Keyword Research & Organic Traffic

Keyword Research and Organic Traffic: *One of our favorite topics, and you'll soon see why!*

As you are likely aware, computers communicate at their lowest level in binary. Other than Super-nerds like Sheldon from The Big Bang Theory, we humans have a difficult time communicating that way.

Here's a short one-sentence message in binary[1]:

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010000011011011110110111001100111011100100110000101110100011101010
110110001100001011101000110100101101111011011100111001100100001
001000000100100101100110001000000111100101011011110111010100100000
011101000110111101101111011010110010000001110100011010000110010100
100000011101000110100101101011010110010100100000011101000110111
001000000110010001100101011000110110111101100100011001010010000000
011101000110100001101001011100110010000001101101011001010111001
0111001101100001011001110110010100101100010000000111001011011110
011101010010000001000001010100100100010100100000011000010010000000
010100110111010101110000011001010111001000101101010011100110010
011100100110010000010000001101001011011100010000001110100011100100
011000010110100101101110011010010101101110011001100100001001000000
0011101100101001
```

Never fear, those same Super-nerds have come to our rescue without our even having to ask nicely!

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1 [Click here for a Binary/Text translator](#)

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How do we bridge this language gap between us and computers? You have probably heard of Domain Name System (DNS) at some point. This is how computers change words to numbers (IP Addresses) to find websites we are searching for. Now that we and our computers have reached an understanding, we need a system to allow the search engines to display relevant websites for our searches.

That system depends entirely on *keywords.*

Keywords are used to search for: *websites, articles, music, software, books, dissertations, games, reviews, cars, insurance, dentists, brokers, restaurants, hotels, flights, jewelry, roller skating rinks, monuments, pets, parks, theaters, football games, tv shows, movies, etc...*

Simply put, keywords are used for *every search every time*.

Not just on the internet by the way. If you've ever searched your hard drive on your computer for a document, or searched within an email account, or used the NEAT receipt organizer, etc... they are all also driven by keywords!

We can make the argument that every chapter here at BAMMO.org is in place solely for the express purpose of comprehending and properly utilizing **keywords** *which subsequently earns your business more customers and ultimately, more money.*

The Eight Steps to Profit using Keywords:

1) Identify Keywords people are using to home in on your business or services
2) SEO on a continual basis for the identified keywords
3) Gauge your success or failure by using tools such as Google Analytics to calculate your Click-Thru-Rate (CTR) per keyword string
4) Earn more money
5) Incorporate more SEO to rank higher for profitable keywords
6) Earn more money
7) A/B split-test to improve your results
8) Earn even more money

Keywords for Traffic Estimation

A total grasp of this somewhat complex topic is not necessary, but a general understanding of it is if you wish to be successful in either your own research, or in evaluating a professional service you decide to use.

Proper keyword research will provide the basis for understanding what you can expect from your internet presence as far as *organic*[2] traffic is concerned and will give you an idea of how robust a 'paid traffic' campaign to employ should you so desire. For most SMB's (small to medium sized businesses) this is the honey-pot!

There are two main factors for gauging what sort of monthly sales or leads you can expect from a website.

- Traffic
- Conversions[3]

By understanding how to uncover *KeyWords* (KW's) you will be leaps and bounds ahead of most competitors. This topic is the cornerstone of of your entire internet presence. It's so important, we'd like to say it again. Key Words and Key Word Phrases (KWP) will determine your marketing success or failure on the internet.

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2 Organic traffic is any searched for keywords by people who haven't been incentivized to do so
3 Discussed in the Sales Funnel bonus chapter

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Another way to view it is, not properly optimizing your KW's
is simply putting money in your competitors wallet!

Before we can capitalize on the billions of searches performed annually, we must first understand how to use KW's to uncover traffic right in front of us each and every day.

Since most SMB's won't likely be doing this professionally, we'll focus on the free tools available to help you, but we'll also mention some paid ones for those who wish to generate reports and who desire more bells and whistles than the free tools provide.

Basic keyword KW research does not require *any* investment other than time.

