



Self-employment simplified.

Work1099 Training Manual



How To Uncover The Most
Profitable Top-Level Keywords
For Your Business

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This Training Manual Covers:

- Why the standard way most businesses do keyword research actually loses them money compared to their alternatives.
- The RIGHT way to do keyword research (you're going to be surprised when you hear this unusual yet more profitable approach).
- A step-by-step process for knowing exactly which keywords you should focus on and which keywords you should ignore (without this, many businesses are overwhelmed with keywords and aren't sure where to start).
- How to know which long-tail keywords are a good fit for SEO. Believe it or not, not all of them are a good match for your business. And you may be wasting resources if you don't know this critical information.
- Much, much more. Everything you need to know to find the most profitable keywords for your business.

Introduction

In this report, you'll be guided step-by-step through the process it takes to know, without a doubt, that you're focusing on the **right keywords** for your business.

Finding The Most Profitable Keywords

Believe it or not, the biggest pitfall most business owners fall into is targeting too many keywords. This may seem counter-intuitive at first. Doesn't more keywords equal more money?

Strange as it sounds, targeting more keywords often makes your profits go down. Here's why...

- On the Internet, most of the profits go to the top advertisers on each keyword. Being a runner up doesn't pay nearly as well.
- To become one of the top advertisers on a keyword takes a substantial effort over time. It's not something you can do quickly.
- If you focus on more keywords, it means you spend less time and effort on each individual keyword. Your time and resources are just being divided up into more pieces.
- Usually, when that happens, you are unable to put enough time and resources into keywords to become a top advertiser for them. This means you are missing out on 90% or more of the profits you could be making.

The solution is to focus on a limited, defined set of keywords. If you focus on fewer keywords, you can systemically conquer all of them and become a top authority. That's where all the money is. Then, once you're in the lead, you want to keep investing in those keywords so you can maintain leadership.

Focusing more time and resources on fewer keywords makes you more likely to become a top contender. Because, with fewer keywords, you can put more time and resources into each keyword.

This is also important because whoever understands the customer best tends to win the marketing battle. When you have fewer keywords, you can spend more time doing market research on those keywords and finding out what people are looking for when they search those keywords. This gives you a substantial edge over the competition – so it becomes even easier to conquer your keywords.

Why Having Boundaries Matters

So you want to come up with a list of fewer highly profitable keywords that you are dedicated to conquering. And then you make all other keywords off-limits.

This is important. Because without this kind of focus and dedication on a distinct set of keywords, people tend to get confused and distracted. They keep getting new ideas for what they could be doing. New market segments they could enter. New products they could create. New keywords they might make money from. And on and on it goes. And they aren't sure which ideas to act on. They get overwhelmed.

When you know your keywords, you know that the only ideas to act on are those related to your keywords. And no wiggle room. This significantly cuts down on confusion and overwhelm.

How To Focus Your Keywords

Simply focusing on fewer keywords will get you much further than focusing on more keywords. But you can do even better if you focus your keywords in a specific way. By choosing one single most important keyword for your business. Then, your target becomes conquering all the keywords that are closely related to that single most important keyword.

At first, this may not make sense why you'd do it this way. But once you've gone through this guide and completed the process outlined, you'll start to understand the advantages of this approach. Plus, doing it this way is helpful because...

- To make the most money, you need to have high conversions on your website. The higher you convert, the more money you make from each visitor.
- To get the highest conversions, you need to do thorough market research. Without market research, it's difficult or impossible to have high conversions.
- But you have limited resources. So you just don't have the time and resources to do market research for every keyword.

So the best solution is to pick just one single keyword and research it very thoroughly. Then you base your entire business around that market research.

Doing it this way, you'll have very high conversions on the single most important keyword you chose (because you know the customer very well). And you'll also have high conversions on the related keywords that have similar people searching them.

The Importance of a Strong USP

The most important aspect of your marketing message is your **unique selling proposition (or USP for short)**; the elements of your marketing that are unique to you. Without a strong USP, it's impossible to have high conversions. Without a strong USP, you'll also make much less money.

Not having a strong USP is the biggest marketing mistake you can make.

In order to know what your USP should be, you need to do thorough market research. You also have to have a narrow audience. Any time you have a very broad audience, you fall into a trap. In an attempt to say something that will appeal to everyone, **you end up watering down your marketing message**. It becomes too vague.

This is why we recommend you do this keyword process as well. If you do, it allows you to choose a strong USP based on your research of your main keyword. Because focusing your research down to just one keyword makes it so you are focusing on a narrow audience for your USP. This allows you to have a more specific – and so more powerful – marketing message.

Also, the people behind each keyword tend to be very different from one another. So each keyword you could research would lead to developing a very different USP. Selecting just one keyword phrase to research automates a lot of the process of having something unique about your marketing. Your research will simply guide you to being unique compared to people focusing on other keywords.

This is why this keyword process is perhaps the most important thing you can do to improve your marketing campaign. It allows you to cut through the fluff in so many ways... and come out focusing on only the most important things instead. This makes you substantially more effective.

