



Doing Keyword Research the Right Way!

If you have signed up to email newsletters from any of the big internet marketers, I am sure you would have heard about the launch and the discounted offers on Long Tail Pro - a keyword research tool. There were a ton of emails floating around and pretty much everyone recommended this tool. In fact a lot of marketers use this tool.

A few days before Long Tail Pro was re-launched, there was another keyword research tool that was launched - Niche Genetics, which pretty much did the same job as that of Long Tail Pro - but with a difference that Niche Genetics helped you find profitable Niche and Long Tail Pro helped you find long tail keywords. How is this different?

I still remember buying the "Keyword Elite" software from Brad Callen for about \$197, when it was released about 8 years back. Then I found Market Samurai and then Micro Niche Finder. I bought both of these and if you are asking why, then the answer is plain and simple. I was confused, overwhelmed and struggled with the entire activity of researching keywords with the first 2 softwares. While I got a refund for Market Samurai, I couldn't do it for Keyword Elite because by the time I tested it, I was already out of the Money-Back guarantee period.

Market Samurai is a great tool and a lot of marketers use it, but somehow I felt it was just not for me. I was really overwhelmed with the many filters and options in there.

Finally I found Micro Niche Finder and this is the tool that I am using until today.

Almost all of these softwares use the same source for their data - Google's Keyword Tool. The only difference lies in how they present it with some analytics of their own, so that you know which keyword or, niche to go after.

Over the years, as Google changed their Keywords tools to the Keyword Planner and restricted the data that was available, these softwares also changed. But still their source remains the same.

So, the question is - Do you really need a paid software when Google Keyword Planner is FREE?

Let's take a closer look at Long Tail Pro - This software adds a few aspects to the research. The source of the data for Long Tail Pro is also the same. But it uses a confidence score to tell you how hard or, easy it will be to rank on the search engines for that specific keyword.

In addition to that it also gives you some additional data in the form of Domain Authority, Page Authority, Moz Rank, Domain age, # of backlinks etc. all of which will help you evaluate and



analyze your competition. If you were to do all of these individually, you would have spent a lot of time doing it.

Same is the case with Micro Niche Finder. It uses a competitive measure called as SOC or, Strength of Competition to evaluate the competition.

So, what these tools basically does, is that they speeden up the process of keyword research. You can save a lot of time if you use these tools. But do you really need them - You might not.

If you know the basics of what to look for while researching a keyword or, a niche and you are ready to spend time doing that, then you can do that with the help of the Google Keyword Planner tool.

Doing Keyword Research the Right Way!

What is keyword research and how does it differ from niche research? These are 2 terms that are used as synonyms, a lot of times but in reality they differ. In fact keyword research is just one part of niche research. While keyword research involved researching keywords that people use to search for something, Niche research involves a lot of other things like profitability of the niche, demographics, ad costs, content research, market research etc.

Niche research is the first thing you need to do as you plan for your business. Finding what niche and sub-niche you should get into and researching if there is money to be made in it and if there is a hungry audience in it is all important.

To give you an idea of what a niche is and how to research it, let me take an example of the health niche.

The health niche is a very broad niche and it is literally impossible to beat the competition in it. But because there is competition, it clearly means that the niche is profitable.

Let us dig deeper into the niche. You will find sub-niches like weight loss, weight gain, exercising, hair care, skin care, dental health, sexual health, meditation, remedies, yoga etc. To beat the competition it makes sense to get into one of these and further dig deeper into it.

Let us get a little deeper into the exercising niche. Some of the sub-niches here will be food supplements, muscle building, six pack abs etc.

Each of these sub-niches will have its own sub-niches. While the competition would have been extremely fierce in the broad exercising niche, the sub-niches will have lesser competition and it will be easier for you to come out on top of your competitors.



The real trick lies in identifying a sub-niche with low competition and while you do it, you need to research other aspects of the niche like the profitability of the niche, the content availability and if there is a hungry audience. In fact what I first do is research to find if this sub-niche which I call the micro-niche has a problem statement.