There are three types of keyword matches performed when any string of text is searched for.

- Broad Match
- Phrase Match
- Exact Match

Diving right in, the following are a few easy to understand examples of KW's used in a local search for a pizza restaurant in the city of Springfield:

- Springfield pizza
- Springfield pizza delivery
- Pizza by the slice
- World's greatest pizza
- Pepperoni pizza
- Pizza to go

Inputting a city name guarantees local results as opposed to national. Generally what is returned when a city is indicated is referred to as the A-G or "7-pack" list (discussed further in this chapter and in the Local Citations chapter too).

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Note that "Springfield", the city name was added prior to the KW in some search examples, but not all? Search engines typically know the general location of the person searching the internet, so it is no longer necessary to input a city as long as you are looking for results for the same city as your internet connection is in.

In the case above, search engines assume you aren't looking to order a pizza from a neighboring state, but in some cases leaving off the city will result in nothing but national results, or a mixture of national and local.

A good example of this is shoes. Type *shoes* into your search engine of choice and you will see a mixture of national brand shoe websites and local stores selling shoes. See the following image for an example:

Image Key (next page):

1) Purple circles are paid advertisements. Could be national or local
2) Red circles are three large national websites
3) Green circles are local (to this computer) shoe stores

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Ads related to Shoes ⓘ

Shoes at Zappos.com
www.zappos.com/**Shoes** ▾ 4.8 ★★★★★ advertiser rating
Fast, Free Shipping & Free 365 Day Returns on Huge Selection of **Shoes**!

Women's Shoes   Dress Shoes
Men's Shoes   Sneakers

ShoeDazzle® **Shoes** - Buy Now & Get 50% OFF - **Shoe**Dazzle.com
www.**shoe**dazzle.com/#**Shoes** ▾ 4.3 ★★★★☆ advertiser rating
Free Shipping + Free Easy Returns

Shoes.com Sale
www.**shoes**.com/Sale ▾ 4.6 ★★★★☆ advertiser rating
Use Code 10OFF & Save 10% Sitewide At **Shoes**.com & Get Free Shipping!

Shoes.com | Online **Shoes**, Boots, Sandals
www.**shoes**.com ▾
Free Shipping and Easy Returns...Shop online at **shoes**.com for a great selection of
brand name **shoes**, boots and sandals and see what's in store for the ...
Women's - Men's - Brands - Girls

Shoes | Ships FREE Always at Zappos.com
www.zappos.com/**shoes** ▾   Zappos ▾
★★★★★ Review by Anonymous - Mar 4, 2014
Vast selection of **shoes**, sandals, accessories, and more! Enjoy free shipping BOTH
ways, an amazing 365-day return window, and 24/7 customer service.
Women's Shoes - Men's Shoes - Women's Boots - Sneakers & Athletic Shoes

DSW: **Shoes**, Sandals, Boots, Handbags. Free Shipping on $35
www.dsw.com/ ▾   DSW, Inc. ▾
The latest **shoes** and accessories for women, men, and kids at great prices. Free
Shipping on $35!
Women's - Men's - Clearance - Stores

DSW **Shoe** Warehouse   Ⓐ 16920 SW 72nd Ave
www.dsw.com   Tigard, OR
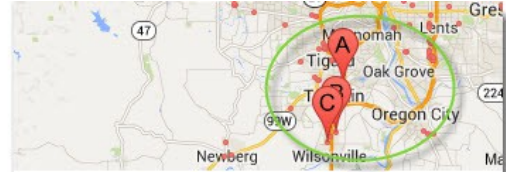2 Google reviews   (503) 639-7130

Ringor Softball   Ⓑ 7929 SW Burns Way
www.ringor.com   Wilsonville, OR
Google+ page   (503) 582-9889

Nike   Ⓒ 9805 Boeckman Rd
www.nike.com   Wilsonville, OR
Google+ page   (503) 578-5697

Map for Shoes

Ads ⓘ

JustFab™ **Shoes**
www.justfab.com/ ▾
New **Shoes** In All Styles & Sizes.
Get 50% Off First Item. Today Only!

