



Just What in the Sam Hill Should We Be Doing With Our Newly Found Keyword???

I recently got a comment from a reader, (**hey Kirwin!**), about what we should be doing with a newly found keyword.

This is an excellent question and one that I struggled with for a long time when I was starting.

In fact, **I also got slapped with an over optimization penalty** for a website in 2015, (recently given up and will write a post on it very soon, so [make sure to subscribe](#)).

What I will go through in this guide, is just how you should be using your keyword in your content and what content you should be using in the first instance.

Introduction

I know that I said you should be looking for 1 keyword, but what I mean by that is, you should be looking for **1 MAIN keyword**, that is to say **1 keyword that you are comfortable writing a long piece of content around** that has the ability to be turned into many variations of the keyword.

Once you have found a keyword that you are comfortable that has low competition, you should start to do the research for it is known as **Pillar content** or **cornerstone content**.

Basically, **this will be the article that people will link to, and the one that will earn you affiliate income** - this has to be **very well researched** and **full of actionable information that genuinely helps** people...this is going to be the foundation of your niche site.

I bought entry to an [excellent online guide called RankXL \(affiliate link\)](#), which covers many very important points about how to do this, (as well as great ways to earn links the right way).

Pillar Content

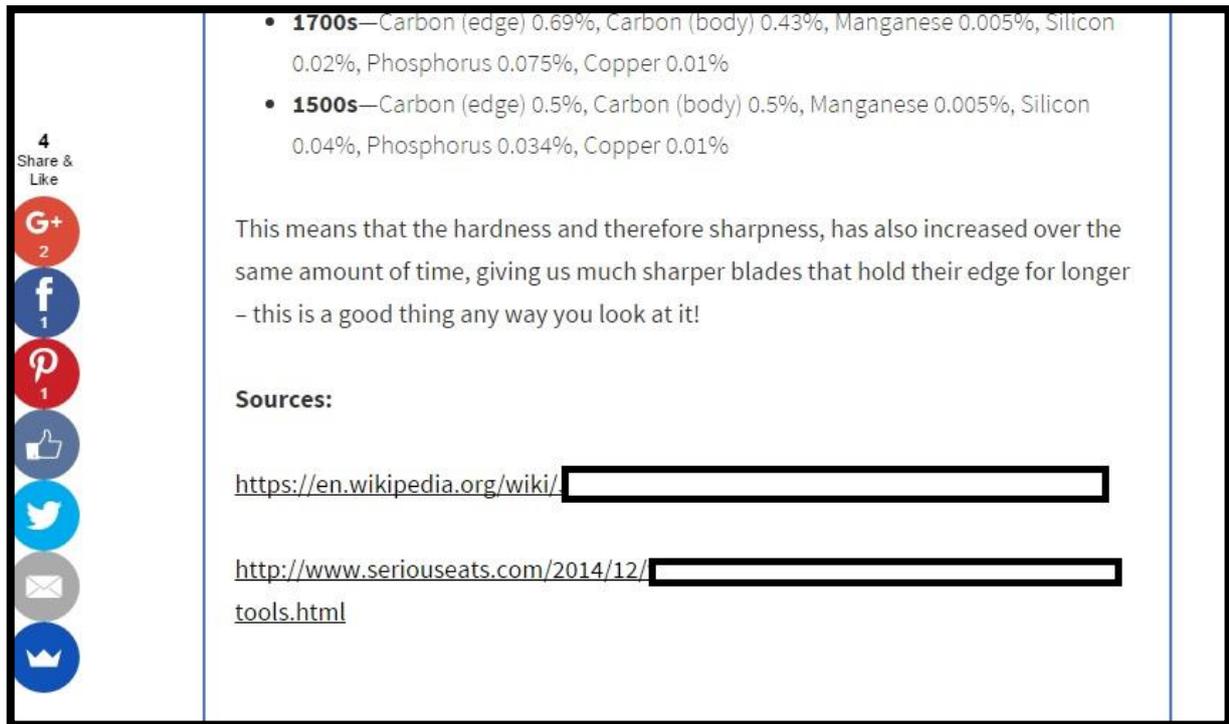
Depending on the situation I will either write this myself, or buy the content and have someone else research it for me.

However because this article is so important, I will make sure to check all of the info is correct and also add in my own voice and even more content.

This should really be 2,000 words +, but don't worry about not knowing what to write about, I will give you an example further down to show you how easy it is.

TIP: A great way to earn **extra trust brownie points from your readers**, is to make sure to add in a section at the end with your sources and the links to them.

To give you an example of this, check out the image below from my recent Nice Site Case Study, (I have blocked out some details because I want to keep some secrets ;P):



By adding these sources, **you will gain authority from Google and trust from your readers.**

When your readers trust you, they will be more likely to buy something from a recommendation you make.

OK, so how do I actually use the keyword then!?

The way you should use your keyword in your pillar content, is to make sure that you use it:

- In the title
- The first 100 words
- At least 1 heading
- The last 100 words

However, this should only be done **where it is natural to do so** i.e. don't just stuff it in for the sake of it.

For example if your keyword was: "**Best Drones Under \$200**", your title could be something like: "**5 Best Drones Under \$200 - The Ultimate Guide**".

I have also found that by **including a question version of your keyword also helps.**

You can find the main questions asked by using KeyWordTool.io and going to the **questions tab**.

For our drone example, your first paragraph might look something like this:

As someone who has been flying **remote controlled drones** for several years; I am constantly asked by friends: **“What is the best drone under \$200?”**

For a long time I didn't really have an answer because I usually go for more expensive drone; generally over \$500.