The Process

The following is a systematic, step-by-step method for doing what we just discussed. You'll start by selecting a single most important keyword. Then, you'll find the related keywords that you will focus on conquering. In the end, you'll end with a list of **300-600 keywords** that you can conquer with focus and determination.

This process will take a bit of time. And it's very step-by-step which can be frustrating for some people (although, not for everyone. Some people love this kind of thing). But it's important to not let frustration or fatigue interfere with getting the job done. If you get overwhelmed, just take a short break and then continue the process where you left off.

Google Keyword Planner

To do this keyword process, we need only one keyword tool. It's true that there are a lot of other useful keyword tools as well. And those other tools are important later on in the process. But, right now, we only want to concern ourselves with the Google Keyword Planner to get a feel for what Google wants us to rank for. Google simply has the most data and so they are the best keyword tool for this first part of the process. Save all other keyword tools for later. Using them now would only confuse you about what keywords to focus on.

Setting Up Google Keyword Planner

Start by typing "Google Keyword Planner" into google. It should be the first search result that is from Google.com. Click it to get to the keyword tool.

If you're already logged into Google, you'll be taken to the Google keyword planner. If you're not logged into Google, you'll be taken to a page that asks you to either login or make an account. If you don't yet have an account, follow the instructions on the page to make one. If you have an account, login to it.

If you haven't worked with Google Adwords before, then you will be asked to create a campaign in order to get access, but you can skip that process and go to the dashboard where you can find the keyword planner.

Here's how you do that.

First, click the "Experienced with Google Ads?" link.

What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want



Get more calls



Get more visits to your physical location



Get more website sales or sign-ups



[Experienced with Google Ads?](#)



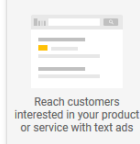
Next, click the “Create an account without a campaign” link.

Google Ads | New campaign

Select a campaign type ⓘ



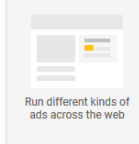
Search



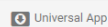
Reach customers interested in your product or service with text ads



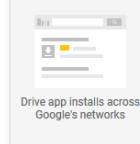
Display



Run different kinds of ads across the web



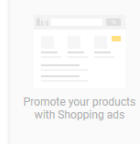
Universal App



Drive app installs across Google's networks



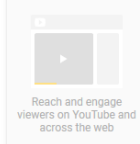
Shopping



Promote your products with Shopping ads



Video



Reach and engage viewers on YouTube and across the web

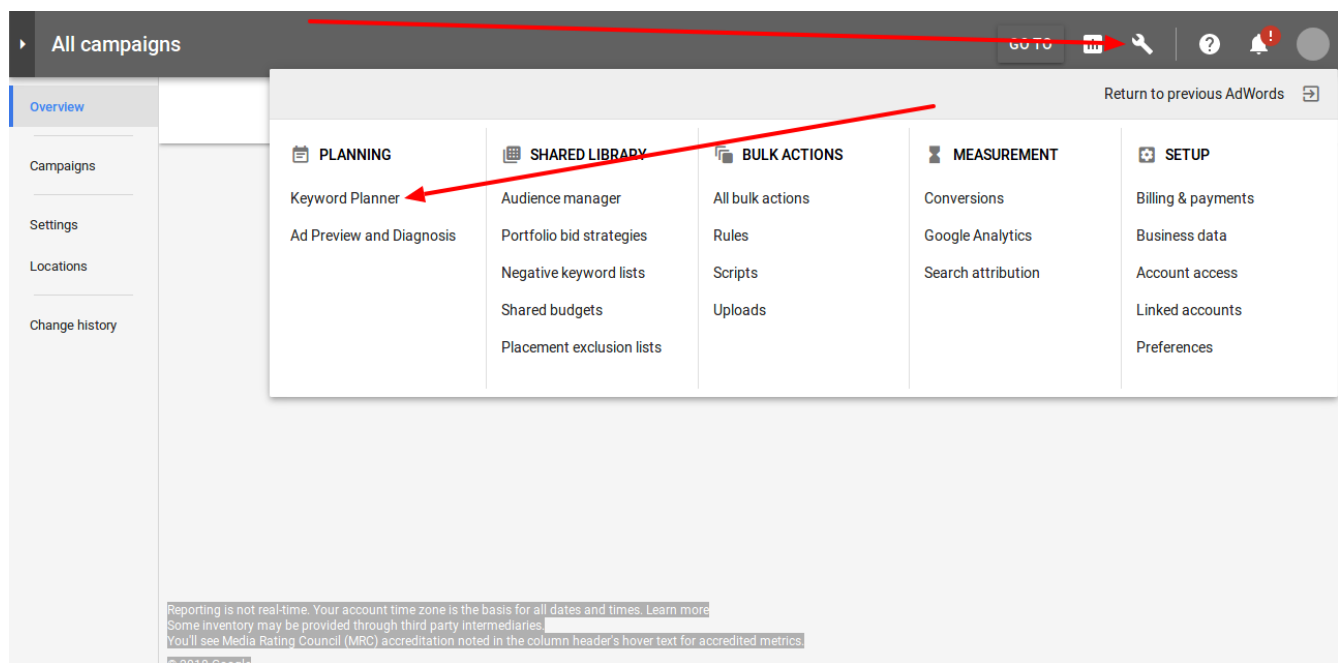
[Create an account without a campaign](#)