Women's **Shoes**
www.zulily.com/ ▾
Up to 70% Off Stylish
Women's **Shoes**. Shop Now!

All **Shoes** Up to 75% Off
www.6pm.com/**Shoes** ▾
4.6 ★★★★☆ rating for 6pm.com
Shop Name Brand **Shoes** at 6PM®.
Huge Savings and Free Shipping!

Bridal **Shoes**
www.shoebuy.com/ ▾
4.7 ★★★★★ rating for shoebuy.com
Free Shipping and Free Returns.
Shop Over 1,250 Great Brands!

Shoes
www.jcpenney.com/**Shoes** ▾
1 (866) 643 7712
Save on **Shoes** at JCPenney®.
Over $99 Ships Free, Easy Returns.
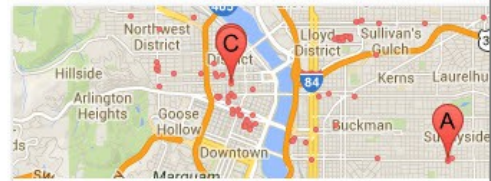📍 Portland, OR

Bridal **Shoes** at NORDSTROM
www.nordstrom.com/WeddingShop ▾
Outfit your wedding at NORDSTROM.
Free Shipping & Returns Every Day!
📍 9700 SW Washington Square Rd
   (503) 620-0555

Add your city to the KW 'shoes' and you'll likely find primarily local shoe stores and manufacturers (unless you live in a small city with very few shoe stores). See the following graphic for an example and see how simply adding your local city KW to the search term effects the results?

We'll discuss traffic estimation later, but this is a good time to point out that it's a bit of an art as much as science when it comes down to figuring out what sort of traffic you can expect from any given KW phrase in local search.

As more people realize you no longer have to input a city name along with the item they are searching for (hair salon, dentist, pizza restaurant, acupuncturist, etc...) the less accurate local search data will become.

Since the fictional city of Springfield (semi-fictional – The Simpsons live there after all!) won't work for a real life example, let's take a medium sized city – Portland, Oregon for our example.

Here's a link to step one: The Google Keyword Tool: http://goo.gl/2CXAe[4]
ps. - You'll need a Google account (eg., G+, Gmail, etc.) to use the tool.

Match Types:

Before we use a real life example, we must understand the difference between 'broad', 'phrase' and 'exact' match phrases in Google's keyword tool. You may select either one, a combination, or all the above to display at once by selecting the corresponding *check-box* in the Google Keyword Tool:

First we'll define and give an example of where each type of *keyword phrase match* (KWP) can be utilized. Then we'll use a live example of each, *broad, phrase, and exact.*

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4 NOTE: As of the fall of 2013, Google moved the Keyword Planner to your AdWords Account. If you don't already have an AdWords account, you'll need to create one if you wish to use it for this chapter or your own KW research: http://goo.gl/2CXAe

Broad Match Definition:

If you search traffic for the keyword - *tennis shoes*, the results returned would include both of the words *tennis* and *shoes* in any order along with other terms. Easier shown then explained. For example:

- *tennis shoes Springfield*
- *Nike tennis high-top shoes*.
- Tennis shoes: Vans skate shoes

CAUTION All of the above are **counted** in 'broad match'. Be very careful in using broad match results as you are likely to view traffic for items not intended. An example of how broad match terms may throw one off: - perform a search for *Paris*. Result: You will not only find all the traffic for *Paris France*, but also for *Paris Texas*, and *Paris Hilton* to list just a few. Plus the traffic returned would also include singular/plural forms, synonyms, and other variations of the root words.

When to Use Broad Match:

If your search terms are esoteric, broad search results can be used to indicate the overall viability of the potential market.

Phrase Match Definition:

If you enter your keyword in quotation marks, as in "tennis shoes," your traffic results would include *any* phrase that includes *tennis shoes* in that order.

Singular or plural (depending on your selection), synonyms and other variations are *not* included.

