Top 10 Keyword Research Methods

Anyone who says that keyword research and optimization are dead, are wrong.

End of.

Keyword research is alive and well and still helping me and many, many other serious people who are serious about money, to rank.

But it has changed dramatically over the years and it seems to have somewhat levelled out over the past year or so and as a result, there are some key things that will always remain in order to help you to find a keyword jewel among the rest of the pig shit that exists out there.

Below are the **top 10** keyword research methods that I use myself for my own websites in a rinse and repeat fashion.

I have not held anything mysterious tips back for my own use and never will. Do you know why?

Because there are no magic tricks, just good, old fashioned research.

Use Keyword Tools Wisely

Many marketers are reporting that many free keyword tools have lost their effectiveness are not displaying the kind of results that we need.

For example, many people still use Google AdWords planner as a way to find golden keywords, but I have never used this method myself as I find it to be bullshit.

OK, as I always try to maintain; I Am No Expert, rather I am an experimenter and I don't know as much about this kind of thing as many others in the field. However I have never found AdWord planner to be hot potatoes and to tell the truth, I don't know why other do.

It is a tool for you to buy ads off Google and I think that Google will do anything to move folks away from organic search to paid advertising, (they need the right ratio but skew it in their favour I am sure).

That said, if you really want to use it, then it does have some benefits.

For example, you can use it more as an idea generator to give you more useful keywords.

But honestly, I will give you a list of much better keyword generators below:

- Keywordtool.io
- Keyword Shitter
- Ubersuggest.org
- Google search, (more about that below)
- Amazon, (more below)

My personal favourite that I use a lot is Keywordtool.io.

It has a great feature that will search for all the pertinent questions from Google autosuggest and does a bloody brilliant job.

You can buy a premium version that gives you a few other options such as the amount of searches and so on, but it is flipping expensive and I think the free version is fine for me.

Listen To people in your niche

Your target market should be the number place you look for, not only for keyword research, but also to understand how they speak and what they talk about.

This information is great for coming up with fresh blog ideas and actually being able to understand your audience. If you join the groups, you can also end up getting some great links back to your site that are right in front of a captive audience!

How do you do this?

Check out:

- Blog comments
- Forums
- Social network comments and posts
- Emails
- Support requests
- Complaints

The key here is to look for patterns and see what people are talking about. Check out the posts that have the most replies and views and see how they are talking to each other.

- **What** words and phrases do they use many times
- **What** do they complain about, how do they complain?
- **What** do they really wish that could have/read/find out?
- **What** kinds of products or information are they excited to share
- **What** are they talking about buying now or in the future?
- **What** things are they relating the main to?
- **What** their demographics are, i.e. male/female, old/young, fast/slow etc?

Note down all of these details and try to connect the dots and read between the lines.

It takes a little practice to become quite good at this, (I am still practicing), but once you understand the basics, it will really pay off and you will be able to find some great strong and relevant keywords.

Read Amazon Autosuggest & Reviews

Amazon, Amazon the daddy, the King of online shopping. Who hasn't used them I do not know!

Let's firstly focus on the autosuggest feature of it.

Amazon uses a very similar process to Google when you type something into the search box, but with one excellent advantage suitable to the aspiring affiliate marketer:

> It provides product that people are actually buying and interested in, as well as products related to the products you type in. GOLDMINE!

Check it out:
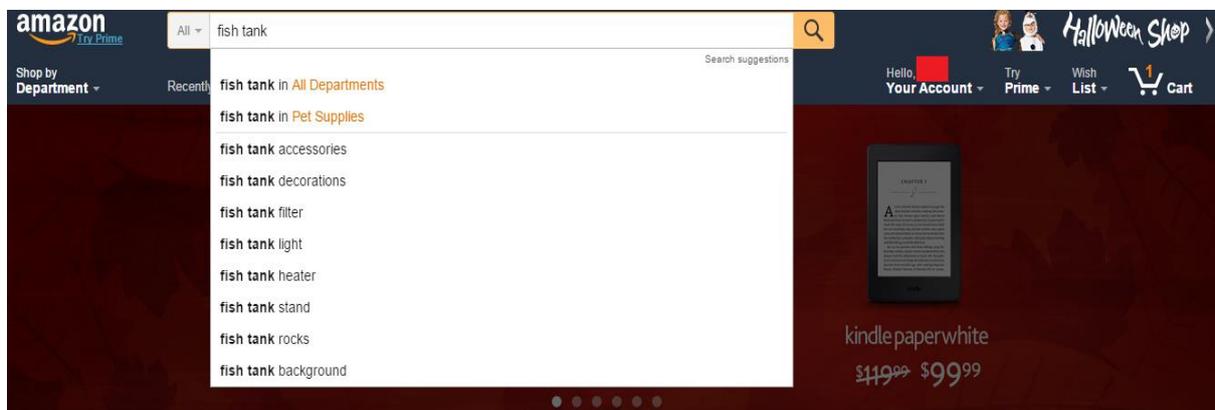
I just thought of a completely random niche and typed it into the search box, and then Amazon did the rest and found me great keywords!