However since starting this site, I have delved a bit deeper into researching all sorts of drones; including **photography drones**, (luckily a hobby of mine!), and I have found that in the past year or so, there has been a massive increase in the amount of **really amazing drones that you can get for under \$200** nowadays!

This actually shocked me because, after spending quite a serious amount of money on some of the very best remote controlled drones on the market, it turns out that I could have spent considerably less on something that is equally as good!

OK, so to be honest with you here, the more money you spend on one of these drone; the better they become in terms of battery life and controllability etc.

However if you are just starting out and want to test the water so to speak, and just want to find out **how much fun a drone can actually be**, buying a **remote control drones for a beginner under \$200** is going to be the best option for you.

So to that end, you can check out my massive, super detailed guide about these products and hopefully you will be able to make a really informed decision about which drone to buy ☺

So without further ado, let's get started:

(Heading 2) **The top 5 Remote Control Drone Reviews Under \$200**

(Rest of post)

There you go, there is already 265 words of an introduction, and I haven't even gotten into the meat of the post yet...The more you write the easier it becomes!

So as you can see from that entire first section, **I have added in my main keyword**, as well as some **LSI keywords**, (a variation of your main keyword that helps Google to fully understand what your site is about). To easily find some LSI keywords, check out this free online tool:

<http://lsigraph.com/>

To be honest, I didn't really put much effort into writing that and if that was my first draft, I would probably tone down the amount of keywords in there, but I just wanted to give you a rough idea of how I might write that particular article.

Depending on the tone I am going for, **I may even add in a comparison table of the 5 models** I was going to review.

What's Next?

So once the introduction is out of the way, you want to dive into the meat of your pillar content and really review each product pretty comprehensively.

My preferred method is doing it like this:

(Heading 2) Drone number 1

Drone number 1 is so great because ...

(Heading 3) Features

These are some great features about Drone number 1 ...

(Heading 3) Pros

Here are some Pros

(Heading 3) Cons

Here are some Cons

(Heading 3) Summary

Summary of Drone number 1

(Heading 2) Why are flying drones so popular nowadays?

200 words or so about this

(Heading 2) Drone number 2

... ..

You can follow this through your list of the products you are promoting, and then add in a conclusion at the end with your keyword in the last 100, (this is just a guide and you should make sure it is natural and not forced).

You can see that I have broken up the pure review looking site, with a pertinent question. The reason being is that you want to blur the line between a pure review site and a pure authority site.

Remember that the longer the content; the more keywords you will naturally rank for.

If you are worried that it will be too long and your readers will just bounce away to another website, **you can add in a comparison table at the start** where I said. This will catch those who just want a **quick validation that they are doing the right thing** and when they see a good looking site with some star ratings, they will click straight through to Amazon!

IMPORTANT NOTE: When you are writing the main chunk of the content, you should write completely naturally and forget about your keyword completely.

I am aware that **this sort of sounds counterproductive**, but think about it this way:

Who is going to be buying via your affiliate links? Google or real human beings?

I won't insult your intelligence by giving you the answer :P

If your content is long enough and engaging enough, **you will naturally rank for thousands of keywords**; many of which you never even thought of, just check out this screenshot of one of my money sites:



I just **wrote completely naturally** here and made sure that I was **answering all of the questions my audience has**, and Google ranks more and more keywords each month.

Just FYI, that is from ahrefs.com and it is the free option.

TRICK: You can just use the free option of Ahrefs and get a load of very valuable info. I have many websites now and all I do is delete the current website and add in another!

What about once I written my Pillar content?

The next step is to repeat the keyword finding process and find maybe another 5 related keywords to write some inner posts about.

With our drone example, these might be:

- Drone laws in your country
- Which country makes the most high quality drones?
- How to fly your drone on windy weather
- What is the best way to stabilize your photography drone

- How can I transport my drone to another country

Note here that **I just came up with these in about 5 seconds and I know nothing about drones yet** – you can do better than me here and spend some time researching.

The inner posts that you write with these keywords should be around 500 – 1,000 words long and **should include a link back to your related pillar content that has exact anchor text.**

They should also be of equal quality to your pillar article, but you don't have to make them as long.

The purpose here is to **help Google to crawl your website** and understand what it is about so it can rank you accordingly.

You will still need to get links to your site, but if your content is great (which it will be), then you should be able to **“earn” links** rather than **“building” links**. This is a much better and more sustainable way to do things.

For a full and very, very complete explanation about how to earn links, [you should check out Rank XL \(Affiliate Link\)](#).

It is quite pricey, and even I hesitated when deciding to go for it; but I am so happy that I did and the information is pure gold that will help you with everything about how to make money online.

However you **DO NOT NEED TO BUY IT**, and if you are short of money, then please, please don't do what I did when I started which was to spend a shit load of money on many things.

End

So that pretty much sums up how to use your keyword!

I wasn't planning on making it this long, but I thought that if you have taken the time to read my post, then **you deserve to get a definitive answer** 😊

If you enjoyed this and want lots of great information, then please make sure to sign up to my mailing list and also become my friend on Facebook- (You already are my friend, but let's make it Facebook official!):

- ❖ [Get loads of great content as soon as I it becomes available, \(Plus some extra goodies that only subscribers get\)](#)
- ❖ [Let's become Facebook buddies](#) 😊
- ❖ [You use Twitter? Hey, so do I :D](#)

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