For example:

- *Tennis shoes* Springfield – counted (*refer to caution notation above*)
- Portland *tennis shoes* – counted
- Nike *shoes tennis* – not counted
- Nike *tennis shoes* Springfield – counted

- Running shoes – not counted
- Athletic *shoes* for *tennis* – not counted (wrong order)
- White *tennis shoes* – counted
- Playing *tennis* in new *shoes* – counted
- Tennis shoe – not counted (not plural)

Chances are you will include a city in your keyword research (as that's what many folks do to find a local business to purchase something from).

When to Use Phrase Match:

Phrase match is the benchmark we measure our website's traffic results against. We should be able to estimate how much traffic based on our website ranking by comparing the keyword rankings to the click-throughs for our overall traffic.

RELATED We then use the traffic we receive to measure our *conversion rate*. Conversion rate is simply how many people who land on our website then proceed to complete the desired *call-to-action (CTA)*. That CTA could be any number of things, for example, *Call us for a Free Quote!,* or *Schedule an Appointment*, or *Download Brochure*, etc... See BAMMO Bonus Chapter on Sales Funnels and Conversions for more detail

Exact Match Definition:

Exact match only counts searches that are *exactly*, word for word, what you input in exact order and and with no variants at all. Exact match is best when trying to find a URL to optimize for, but that'll be covered in the SEO section.

Exact Match – When to Use:

The case can also be made for focusing on exact match when attempting to rank a national website or one that's in a highly competitive market. Or for a well seasoned and SEO'd website that's looking to eek out every little extra bit of traffic it can (but that requires a lot more drilling down of exact keywords and isn't really necessary in our examples).

The table below will show you how *exact match* can help narrow down which phrase and broad match terms are worth prioritizing your efforts for.

Let's take a look at the monthly traffic as measured by some *exact match* phrases related to our fictional roofing contractor. Notice that [brackets] are used for *exact match* keywords.

Keyword	Local Monthly Searches
☆ [roofing portland]	390
☆ [portland roofing]	320
☆ [portland roofers]	170
☆ [roofers portland]	110
☆ [portland roof repair]	36
☆ [portland roofing contractors]	58
☆ [roofing contractors portland]	73

Broad Match Example:

Now take the example of a roofing contractor in Portland, OR.

Search terms (2)

Keyword	Global Monthly Searches	Local Monthly Searches
☆ portland roofing	6,600	6,600
☆ roofing portland	6,600	6,600

You'll notice that search was performed on a *broad match* for the terms *Portland roofing* and *roofing Portland*. It is redundant as both terms are covered under a broad match, but we'll narrow it down here shortly. See next illustration:

Note: There are 'Global Monthly Searches' and 'Local Monthly Searches' – The Google Keyword tool means global as being worldwide and local is the USA. For our purposes here, we'll always be looking at local (USA) results. If you are in another country such as the UK, Australia, or Japan go to *advanced settings* and change the home country to suit your needs[5].

Phrase Match Example:

   And now, let's look at the same results using a *phrase match*. Note the search terms are now displayed in quotes – denoting a *phrase match* search:

Search terms (2)		
Keyword	Global Monthly Searches ?	Local Monthly Searches ?
☆ "portland roofing"	720	590
☆ "roofing portland"	2,400	2,400

Image 02 Module 04 KW

   On a side note, see how the global search indicates 130 more hits for *Portland roofing* than the local results? That's because there is a "Portland" in Victoria, Australia included in the global search.

The local results aren't entirely accurate either as Portland Maine is also included in the local (USA) results as well. The Google KW tool is only showing the search engine traffic from Google alone. If you consider that Bing and Yahoo have a combined ~30% market share and Portland Maine is about ¼ the size of Portland Oregon, the numbers we find from Google without needing to modify them are about as accurate as it gets.

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5 For our friends across the pond where there are several languages spoken, in addition to selecting your default country in the advanced settings, you can also set the Google KW Tool to return search results by language.

Question: I live in a city with a common name such as Springfield, Greenville, or Salem. Is the *phrase match* useless to me?

Answer 1: Not entirely. We recommend you find a city with a similar climate and with the same approximate population as yours that doesn't have a common name, or do some population research for all the cities with the same name and fire up your algebra skills.

