Introduction

Hello again, this is Stefan, and welcome to “Introduction to Keyword Research”.

Keyword Defined

Now you might be wondering, “What is a keyword”? Well, I define a keyword as, “a specific word or phrase that is commonly searched for on the internet”, so anything that you might type in on Google, Yahoo, Bing, or any of the search engines. Maybe even YouTube, you might search for something on Amazon, or even on Facebook or Twitter, any word or phrase that is commonly searched for is what a keyword is. There are two types of keywords; there are short-tail keywords and long-tail keywords.

A short-tail keyword is a keyword that is generally fairly short, usually 1-3 words, and it’s more of a general word or phrase. Because it is more general, it typically has a higher search volume, meaning there’s a lot more people that would be searching for it. A long-tail keyword is something that’s a little bit longer, it’s more specific, maybe it’s 3 or more words, and typically, because it’s a lot more specific, there’s going to be a lot less people searching for it. However, the people that are searching for it, it’s going to be a lot less targeted, rather than a lot more general.
Let me give you some examples of short-tail and long-tail keywords. Short-tail keyword examples are:

- Weight loss
- Law of attraction
- Camping

They are short words and phrases, they are more general, and they are going to have a very high search volume online. Long-tail keywords are longer phrases, 3 or more words, so they are more specific, and as a result of that, they have a lower search volume online. For example:

- *Weight Loss Tips for Men* - a lot more specific than just weight loss.
- *Law of Attraction Quotes Money* – so, again, it’s a lot more specific, less people will search for it, but it’s very specific.
- *Camping equipment for sale on eBay* – so that’s another great example of another long-tail key word.

Now, the goal of this video is to help you identify your primary keywords, based on the different ideas for niches and markets that you have already brainstormed and come up with. This is more of an intro to keyword research. I’m going to be going into a lot more on keyword research in later modules on content creation, etc., but it’s really important to understand this early, because every niche and market has primary keywords and its one of the best and most easiest ways to help identify the niche and market by the keyword.

You will want to identify the primary keywords for the niche and market so that you can then find out how big the market is and how many people are looking for information related to that niche or market. I’m going to show you how to do that in this video. You don’t want to pick a niche or market that nobody’s looking for online because then you’re going to create a website, and put all this work and effort in, to then later find out that there’s nobody that’s interested or looking online. You always want to make sure that there’s a market available for whatever niche or market you want to get into, that there are people that are looking for it, before you decide to go in that direction.
Keyword research is most often done amongst the biggest search engine on the internet, Google. However, it can also be done on other popular search engines, such as YouTube or Amazon. With that being said, let me now show you how to identify the primary keywords for the niches and markets you are considering.

How to Identify Primary Keywords for Niches and Markets

Google Keyword Planner

Now, one of the best ways to do keyword research is by using a free tool that Google provides called, [Google Keyword Planner](https://ads.google.com/home/keywordplanner), and you can find it just by going to Google and searching for “Google Keyword Planner”, and its typically the first one that shows up. You are going to have to sign into your Google account or set up a free Google account to access the tool. The tool’s primarily used for [Google Ad Words](https://ads.google.com/), which basically gives businesses the opportunity to promote and have advertising on Google’s website. Google Keyword Planner is a fantastic tool that allows advertisers or people, like you and me, to identify how many people are searching for certain keywords, and be able to identify the exact phrases and words that people are searching for on Google.

Google has so much data that’s available to us that it makes it really easy for someone, like you and I, to be able to find out exactly what people are looking for. Now, what you are going to want to do is click on this section right here, where it says, “search for new keywords using a phrase, website, or category”. There are actually three different options here that you can utilize, but this one’s going to allow us to first come up with different ideas for keywords that are related to the niche or market that we want to get into.

You are going to want to pull up whatever document you’re using, a spreadsheet, journal or notebook, where you’ve been recording the research that you’ve already done. As you can see here, I’ve already done some research that I showed you earlier, such as “Law of Attraction”, “Kindle Publishing”. These are all keywords, however, I do want to do
some research on them and find some additional primary keywords, maybe some related keywords, because that could help open up some doors to some other markets and niches. Furthermore, knowing other keywords that are related is going to help us down the road, when we want to do our website, marketing, and social media.

This is a very basic introduction that I’m giving on keyword research. There is a lot more advanced stuff; there’s different software’s that I can use and recommend, and I’ll be going into a lot more in detail on that in later modules. However, for now, we are still in the research phase of identifying the best opportunities for us to move forward with.

So, if I were to put in, for example, muscle building or weight loss. I’m going to search for new keywords and I’m going to put in the keyword that I’ve been able to identify so far. Let’s type in “muscle building”. By the way, you can target based on locations, language, Google, etc. If you want to, for example, focus your business in Germany or Mexico, or in a specific language, you can actually do research on Google to identify the search volume and do research specifically on that. I typically recommend for people to focus on the English language and for people to be more worldwide, because there’s a lot more of a bigger market and opportunity focusing more broad like that. However, by all means, if you want to go more specific, you’re free to do that as well.

Click on, “get ideas”. As you can see, they have shown me a lot of data here on how many people are searching for keywords, and right now it’s based on ad groups, so if I click on this it’s going to show me different groups of keywords, but I’m just going to click here on “keyword ideas”. Alright, so the muscle building keyword, which is the one I wrote down earlier, the average monthly search is 9,900, so that’s the average amount of people that are searching in Google for this keyword, worldwide, so that’s quite a large # of searches. However, there are some other keywords that they are now showing me that are bigger markets and that have more potential.