[BACK](#)

[CONTINUE](#)

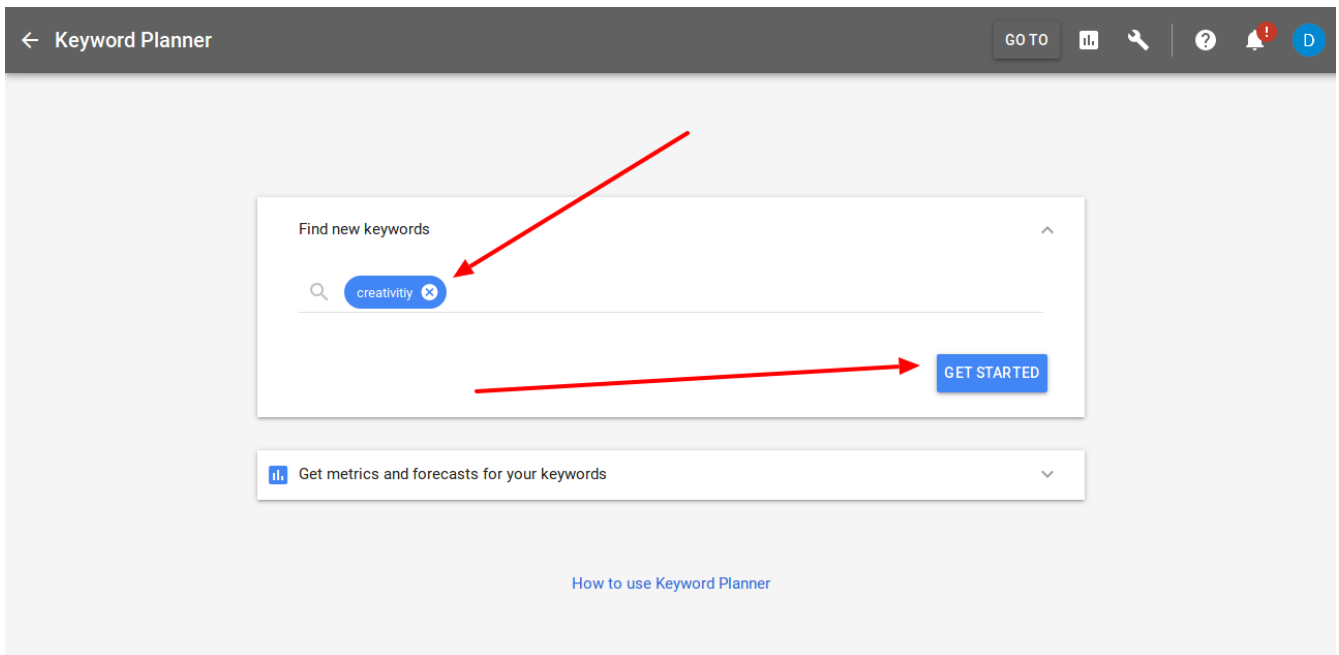


Next, click “Explore Your Account” to go to the main dashboard, and once on the Adwords dashboard, click the wrench icon. Then click “keyword planner.” This gets us back to the keyword planner after setting up our new account.



On the next page, you'll be shown a search box. At this step, stop and think of what someone might type into Google if they were looking for what your business offers or what you would like your business to offer. Enter that keyword search into this box. Then click “get started.” Below, we've entered the example “creativity” for an example business that is about helping people be more creative.

If you're not sure what to type, don't sweat it too much. Just start with something that they'd probably enter into Google if they wanted to buy from you and you'll get more ideas sparked from there.



Then click “**locations:**” at the top.

Keyword plan

GO TO

Keyword Ideas

Plan overview

Locations: **United States** Language: **English** Search networks: **Google**

Keyword ideas

[DOWNLOAD KEYWORD IDEAS](#) Last 12 months Apr 2017 – Mar 2018

☐ Exclude adult ideas

| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|---|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> creativity | 10K – 100K | Low | – | \$0.47 | \$20.00 | |
| <input type="checkbox"/> the cosmos | 1K – 10K | Low | – | \$3.09 | \$25.93 | |
| <input type="checkbox"/> crayola | 10K – 100K | Medium | – | \$10.51 | \$58.06 | |
| <input type="checkbox"/> cortina | 1K – 10K | Low | – | \$0.22 | \$1.23 | |
| <input type="checkbox"/> cortez | 10K – 100K | High | – | \$0.08 | \$0.97 | |
| <input type="checkbox"/> cowshed | 1K – 10K | Medium | – | \$0.46 | \$0.99 | |
| <input type="checkbox"/> corolla | 10K – 100K | Low | – | \$3.50 | \$10.80 | |

Then enter the countries that you want to target in the search box. Then select those countries when they pop up underneath the search box. Then select save.