It is easy to find that. Just go to Google and type in the name of your niche and add +forum and you will get a list of forums. Browse through them and you will find people talking about their problems. You can even go to sites like quora or, yahoo answers and find people talking about problems.

If the niche has a problem, then it is a very good niche because you know that there are people who was solutions. And everything that sells is primarily a solution to a problem.

Now that you have identified the niche that you want to jump into, it is time for keyword research.

And I hope this cleared the air on the difference between Keyword Research and Niche research.

Buyer Keywords and the 3 Stages of Keyword Research

Keyword Research primarily involves identifying keywords that you can rank for.

Once you have identified a niche, you build a website or, a blog around it and then you would want to add some content to it.

Domain Name Keyword Research

Keyword research starts from the point that you decide on building a blog or, a website. You would want to find keywords that you can rank for, meaning keywords that have good amount of searches but low competition.

Good amount of searches is an ambiguous term. If I am to put that into numbers, anything that has more than 400 searches per month should be a good term. But when you search for domain names that would not do. So look for a term that has at least about 2000 searches per month. If you are able to find an exact match domain with this keyword, then nothing like it. But even if you don't get one it is ok. You can find domains with good prefixes or, suffixes to this keyword.

I am not too savvy about finding exact match domains. But I prefer picking aged domains that have good domain authority, trust flow and citation flow, with some backlinks to it. All that I care of is that the domain name has to do something with the niche that I am jumping in. But if you are able to find an exact match domain for your chosen keyword, then it will help you in getting ranked on search engines.



Researching Long Tail Keywords

The second aspect of keyword research is to find keywords that you want to write your content on. It is here that long-tail keywords come into picture. Long tail keywords are keywords that have a tail. A keyword that has about 4-5 words in it will be called a long-tail. While there is no hard and fast rule on the number of words, anything more than 3 words should be good. These keywords are easier to rank for and here if you can find a keyword with about 400 searches or, more it is an achievement. Creating content for about 15 such keywords would mean that you should get about 6000 searches per month. And this is basically what you should look for if you want to rank on search engines and generate organic traffic.

Buyer Keywords Research

Coming to the third and the final aspect of keyword research - researching buyer keywords. These keywords have a buying intent and helps generate traffic from people who have been prepped to buy something. These are the keywords that will get you sales. Keywords like product reviews, product discounts, buy product name, product name online store etc. are keywords with buying intent.

If you want to sprinkle in posts intended to sell something, then you might want to use these keywords. Buyer keywords are easier to rank for and can get you the kind of visitors who would convert into buyers. You can write review posts, posts on discounts, offers etc using these keywords.

So those were the 3 kind of keywords that you research for.

Classify your activity into the three stages. Research your keyword depending upon what stage you are researching. Note down your keywords and then start working on your website and content.

Don't get overwhelmed with keyword research. Take your time to research it. If you don't want to spend money on a keyword tool, you can do that using Google Keyword Planner. Just that it will take some time in comparison to the tools.

But if you are ready to invest in a keyword research tool, then we recommend Micro Niche Finder. Long Tail Pro is also something that we have been using. It is also a very good and useful keyword research tool.

Depending upon your budget and usage you can pick one of these.

I hope you understood the difference between niche research and keyword research and the different keyword that you would want to research.



Resources from today's Episode

The following are the resources that were mentioned in today's episode -

1. Micro Niche Finder (Not being sold now)
2. [Long Tail Pro](#) (Recommended - aff)
3. Keyword Elite Keyword research software
4. Market Samurai
5. [Google Keyword Planner tool](#)
6. [Quora](#)
7. [Yahoo Answers](#)

Disclosure: Some of the links above are affiliate links. If you choose to buy the product using that link, I will get paid a small commission at no extra cost to you.

Thank You for Joining

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You can download the transcript of this episode here.

That's it on today's show. Until the next episode, you all have a great week ahead.