

Download all keywords: [text](#), [.csv \(for excel\)](#), [.csv](#)

"preiership prediction"	« Remove
"soccer bet tips"	« Remove
"champions league picks"	« Remove
"football betting advice"	« Remove
"football betting strategy"	« Remove
"soccer betting system"	« Remove
"sports arbitrage betting"	« Remove
"preiership bet"	« Remove
"soccer asian handicap"	« Remove
"preiership picks"	« Remove
"soccer bookmaker"	« Remove
"soccer bookmakers"	« Remove
"world cup picks"	« Remove
"epl tips"	« Remove
"preiership bets"	« Remove
"betting football strategies"	« Remove
"soccer betting world cup"	« Remove
« Remove All	
+ Add your own keywords	
Download these keywords: text , .csv (for excel) , .csv	
Sign up with these keywords	

**Export (download)
the keyword list**



Download these keywords:
[text](#), [.csv \(for excel\)](#), [.csv](#)

You'll now have the entire list of keywords to work with on your marketing campaign(s).

Don't worry if there are a couple of irrelevant keywords in that list – as long as 90% of the keywords in the list there are relevant, that's good enough. You don't have to waste time removing the irrelevant keywords one by one.

Step 1 complete!

Step 2 – Identify The Golden Keywords

Now this is where things will get a little tricky. You'll basically have to decide the purpose of generating these keywords. Do you want to optimize your website for the search engines? Or use the keywords for article marketing purposes? How about pay-per-click?

Depending on your intended purpose, the criteria for the keywords that you choose to work with will differ.

Generally, here's what you should be looking out for:

Marketing Channel	Keyword selection criteria
Search Engine Optimization	High search volume, low competition, "buying" keywords
Pay-Per-Click	No criteria – will be based on testing
Article Marketing	Low search volume, low competition, "long tail" keywords

For SEO, you're looking for your site to be as prominent as possible to the people who are likely to make you money. Therefore, it's a good idea to select keywords that are as specific as possible, because those are typically the keywords that people search for when looking to make a purchase.

Would a person looking to buy an e-book on football betting strategies more likely search for "football betting book", or "online gambling"? In most cases, it would be the former. Specific keywords give can bring you highly targeted traffic.

However, specificity is not enough – you'll still have to exercise some discretion. When someone searches for a specific keyword like "free football betting strategy", chances are that he/she isn't looking to spend any money. It wouldn't be a good idea to target this keyword if you're selling a product or service.

On the other hand, if you're monetizing your site with advertising (such as AdSense) then this may be a keyword that you'd want to target to get more visitors... it all depends on what you're looking to achieve.

Remember that more visitors don't necessarily equal more sales.

Unfortunately, there is no fixed way to determine what constitutes a “buying” keyword and what doesn’t. Common sense will go a long way here.

For PPC, the only way to find “buying” keywords is through testing. Sometimes, the most unexpected keyword can be a big money-maker for you. So the only way to find out for sure is to test... there’s really not much left to say about this!

For article marketing, you should be targeting “long tail” keywords that few people search for. In general, any keyword with more than 3 words can be considered “long tail”.

For example, the “Las Vegas sports betting” is a long tail keyword, while “sports betting” is not.

We want to target long tail keywords with little competition due to the low search volume.

The idea is to get your articles ranked in the search engines for the long tail keywords that you select. If you include the keyword in the article title and body, and submit it to reputable article directories, your article can quite easily rank in the first page of Google simply because of the lack of competition. If you try doing this for the more competitive keywords, your article won’t be found anywhere near the first page at all.

In this way, you can easily rank for 100 long tail keywords simply by creating 100 articles. As a rule of thumb, just make sure that the keywords you select have less than 1,500 searches per month in the Google Keyword Tool. You can further fine tune your keywords selection using the Keyword Effectiveness Index (KEI) which you can read about later.

Step 2 complete!

Step 3 - Measure The Competition Strength

For **SEO**, the measurement of competition strength depends on a few factors:

- Number of competing websites
- PageRank (PR), number of indexed pages, website age (of competing sites)
- Keyword Effectiveness Index (KEI)
- Number of incoming links (of competing sites)

Number of competing websites – using Google Search

Many times, people estimate the competitiveness of a keyword based on the number of sites that show up in Google for the search term:



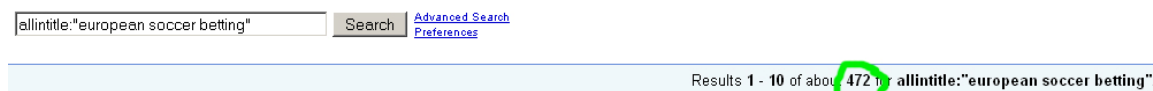
In this instance, many people doing SEO will think that they are competing against 186,000 other websites... but that's not true at all!

Now this is the secret technique that has given us some of our best money-making keywords... the keywords that most people avoid because they think that competition is too tough!

Okay, so here's how to find out the actual competition you're facing when it comes to SEO:

In the Google search box, type: **allintitle: "<keyword>"**

What this does is give you the number of websites that are actively targeting this keyword as part of their SEO strategy:



As you can see, the actual number of competing we're facing is far less – 472.