Keep in mind, it's best to only enter countries where you are going to have customers that speak the same language as you. I usually target the United States, Canada, UK, Australia and New Zealand.

Keyword plan

GO TO

Keyword Ideas

Plan overview

Location

united states

Matches

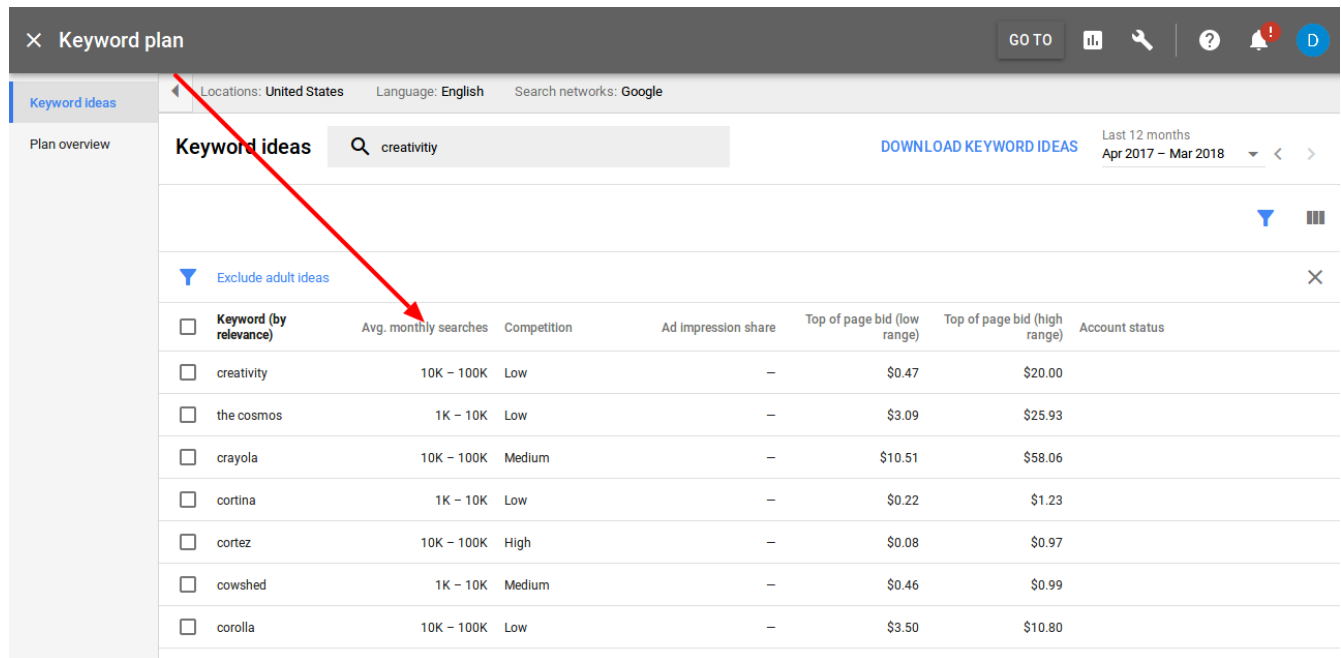
| Matches | Reach |
|---------------------------------|---------------------------|
| United States country | 267,027,570 TARGET |
| U.S. Virgin Islands region | 60,371 |
| California, United States state | 48,224,276 |
| Georgia, United States state | 20,444,761 |
| Florida, United States state | 25,382,687 |
| Texas, United States state | 37,848,408 |
| Illinois, United States state | 24,253,514 |

Related locations

| | |
|---|-----------|
| Nairobi, Nairobi County, Kenya city | 3,238,191 |
| Ozaukee County, Wisconsin, United States county | 202,620 |
| Las Vegas, Nevada, United States city | 1,098,230 |

[CANCEL](#) [SAVE](#)

Then click where it says “Avg. Monthly Searches.” This will make it so the search results are sequenced by Avg. Monthly Searches. This will help us select keywords.



The screenshot shows the Google Keyword Planner interface. At the top, there's a header bar with 'Keyword plan' and various icons. Below it, a sidebar on the left shows 'Keyword Ideas' and 'Plan overview'. The main area is titled 'Keyword ideas' and has a search bar with 'creativity'. A red arrow points to the 'Avg. monthly searches' column header in the table below. The table lists several keywords with their respective search volume ranges, competition levels, and bid ranges.

| <input type="checkbox"/> | Keyword (by relevance) | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|--------------------------|------------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> | creativity | 10K – 100K | Low | – | \$0.47 | \$20.00 | |
| <input type="checkbox"/> | the cosmos | 1K – 10K | Low | – | \$3.09 | \$25.93 | |
| <input type="checkbox"/> | crayola | 10K – 100K | Medium | – | \$10.51 | \$58.06 | |
| <input type="checkbox"/> | cortina | 1K – 10K | Low | – | \$0.22 | \$1.23 | |
| <input type="checkbox"/> | cortez | 10K – 100K | High | – | \$0.08 | \$0.97 | |
| <input type="checkbox"/> | cowshed | 1K – 10K | Medium | – | \$0.46 | \$0.99 | |
| <input type="checkbox"/> | corolla | 10K – 100K | Low | – | \$3.50 | \$10.80 | |

Gather Possible Keywords

Now, you want to gather a list of possible keywords that you might consider for the single most important keyword for your business. This is the keyword that will get thorough market research.

