

Get Started!

How To Upload And Promote Your Rip2It Websites

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What is A Keyword?

- A phrase someone types into a search engine
- At least a two word phrase, preferably 3-4 words
- Represents an “inch-wide, mile-deep” niche
 - “inch wide” means quite specific
 - “mile deep” means there are still a good number of searches



What Is A Good Keyword?

- Enough searches, not too much competition
- “airline tickets” - 165000 searches per month, competition 478,000 pages (too much competition)
- “bargain airline flights” - 28 searches, 925 pages (too few searches)
- “air line tickets” - 1300 searches, 4650 pages (about right)



How To Find Good Keywords

- Find search volume using Google External Keyword Tool
- Find competition using a Google search
 - Search for pages with the keyword in the title
 - If you put the keyword in the title of your page, you will rank ahead of the pages which don't have it in the title, so your competition is really only the other pages which have the keyword in the title
 - Type into the search box: `intitle:"keyword phrase"`



Types Of Keywords

- Volume Traffic
 - Significant search volume
 - Worth investing time to get something on Page 1
 - Volume outweighs the drop-off from stepping through a referral page
- Long Tail
 - Lower search volume
 - Less competition
 - Takes a “portfolio” of long tail keywords to equal one volume keyword



The Keyword Effectiveness Index

$$\frac{(\text{Number of Searches per day})^2}{2 \times \text{Number of Competing Pages}}$$



Volume Keyword Criteria

- Number of searches per month – 1000 to 500k
- Number of competing pages
 - fewer than 1000 is ideal
 - up to 25,000 is OK if there are enough searches
- KEI over 25 is ideal, but anything over 1.0 could be workable if the other numbers are good



Long Tail Keyword Criteria

- Number of searches per month – more than 100
- Number of competing pages - fewer than 1000
- KEI over 25, preferably over 100
- Keyword research is an art, not a science
 - Think about the search term and who would be doing the search eg FHA



Keyword Research

Hands on – choose a keyword



Keyword Research

Do You Need To Add A Page To Your Site?