Answer 2: Another work-around would be to find the top rated website in the same industry as yours and see how much traffic it is getting[6]. The downside to this approach is that you are hoping that the number one website in your industry is optimized well to land all the potential traffic. While you will often find that to be the case in national listings, it's seldom the case in local search unless it's a 'hot' category. However, you also don't know what other KW phrases the other website is optimized for.

Going back to our *Portland roofing* example, we see 590+2400 local search results as returned by *phrase match*. 2990 people each and every month looking for something roofing related is a great number! Some of those people will be looking for roofing materials, but most will be looking for a roofing company to request a bid from.

Exact Match Example:

The table below will show you how *exact match* can help narrow down which phrase and broad match terms are worth prioritizing your efforts for.

Let's take a look at some *exact match* phrases related to our fictional roofing contractor:

We would clearly want to make sure our website ranks for all the KW phrases above. The traffic for *Portland roof repair, Portland roofing contractors, and roofing contractors Portland* may not look highly profitable at first glance, but those are people clearly looking for our roofing contractor services.

Just those bottom three phrases represent 167 people *monthly* looking for us. If we landed just 5% of those as clients, do you think our client would be pleased with an additional 8 jobs a month? That's a very realistic number too.

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6   http://www.alexa.com will provide analytics for this. Analytics in general are covered more in depth later in the course

That's not including the top four phrases with a total monthly search volume of 990. Since the first four keyword phrases are slightly less narrowly targeted than the bottom three phrases, let's figure the top four convert just 2.5% of those into jobs. That would be an additional 25 jobs *each month.*

	Keyword	Local Monthly Searches ②
☐	☆ [roofing portland]	390
☐	☆ [portland roofing]	320
☐	☆ [portland roofers]	170
☐	☆ [roofers portland]	110
☐	☆ [portland roof repair]	36
☐	☆ [portland roofing contractors]	58
☐	☆ [roofing contractors portland]	73

Let's take a look at another local business. This time a restaurant/bar which also serves a nice selection of microbrews also located in Portland, Oregon.

Let's see what kind of traffic is looking for us each month. This is where a little creativity comes in. We'll check traffic for bar, beer, pub, brewpub, publican, brewhouse, microbeer, nightlife and go from there. While my guess is that most organic traffic will stem from 'bar'[7], it may be worthwhile targeting those other keywords as well. See next image:

Keyword		Global Monthly Searches ?	Local Monthly Searches ?
☆ "portland bar"	✓	2,400	1,900
☆ "portland draft beer"	✗	-	-
☆ "portland beer"	✓	3,600	3,600
☆ "portland brewpub"	✓	91	91
☆ "portland brewhouse"	✗	-	-
☆ "portland publican"	✗	-	-
☆ "portland pub"	✓	720	390
☆ "portland microbrew"	✓	110	110
☆ "portland nightlife"	✓	1,300	1,000

In the above image, it's easy to see there are some keywords worth going after, and a few not so much. See the green check-mark in the keyword column noting the ones we want to chase? The red 'X' signifies those not worth spending any time on.

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7 As you review the results, you will note I was mistaken. Beer has a much higher search volume. That said, 'bar' is a far more targeted KW as anyone typing that phrase is more likely to be looking for a place to patronize. However, that's not a perfectly clean example either as we are using a *phrase match* search. Anyone looking for 'bar supplies' or 'bars for sale' etc... will be included in those results too.

Let's take a look at each KWP and we'll include some commentary:

- Portland Bar – 1900 – local monthly searches is a healthy number. We must keep in mind that because we are on 'phrase match' that anyone searching for *Portland bar equipment*, *Portland bar supplies,* or *Portland bar xyz* would be a part of that 1900. However, this is a great estimate for the amount of traffic[8] we can hope to land by ranking for the keyword phrase *portland bar*

- Portland Draft Beer – 0 – Surprised this turned up zilch. We should point out that Google's zero doesn't mean zero, but it does mean some number less than 100 here.