Keep in mind, you are not looking for every keyword that might make you money. **It's about selecting that single keyword you'll research thoroughly. It's about selecting the single keyword that all of your marketing will be about.** And, if you're just getting started, perhaps even all of your products will be about.

Think of each possible keyword as a whole different jungle that you might immerse yourself in. Different keywords will lead you to creating very different advertising and maybe even different products. So you'll want to select a keyword that represents a topic you find interesting. It should be something where you can feel comfortable spending a lot of time.

The keyword you select should have at least 1,000 searches per month in the “Avg. Monthly Searches” column.

So go down the list for just the first page of search results. And copy and paste any keywords that seem like good ones into a text document. If you're not sure if you like a keyword or not, type it into a Google search. This will bring up all the related articles for that keyword. This gives you an idea of the kind of topics you'd be spending your time around if you were to select this keyword. So browsing through the Google search results can give you a window into the world of that keyword and help you get a feel for if you would want to focus on it.

Just keep gathering candidates until you're finished with the first page of search results.

Reducing Candidates

The next step is to reduce the list of candidates to just one single keyword. We'll do this in multiple passes. Each pass will happen with a different action step related to it.

Keep in mind, during this process, you should completely ignore the search volume of each keyword. That is why I asked you to enter the candidates in a separate text document instead of just doing this inside of the Google keyword planner.

Later, we'll find plenty of related keywords with a high enough search volume for your business. At this step, we are just choosing the keyword that will allow you to focus your marketing message and your research efforts. So please discard all consideration of search volume.

- **Pass #1:** Do I like one more than another? You may be able to look at the list and see that you just like some keywords more than others. If this is the case, just delete all the keywords that are lesser in your mind. You may be able to reduce the list by up to 50% just doing this. Keep in mind: you are comparing them based on which topics you want to spend your time around from now forward.
- **Pass #2:** For each keyword, ask: “Could I say my business is squarely about <insert keyword>?” Both your marketing and your products. You may be surprised by how many keywords don't really make sense when you ask it that way. Remove any of these keywords that fail this test. This test assures that the keyword is closely related to what you offer or want to

offer.

- **Pass #3:** For each keyword, ask: "If I could only advertise on one keyword, might this be it? (assuming you were going to do paid advertising on keywords) If you can't honestly say it might be that one keyword you'd advertise on, remove it. This test also assures that the keyword is closely related to what you offer or want to offer.
- **Pass #4:** Search each remaining keyword on a Google search. Like I mentioned before, this gives you a window into what will come up when you research this keyword. It also gives you an idea of the kind of topics that you'll be around when you do your marketing. So it can give you a quick sense of how much you'd like to spend your time around that keyword. As you search the keywords, keep the ones that you like the most. And remove any that you don't like as much. Keep doing this until just one keyword is left.

Rinse and Repeat

Now, take that one keyword that you have left and search it in Google keyword planner.

Scroll back up to the top of the keyword planner. Then click the search box at the top. Then click the white x that shows up next to the keyword you searched before.

Keyword plan

GO TO [Icons]

Locations: United States Language: English Search networks: Google

Keyword Ideas

Plan overview

creativity

GET RESULTS

Exclude adult ideas

| <input type="checkbox"/> | Keyword | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|--------------------------|------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> | innovation | 100K – 1M | Low | – | \$4.39 | \$26.00 | |
| <input type="checkbox"/> | create | 100K – 1M | Low | – | \$0.08 | \$2.00 | |
| <input type="checkbox"/> | art | 100K – 1M | Low | – | \$1.02 | \$3.99 | |
| <input type="checkbox"/> | evaluation | 100K – 1M | Low | – | \$0.98 | \$5.75 | |
| <input type="checkbox"/> | creativity | 10K – 100K | Low | – | \$0.47 | \$20.00 | |
| <input type="checkbox"/> | creative synonym | 10K – 100K | Low | – | – | – | |
| <input type="checkbox"/> | creative cloud | 10K – 100K | Low | – | \$2.87 | \$157.76 | |

Now, type in the new keyword you want to search. (the keyword that you chose by reducing the candidates) Then click “get results.”

Keyword plan

GO TO [Icons]

Locations: United States Language: English Search networks: Google

Keyword Ideas

Plan overview

creative thinking

creative thinking
Keyword

GET RESULTS

Exclude adult ideas

| <input type="checkbox"/> | Keyword | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|--------------------------|------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> | innovation | 100K – 1M | Low | – | \$4.39 | \$26.00 | |
| <input type="checkbox"/> | create | 100K – 1M | Low | – | \$0.08 | \$2.00 | |
| <input type="checkbox"/> | art | 100K – 1M | Low | – | \$1.02 | \$3.99 | |
| <input type="checkbox"/> | evaluation | 100K – 1M | Low | – | \$0.98 | \$5.75 | |
| <input type="checkbox"/> | creativity | 10K – 100K | Low | – | \$0.47 | \$20.00 | |
| <input type="checkbox"/> | creative synonym | 10K – 100K | Low | – | – | – | |
| <input type="checkbox"/> | creative cloud | 10K – 100K | Low | – | \$2.87 | \$157.76 | |

Now, repeat the same process as before. Gather candidates into a separate text file by going over the list of search results. Start by adding the keyword you selected last time to the list of potential candidates. Then gather more new candidates. Then, reduce the list to just one keyword again.