You can actually expand on these, and I would suggest you do.

For example, if this was me, I would then find one I liked the look of such as, "Fish tank heater", (it sounds expensive and something people would buy), and then throw it into Long Tail Pro as a seed word, and see what it spits out.

I would then find a good keyword, which in this case is:

Keyword: best fish tank heater
Local Monthly Searches: 70
Keyword Competition: 29

Now don't be fooled by the low monthly searches, this is a great keyword to base an article around that you could write a review about and has multiple long tail variations that will rank around it.

They Keyword competition is also great and the keyword itself is a buying word, I.e. if someone types this into Google, then chances are that they are in a buying mood and just need a budge in the right direction!

I will then use Keywordtool.io and enter the keyword into the question section and see what people are asking about it and there are some absolute gems here, check it out:

- **best aquarium heaters reviews**
- **best aquarium heaters**
- **best aquarium heaters 2015 (can change to whatever year it is)**
- **good aquarium heaters**
- **best aquarium heaters**
- **best aquarium heater brand**
- **best aquarium heater controller**
- **best aquarium heater uk (can change to whatever country you want)**
- **best aquarium heater for turtles**
- **best aquarium heater for 55 gallon**
- **best aquarium heater for 10 gallon**
- **best aquarium heaters on the market**

These are just amazing long tail keywords that you can use.
Now, I found these very quickly, maybe 10 minutes or so, but I probably would not use this as a main website keyword, but certainly as for a post. You also have to be aware to check out the top 5 results to see if you actually have a chance of beating them.

I did check this one and it looks possible as the top 5 are retail sites with strong links and optimized anchor text pointing towards them. Build some powerful links and you are a shoeing!

I would probably research the 5 best products and make a title like: **"5 best aquarium heater for turtles"** or something like that, depending of course on further research of aquarium heaters for turtles and if there is a large enough market!

All of this leads me to the next point about reading the reviews for fish tank heaters products.

Reading Amazon reviews will help you to pick up valuable clues about your target market and the questions they are asking that you can answer in your article – as well as keywords you won't have to fish, (pun not intended!) for.

By getting into the habit of studying online marketplaces like Amazon and to a lesser extent some of the others, will also give you a feel for categories and trends that are hot and how rabid your audience is.

If no one is asking any questions about a product and there are only a few reviews, chances are that it is not worth the time.

Buying Keywords For The Win

Looking for keywords that inspire purchase will give you the edge when someone actually arrives at your site.

People have a million reasons for browsing online, but you need keywords that ignite your target customer into rushing to open her wallet, and Fish Tanks is certainly not one of them.

How does one identify these particular keywords among all the other possibilities?

The more specific people are, the more chance they are looking to buy – or solve a particular problem.

This sort of goes back to when you are choosing your niche, the further you can, "niche down", the better it will be for your rankings and also your bank balance.

This is why I like to use question type long tail keywords, because people are already looking for answers and if you can provide them adequately, they will most likely be happy to click on your affiliate link.

The ultimate thing to do, is to combine buying words with a question.

Take my previous keyword: **"5 best aquarium heater for turtles".** If you can add, **"What Are The…"** in front of it, you will get **a highly targeted keyword** for an audience that is ready to spend money.

So what are these mysterious buying keywords?