This is a decent number of websites to compete against for first page rankings. In general, any keyword with less than 1,000 competing websites would be okay to target.

PageRank, number of indexed pages, website age – using SEOquake

To determine the PageRank, number of indexed pages and website age, we recommend using the SEOquake tool at <http://www.seoquake.com>. It's really easy to install and use, which is why we really like it.

Conduct a Google search (with SEOquake turned on) for the keywords that you're looking to rank for. Make sure there are a relatively decent number of monthly searches for that keyword.

The screenshot shows a Google search for "football betting". The search results are sorted by PageRank (PR). Three results are visible, each with a green callout box highlighting its SEOquake data:

- Result 1:** [NFL Football Betting at BetUS Sportsbook](#)
Jan 19, 2009 ... Super Bowl XLIII 43, **Football Betting**, NFL odds, NFL **betting** and sports gambling at its finest. Bet on your favorite NFL football team, ...
[www.betus.com/sports-betting/nfl-football/](#) - 26k - [Cached](#) - [Similar pages](#)
SeoQuake: PR: 5 | I: 10,600 | L: 715 | Cached: n/a | L: error 999 | Rank: 323 | Age: Apr 08, 2000 | whois ?
- Result 2:** [NFL Football Betting News & Wagering Odds at BetUS Sportsbook](#)
Jan 19, 2009 ... BetUS.com is a premier online gambling site for NFL **football betting**, other major sports, online sports betting, and more.
[www.betus.com/sports-betting/nfl-football/](#)
SeoQuake: PR: 5 | I: 10,600 | L: 715 | Cached: n/a | L: error 999 | Rank: 323 | Age: Apr 08, 2000 | whois ?
- Result 3:** [Football Betting - How to bet on the NFL Pro Bowl and Football Games](#)
Football Betting.com - NFL Sports News and College **Football Betting** lines and team matchups, weather, injuries and sports.
[www.footballbetting.com](#) - 53k - [Cached](#) - [Similar pages](#)
SeoQuake: PR: 3 | I: 704 | L: 9 | Cached: 15 Jan 2009 | L: error 999 | Rank: 756402 | Age: Nov 29, 1999 | whois ?

If the PageRank (PR) of the websites on the first page of the search results are 4 and above, it would generally be tough to rank for that keyword. Also, the larger the number of indexed pages, and the older the competing websites, the tougher it will be to compete with them.

Here's a less competitive keyword:

Web

Love SeoQuake? - you can be [our partner, 40% - yours!](#)



Sort: [PR: ? ↑ ↓](#) [I: ? ↑ ↓](#) [L: ? ↑ ↓](#) [Cached: ? ↑ ↓](#) [L: ? ↑ ↓](#) [Rank: ? ↑ ↓](#) [Age: ? ↑ ↓](#)

[Free Bets | Football Betting Odds | Football Results | Soccer Scores](#)

Free bets, football **betting** advice, football livescores and results, **betting** odds comparison and ... **European** Picks · **Soccer Betting** · **Soccer** Picks ...

[www.football-data.co.uk/](#) - 92k - [Cached](#) - [Similar pages](#)

SeoQuake: [PR: 2](#) [I: 148](#) [L: 0](#) [Cached: n/a](#) [L: 201,656](#) [Rank: 116984](#) [Age: Jun 15, 2001](#) [whois](#) ?

[Soccer Betting: World & European Football League Odds | bwin ...](#)

At bwin, the biggest sports **betting** provider on the Internet, you will find **soccer** bets on games in **Europe** and across the whole world ...

<https://www.bwin.com/betsnew.aspx?SportID=4> - 108k - [Cached](#) - [Similar pages](#)

SeoQuake: [PR: 6](#) [I: 167,000](#) [L: 0](#) [Cached: n/a](#) [L: 3,106](#) [Rank: 19524](#) [Age: Feb 01, 2001](#) [whois](#) ?

[Football betting & Soccer bets - soccer-corner.com - Soccer ...](#)

a free sports **betting** advisory service offering tips on the major **European** football (**soccer**) leagues including Premier League, Bundesliga, Primera Division , ...

[www.soccer-corner.com/Shopping-and-Betting.Football-betting-and-Soccer-bets.htm](#) - 34k -

[Cached](#) - [Similar pages](#)

SeoQuake: [PR: 2](#) [I: 1,520](#) [L: 0](#) [Cached: n/a](#) [L: 15](#) [Rank: 369270](#) [Age: Oct 18, 2002](#) [whois](#) ?

The 1st and 3rd ranked sites are PR2. That's a good sign because the competing websites aren't all that authoritative (in Google's eyes). Although the 2nd site is a PR6, it's not ranking for the keyword with its main domain. That's another clue that this **may** be a good keyword to try and rank for.

Keyword Effectiveness Index (KEI)

Now that we have a more accurate the number of competing websites, we'll need to compare it with the number of monthly searches to determine how attractive this keyword is to us. We do this by assigning a KEI to the keyword.