You'll repeat this process several times. Eventually, after a few searches or more, you'll hit a point where most of the keywords that come up are keywords that you've already evaluated before. Once that happens, you know that you want to keep the last keyword you selected. It's already been compared to all the other keywords that were candidates for the single most important keyword for your business.

Once you get to this point, you know your one keyword. And you're ready to...

Define Your Market

The next step is to find all the keywords that are closely related to your single most important keyword. Because these keywords are closely related, any research you do for your single most important keyword will apply to them too. These related keywords also represent the market you will conquer with focus and determination. These are the fewer keywords that will make you more money than going after more keywords.

To do this, follow the steps below.

Take that final keyword you chose. The single most important keyword that was left over after doing the earlier process. And search it in the Google keyword planner.

Enter it in the search box and click get results. Just like you did before.

×

Keyword plan

GO TO

?

D

Keyword Ideas

Plan overview

Locations: United States

Language: English

Search networks: Google

×

creative thinking

GET RESULTS

creative thinking

Keyword

Exclude adult Ideas

×

| <input type="checkbox"/> | Keyword | ↓ | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|--------------------------|------------------|---|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> | innovation | | 100K – 1M | Low | – | \$4.39 | \$26.00 | |
| <input type="checkbox"/> | create | | 100K – 1M | Low | – | \$0.08 | \$2.00 | |
| <input type="checkbox"/> | art | | 100K – 1M | Low | – | \$1.02 | \$3.99 | |
| <input type="checkbox"/> | evaluation | | 100K – 1M | Low | – | \$0.98 | \$5.75 | |
| <input type="checkbox"/> | creativity | | 10K – 100K | Low | – | \$0.47 | \$20.00 | |
| <input type="checkbox"/> | creative synonym | | 10K – 100K | Low | – | – | – | |
| <input type="checkbox"/> | creative cloud | | 10K – 100K | Low | – | \$2.87 | \$157.76 | |

Then find the word “keyword” as shown in the image below. And click the checkbox right next to the word “keyword.”

Keyword plan

GO TO

Locations: United States Language: English Search networks: Google

Plan overview

creative thinking

GET RESULTS

Exclude adult ideas

| <input type="checkbox"/> | Keyword | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|--------------------------|------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> | innovation | 100K – 1M | Low | – | \$4.39 | \$26.00 | |
| <input type="checkbox"/> | create | 100K – 1M | Low | – | \$0.08 | \$2.00 | |
| <input type="checkbox"/> | art | 100K – 1M | Low | – | \$1.02 | \$3.99 | |
| <input type="checkbox"/> | evaluation | 100K – 1M | Low | – | \$0.98 | \$5.75 | |
| <input type="checkbox"/> | creativity | 10K – 100K | Low | – | \$0.47 | \$20.00 | |
| <input type="checkbox"/> | creative synonym | 10K – 100K | Low | – | – | – | |
| <input type="checkbox"/> | creative cloud | 10K – 100K | Low | – | \$2.87 | \$157.76 | |

Then click “select all” on the blue bar that appeared after the last step.

Keyword plan

GO TO

Locations: United States Language: English Search networks: Google

Plan overview

creative thinking

GET RESULTS

200 selected (or [select all 327](#))

Add to plan Adding to new ad group Broad match

Exclude adult ideas

| <input checked="" type="checkbox"/> | Keyword | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|-------------------------------------|------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input checked="" type="checkbox"/> | innovation | 100K – 1M | Low | – | \$4.39 | \$26.00 | |
| <input checked="" type="checkbox"/> | create | 100K – 1M | Low | – | \$0.08 | \$2.00 | |
| <input checked="" type="checkbox"/> | art | 100K – 1M | Low | – | \$1.02 | \$3.99 | |
| <input checked="" type="checkbox"/> | evaluation | 100K – 1M | Low | – | \$0.98 | \$5.75 | |
| <input checked="" type="checkbox"/> | creativity | 10K – 100K | Low | – | \$0.47 | \$20.00 | |
| <input checked="" type="checkbox"/> | creative synonym | 10K – 100K | Low | – | – | – | |
| <input checked="" type="checkbox"/> | creative cloud | 10K – 100K | Low | – | \$2.87 | \$157.76 | |

Then click “add to plan.”