For example, bodybuilding, that keyword has over one million people that are searching for that every single month, so that’s pretty insane, over 1.2
million people searching for it. This market and this keyword is a lot bigger
than *muscle building*, and targeting that as a keyword. In addition, *how to
build muscle* has a lot more search volume, so there’s many people
searching for “*how to build muscle*” than “*muscle building*”, so, 22,000.
*Bodybuilding supplements*, that’s another primary keyword, *muscle growth,
muscle mass, muscle and fitness, build muscle*. So, as you can see, these
different keywords, some are more popular than others, some people are
searching a lot more than others. That is why it’s important to do this
search because *muscle building*, it turns out, probably isn’t the best one;
it’s not the best keyword to target this affiliate marketing business around.

I might put *bodybuilding here*, now that I’ve learned this, maybe *how to
build muscle*, and *how to build muscle* is more of a long-tail keyword, its
more specific, whereas bodybuilding has way more search volume
because it’s a short-tail keyword; its way more broad.

Maybe I wanted to build a business just around bodybuilding supplements
if I wanted to *build muscle, muscle mass, muscle growth*, so you can see,
there’s certain words that people are searching for a lot more. What I
recommend that you do, as part of this assignment, is go through the list
and identify the best primary keywords that are most relevant and maybe a
few different potions too, but I recommend at least three for each of the
different ideas that you have.

Also, make sure that there’s a market for it, make sure that there’s at least
a couple thousand people/month that are searching for that keyword.
There are going to be some keywords, maybe some short-tail ones that are
going to be out there, but they are not going to have that many people
searching for it. For example, *muscle gain supplements*, that might not be
the best keyword to focus on because there’s only a thousand
people/month that are searching for it. Try to make sure that, in your
market or niche, there are thousands of people that are looking for it,
actively going to Google and searching for it, and actually interested in that
keyword.

Let me put in another one, let’s put in “*meditation*”. Okay, meditation has
450,000 people that are searching for that every month, you can see
meditation techniques, Vipassana, mindfulness meditation, guided meditation, so meditation by far is the biggest one, but there’s more specific ones that are available as well. As you can see, there’s competition. The competition that I’m referring to are advertisers that are bidding on these keywords with Google Ad word, so you can see these are what people are roughly bidding on and paying for keywords. You don’t really need to know this for now, but people are going to pay a certain amount based on certain keywords. For now, the main purpose for using this is identifying and making sure that the market you want to target has at least a couple thousand people that are searching for it every month, and finding those related keywords so that you can add them here to your list.

So, meditation for example, I might add in meditation techniques, meditation tips, and guided meditation. All of this is going to be very useful down the road once you start creating content. You can just continue to go through the list, if you choose, and add those additional keywords for all the different products and find the best ones. You might identify that there is one that has a better opportunity than the others. Again, just make sure that there is a market and a niche that is available there. If there is not, that will help you eliminate some of the choices that you have once we get to the video on picking the niche or market that you’re going to pursue for the rest of this program.

**KeywordResearch.io**

Another resource that I use for keyword research called, KeywordTool.io. They have a free service available, but also a paid service if you want the data and information on it. KeywordTool.io is useful because you can search for certain phrases or keywords on Google, Bing, Amazon, and the app store, and also based on the different countries and languages as well.

I find this website useful because the Google Keyword Tool Planner only shows us what’s on Google, but on Amazon, Bing or YouTube there might be different keywords, and depending on what strategy you want to utilize inside this program, there might be more beneficial keywords on YouTube, Bing or Amazon that you might want to target. Again, there are some other
software’s available, if you want to go a little more advanced, a lot deeper, and I'll share a little bit more about that later throughout this program.

It does cost money to pay for the data for this service. I don’t recommend that for now, save your money for now. As you learn more and want to go a little more advanced with keyword research, then if you want, you can invest in this and spend money on it, but for now, just use the free feature that they have.

For example, just go to Amazon, and if you type in “meditation”, let’s see what comes up. Again, you have to pay to get the search volume and this information here. As you can see, here are the keywords for what people search for on Amazon, and so it’s completely different than Google, because people go to Amazon to buy stuff; they’re looking for products. So, meditation pill, meditation chair, meditation cushion, again, these are all potential product ideas that you can see and promote as well. If we go to YouTube, you can see that people are searching for meditation for music, meditation for beginners, meditation for sleep and anxiety, kids, etc., so people search for totally different things on Amazon, YouTube, and Google, but Google’s still the #1 research tool that you’re going to utilize because Google’s the #1 search engine on the Internet.

People go to Google in order to search for stuff on YouTube, so you are going to get the best idea of how big and profitable a market is, and how many people are searching for it by going to Google and using the Keyword Planner that is right here.

**Assignments**

- Identify at least three primary keywords for each niche and market that you already came up with earlier, using the Google Keyword Planner. Again, I’ll have links to the resources I mentioned below in this video. Also, make sure that there are at least thousands of people that are searching for that keyword every month. You want to make sure there’s a market and that people are searching for information in that niche and market.
Resources and Links

Google Keyword Planner
Keywordtool.io

Conclusion

Thank you so much for watching this video! Make sure to leave a comment below. Let me know how you’re doing, and I’ll see you in the next video.