The formula for KEI is: P^2 / C

...where P = monthly keyword searches, C = number of websites listed in Google using exact match search.

This formula was originally created by Sumantra Roy, a well-respected Search Engine Positioning specialist, and is now being used by WordTracker keyword research tool.

While this is a very straightforward and effective formula, we use a slightly modified version of it. **Instead of using the number of exact match search results, we use the number of websites that are actively targeting the keyword as part of their SEO strategy** (as covered in the previous section). **Also, instead of squaring the numerator, we'll give it a power of 1.5 instead.**

At the moment of writing, the average monthly search count for the keyword "European soccer betting" is 320, and the number of sites actively targeting the keyword is 472.

The (modified) KEI is thus = $320^{1.5}/472 = 12.13$

We've picked a few similar keywords and calculated the KEI of each:

Keyword	Monthly Searches	Competing sites	KEI
football betting	165000	269,000	249.16
college football betting	27,100	10,200	437.37
bet on football	3,600	3,430	62.97
football betting picks	1,000	1,090	29.01
european soccer betting	320	472	12.13
football betting strategy	140	540	3.07
football score betting	91	5	173.62
england football betting	36	170	1.27
vietnam football betting	16	6	10.67

In general, the higher the KEI, the better it is to target that keyword.

Notice a couple of things in the table:

- 1) Generally, the larger the number of monthly searches, the higher the KEI

This makes sense because everything else being equal, a keyword with a larger number of monthly searches, the better.

- 2) Keywords with low monthly searches can still have high KEI (see the KEI for the "football score betting" keyword)

Even with a low monthly search (of 91), the keyword "football score betting" can still be a good candidate to consider. This is because there are only 5 other

websites competing for this keyword... which means you have a fairly good chance of beating them all!

If you take a look at the “european soccer betting” keyword, you’ll see that the KEI is rather low – only 12.13. This is because the number of monthly searches relative to the number of competing sites is low. In other words, it may not be worth targeting this keyword because there are so few monthly searches, and yet there are a fair number of competing websites.

Note: While KEI is a useful indicator of how “attractive” a keyword is for SEO, remember that it’s not the only factor to consider... you’ll have to pay attention to the other factors that we’ve covered so far, as well.

Number of incoming links – using Yahoo Site Explorer

Another way to determine the competitiveness of these websites is with the Yahoo Site Explorer tool at: <https://siteexplorer.search.yahoo.com/>

The screenshot shows the Yahoo Site Explorer interface. At the top, the URL <http://www.football-data.co.uk> is entered in the search bar, which is highlighted with a green box and an arrow pointing to the text "Enter competitor's website". Below the search bar, the "Results" section shows "Pages (488)" and "Inlinks (201,656)", with the latter highlighted by a green box and an arrow pointing to the text "Click on 'Inlinks'". To the right of the "Inlinks" count, the "Show Inlink" dropdown menu is set to "Except from this domain", which is also highlighted by a green box and an arrow pointing to the text "Select 'Except from this domain'". Below the search bar, there is a list of results, including "1. Eur... http://www.soccerstats.com/ - 50k - cache", "2. Gooners Gambling Guide | Football Betting Tips | UK, UEFA & European ... http://www.goonersguide.com/ - 109k - cache", and "3. Bettingadvice.com - sports betting and free betting tips, bookmaker ... http://www.bettingadvice.com/ - 137k - cache".

Here, we are looking for the number of backlinks of our potential competitor. In this case, although the site is only PR2, it has over 200,000 links pointing to it – a sign that this is a very strong competitor – perhaps even too strong to compete with.

You can go through the same process for the top 5 competitors of each keyword that you’re targeting.

Generally, a competitor with less than 1,000 inlinks will be okay to compete with.

For PPC, a good way to judge the competitiveness of a keyword is via the average cost per click (as gathered from the Google Keyword Tool). In general, the higher the CPC, the stiffer the competition (it's common sense, really). There's really nothing much more you can do to judge the competition except to test.

For article marketing, you don't really have to carry out any competitive analysis at all. It's pretty easy to write (or produce) an article, so it really isn't worth doing any extra research for it. Just make sure that the keywords that you choose have low search counts and are long tail keywords.

Conclusion

And there you have it. This is basically how we go about conducting keyword research for each of the marketing channels. It might seem like a tedious process at first, but once you understand and get used to these concepts, it will soon become second nature.

Remember, understanding how to conduct proper keyword research is crucial for your long term success as an online marketer, so this is an area that you cannot afford to be lax in. ☺

We have included a Keyword Engineering Blueprint and Keyword Engineering Spreadsheet to get you up and running as soon as possible, so please proceed to those when you're done here.

Thank you very much for reading, and we hope you've gained something from this report.

If you are interested in having a truly plug and play system for making MONEY online. You might want to try visiting <http://www.AuthorityBlueprintX.com> to grab your copy before it sells out. There are a bunch of special and limited bonuses thrown in too, so your copy and bonuses before they run out.

To your Success,
Alvin Huang & Joel Chue
<http://www.AuthorityBlueprintX.com/>