Keyword plan

GO TO [Icons]

Keyword Ideas

Locations: United States Language: English Search networks: Google

Plan overview

creative thinking

GET RESULTS

All 327 selected Add to plan Adding to new ad group Broad match

Exclude adult ideas

| <input checked="" type="checkbox"/> | Keyword | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|-------------------------------------|------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input checked="" type="checkbox"/> | innovation | 100K – 1M | Low | — | \$4.39 | \$26.00 | |
| <input checked="" type="checkbox"/> | create | 100K – 1M | Low | — | \$0.08 | \$2.00 | |
| <input checked="" type="checkbox"/> | art | 100K – 1M | Low | — | \$1.02 | \$3.99 | |
| <input checked="" type="checkbox"/> | evaluation | 100K – 1M | Low | — | \$0.98 | \$5.75 | |
| <input checked="" type="checkbox"/> | creativity | 10K – 100K | Low | — | \$0.47 | \$20.00 | |
| <input checked="" type="checkbox"/> | creative synonym | 10K – 100K | Low | — | — | — | |
| <input checked="" type="checkbox"/> | creative cloud | 10K – 100K | Low | — | \$2.87 | \$157.76 | |

Give it a minute to add the keywords to your plan. When it's done, it will say it's done at the bottom of the screen.

Then, refresh the page by hitting the F5 key at the top of your keyword. Followed by clicking “Download Keyword Ideas.”

Keyword plan

GO TO

Keyword ideas

Locations: United States Language: English Search networks: Google

Keyword ideas

creativity

DOWNLOAD KEYWORD IDEAS

Last 12 months
Apr 2017 – Mar 2018

Plan overview

Ad groups

Keywords

Exclude adult ideas

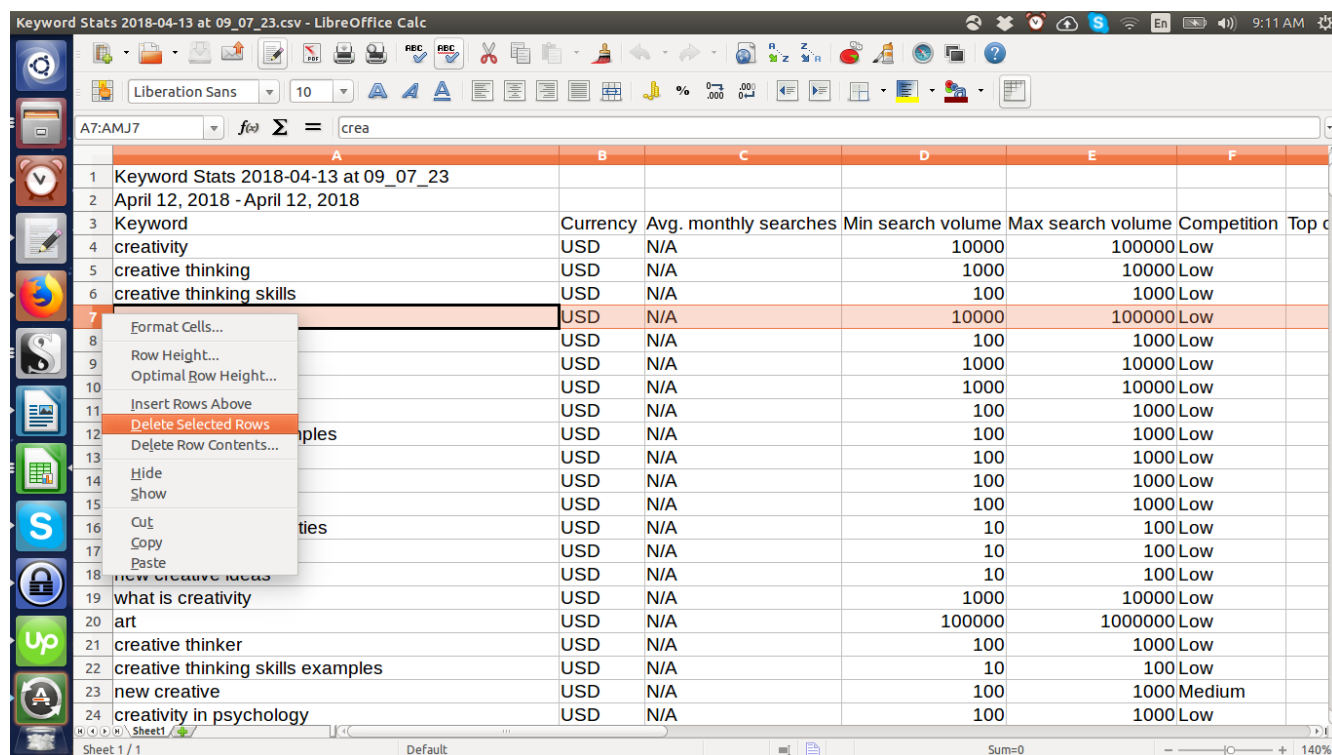
X

| <input type="checkbox"/> | Keyword | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|--------------------------|------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> | innovation | 100K – 1M | Low | – | \$4.39 | \$26.00 | In Plan |
| <input type="checkbox"/> | create | 100K – 1M | Low | – | \$0.08 | \$2.00 | In Plan |
| <input type="checkbox"/> | art | 100K – 1M | Low | – | \$1.02 | \$3.99 | In Plan |
| <input type="checkbox"/> | evaluation | 100K – 1M | Low | – | \$0.98 | \$5.75 | In Plan |
| <input type="checkbox"/> | creativity | 10K – 100K | Low | – | \$0.47 | \$20.00 | In Plan |
| <input type="checkbox"/> | creative synonym | 10K – 100K | Low | – | – | – | In Plan |
| <input type="checkbox"/> | creative cloud | 10K – 100K | Low | – | \$2.87 | \$157.76 | In Plan |

When the box pops up to download it, **save it to your computer**. Then navigate to it on your computer and open it. If you don't have a program that can open spreadsheets, you can download the free software called “Libre Office.” Simply search for it on Google and you'll find it readily available.