Well easy, just use these examples:

- **Discount**
- **Cheap**
- **Deal**
- **Shipping**
- **Premium**
- **Review**
- **Best**
- **Top**
- **Buy**
- **Purchase**
- **Price**
- **Lowest**
- **Coupon Codes**
- **Promo**
- **Promo Codes**
- **Online Coupon**
- **Online Promo**
- **Promotional Codes**
- **Sale**
- **Top Selling**
- **Best Selling**
- **Purchase**

Now not all of these will be any use to you, but you can get the general idea about what a buying keyword actually is.

Another very easy trick is to just think about what you type into Google when you are looking to buy something and then use that!

Optimize for Mobile Search Phrases

People who search on mobile often use additional words desktop users often don't, so make sure you factor these into your keyword searches, especially if you know whether your audience is a mobile market.

Again, you should look at the kinds of phrases you type into your mobile phone and pay attention what the auto correct pops up when you search on your mobile.

Platforms such as Google and Bing have mobile versions of their search engines and Google released an update to their algorithm dubbed, "**mobilegeddon**" in 2015; so make sure you always research using these versions, when looking for mobile keywords.

Mobile-related terms and words you can add might include:

- **Near**
- **Coupons**
- **Discount**
- **Find**
- **Locate**
- **Best**
- **Compare**
- **Five Star**
- **Busiest**
- **Easiest**

And remember to use location keywords too (e.g. "best Dallas fish tank company").

Use Latent Semantic Index Words (LSI's)

Google provides suggestions related to keywords as you type in the search bar. Go to **Google.com** to see what people have been inputting around these keywords.

And sometimes you will find search terms you wouldn't normally find by using the correct search engine for the country in which your target market lives. Every country uses slightly different search terms and language.

Now what actually is an LSI?

To put it simply, these are words that Google thinks are related to the main word you used to search with. There is a super easy way to find these. All you need to do is to type your keyword into Google, and then scroll down to the related searches section at the bottom.

With our "Best Fish Tank Heaters" keyword, it will look like this:

Power cuts - Think Fish
www.think**fish**.co.uk/article/power-cuts-in-a-tropical-**fish**-**aquarium** ▾
If you do keep delicate species, and the **heater**-stat is off for more than a couple of
hours, the **best** you can normally do is to pack the **aquarium** sides and top with ...

fish tank in United Kingdom | Pets - Gumtree
https://www.gumtree.com/pets/uk/**fish+tank** ▾ Gumtree ▾
Find a **fish tank** in United Kingdom on Gumtree, the #1 site for Pets classifieds ads ...
Selling **fish tank** due to no time **good** condition Comes with : 300watt **heater**, ...

Searches related to best fish tank heater

choosing fish tank heater   aquarium heater reviews   **LSI Keywords**
best rated aquarium heater   via aqua heater
best aquarium heater 2012   viaaqua titanium heater
titanium aquarium heater   1000 watt aquarium heater

Gooooooogle ›
1 2 3 4 5 6 7   Next

Find some words that are directly related to your keyword and then sprinkle them into your post. This will help Google to understand exactly what your post is about and it also has the added benefit of giving you extra words to rank for.

For example, if your main keyword starts to rank and people are loving your site, then it will pull many of your LSI's up with it and give you extra traffic.

Great right!

Google is basically giving you this on a silver plate and you would be bonkers not to use it!

Join a Facebook Group

This is a similar tactic to scouring forums and so on, except that these are now usually better frequented and updated.

There are a seemingly infinite amount of niche related Facebook groups based around a whole manner of weird and wonderful interests!

Focused Facebook Groups frequently yield better quality keywords and ideas, being super niche related and have another benefit of making you build a relationship with your community while you explore the different groups.

It also means that you will be able to understand more deeply what your target audience is all about.

These groups usually move at a fair pace so you need to keep yourself in the loop with the conversations and also ask questions yourself. Don't be afraid to get stuck in and ask some questions, answer others and just generally be a part of your niche.

Summary

So there we go, a nice 10 point list about how to conduct your keyword research, easy right!

Well I know that actually it is not easy and a lot of hard work, but if you want to rank nowadays, this is the route you have to go.

The people who say that keyword research is easy and quick, are lying and most likely have never ranked anything in their lives.

I hope this helps you and as always, make sure to keep up with me and ask me lots of questions ☺