Once you get it open, the next step is to remove all the keywords that you'd never bid on (if doing PPC) or focus on for SEO. Once these keywords are removed, we'll be finished.

The best way to remove a keyword from the list is to click the farthest left column right next to the keyword to select the row. Then, right click that same spot and select “delete selected rows.”



Keyword Stats 2018-04-13 at 09_07_23.csv - LibreOffice Calc

Sheet1

| | A | B | C | D | E | F | G |
|----|--------------------------------------|----------|-----------------------|-------------------|-------------------|-------------|-------|
| 1 | Keyword Stats 2018-04-13 at 09_07_23 | | | | | | |
| 2 | April 12, 2018 - April 12, 2018 | | | | | | |
| 3 | Keyword | Currency | Avg. monthly searches | Min search volume | Max search volume | Competition | Top c |
| 4 | creativity | USD | N/A | 10000 | 100000 | Low | |
| 5 | creative thinking | USD | N/A | 1000 | 10000 | Low | |
| 6 | creative thinking skills | USD | N/A | 100 | 1000 | Low | |
| 7 | | USD | N/A | 10000 | 100000 | Low | |
| 8 | | USD | N/A | 100 | 1000 | Low | |
| 9 | | USD | N/A | 1000 | 10000 | Low | |
| 10 | | USD | N/A | 1000 | 10000 | Low | |
| 11 | | USD | N/A | 100 | 1000 | Low | |
| 12 | | USD | N/A | 100 | 1000 | Low | |
| 13 | | USD | N/A | 100 | 1000 | Low | |
| 14 | | USD | N/A | 100 | 1000 | Low | |
| 15 | | USD | N/A | 100 | 1000 | Low | |
| 16 | | USD | N/A | 10 | 100 | Low | |
| 17 | | USD | N/A | 10 | 100 | Low | |
| 18 | | USD | N/A | 10 | 100 | Low | |
| 19 | | USD | N/A | 1000 | 10000 | Low | |
| 20 | | USD | N/A | 100000 | 1000000 | Low | |
| 21 | | USD | N/A | 100 | 1000 | Low | |
| 22 | | USD | N/A | 10 | 100 | Low | |
| 23 | | USD | N/A | 100 | 1000 | Medium | |
| 24 | | USD | N/A | 100 | 1000 | Low | |

Keep going down the list and removing keywords until you've finished this task for the entire list.

Then, go back up and select the cell that contains your single most important keyword. Push control+B to make it bold. This way, you'll always remember which keyword is your single most important. Then, save this document somewhere it will be safe (such as in a free dropbox.com or your Google Drive account). You'll keep coming back to it for the life of your business.

Now, you've finished this process of finding the most profitable keywords for your business. If you're doing search engine marketing PPC, these keywords are all that you'll need for a long time to come. Conquer them with focus and determination. If you're doing SEO as part of your business or on behalf of clients, you may also consider...

Finding Longer-Tail Keywords For SEO

For long-tail keywords, there is other free keyword tools that do a better job than using Google keyword planner. Those tools are [SpyFu](#) and [KWFinder](#). But you had to do the earlier steps first to be able to use it. I'll explain why in just a moment.

The key to making this work is to only select closely related long-tail keywords. That way, after someone visits your site from a search engine, the rest of your website will be closely related to the keyword they visited from. This makes them more likely to find the rest of your website engaging, meaning they are more likely to view your other content and more likely to make a purchase from you.

The best way to find closely related keywords is to open your spreadsheet of related keywords. Then, grab a keyword from the spreadsheet with at least 1,000 searches per month. And search it in both [SpyFu](#) and [kwfinder.com](#). Any long-tail keywords that come up will be closely related to your single most important keyword and your other keywords.

If you're unsure where to start, the best place to start looking is by searching your single most important keyword in [SpyFu](#) and [kwfinder.com](#). The long-tail keywords that come up will be the most closely related to your other keywords. It's free for your first few searches per day, and you'll get all the initial data you need to start from just a couple searches. It's also designed specifically for generating long-tail keywords, so that's your best place to start.

Conclusion

As you've learned in this tutorial, the way we are commonly taught to do top level keyword research just isn't the most profitable way to do keyword research. And now you've been guided step-by-step through the process of doing it the right way. This gives you an invaluable edge over the competition. Because while they are spreading themselves thin, you'll be focusing your efforts on fewer keywords and dominating those keywords. This is one of the most important things you can do for your business.