- Portland Beer – 3600 – Wow, this is why we run this stuff! Talk about a well trafficked KW phrase! Granted not all of that traffic is 'buyers traffic' looking for a pub or a bar, but it is a very impressive number

- Portland Brewpub – 91 – This is not a lot of traffic, but it is *highly* targeted. These people want a brewpub and they are likely going to visit one. Shouldn't ours at least be in the running?

- Portland Brewhouse – 0 – Another one to abandon

- Portland Publican – 0 – Didn't expect this one to turn up any traffic in a US city, but it's always worth checking for the low-hanging-fruit phrases that perhaps have *some* traffic nobody is competing for.

- Portland Pub – 390 – Quite respectable traffic, and it's also highly targeted. We want those eyeballs so we can convert them to customers!

- Portland Microbrew – 110 – Another great phrase to go for as it will be easy to capture and it's highly targeted.

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8 Traffic estimates based on the websites ranking for each keyword phrase will be covered in detail during the SEO portion of this course

- Portland Nightlife – 1000 – This is decent monthly traffic, but it's not highly targeted. Meaning, sure some folks searching for nightlife may be interested in our establishment, but unless we have a dance-floor, karaoke, or something 'club-like', at least on weekends, I'd probably suggest going after the other KW phrases first, and later optimizing for this one.

Now that we have the KW phrases isolated which demonstrate traffic, we want to turn those phrases around and check our *exact match* traffic.

The Google Keyword Tool *suggests* other keyword phrases that may be worth pursuing and it's worth looking at them, but frequently a better source is the drop down box with auto-fill suggestions. What you're looking at is the Google search bar, where we typed 'Portland bars' – The drop down selections are Google's suggestions. In our case we'd like to check the traffic for *Portland Bars SE (South East)* and *Portland Bars Downtown*. See the following image:
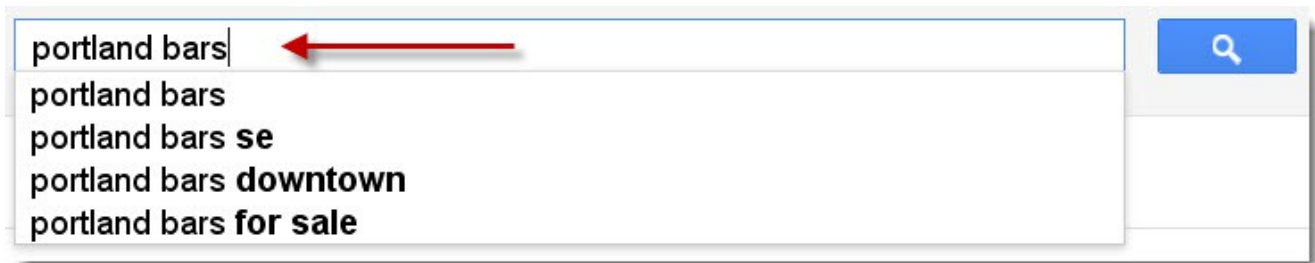
Also of note, take your keywords and place them into Amazon's keyword 'auto-fill' suggestions. Since Amazon's search criterion provides a higher degree of 'buyer' type folks it is a powerful way to determine other keyword phrases, especially if your business sells products, along with your services.

In speaking to my BAMMO co-founder partner about this chapter, it was suggested that 'happy hour' should be added to the list of KW's to check. I point this out as it's a great idea to always seek out suggestions from other people. I've been doing this for a long time now and that obvious potential KW escaped me.

Please see image 06 (next page) below:

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☐ Search terms (2)			
☐ Keyword			Local Monthly Searches ⑦
☐ ☆ [portland happy hour] ←	Brackets denote Exact Match		1,000
☐ ☆ "portland happy hour" ←	Quotes denote Phrase Match		5,400
			▼ ⏮ ◀ 1 - 2 of 2 ▶ ⏭

Wow!

☐ Keyword ideas (68)			
☐ Keyword			Local Monthly Searches ⑦
☐ ☆ "best **portland happy hour**s"			58
☐ ☆ [best **portland happy hour**s]	These are additional suggestions from		46
☐ ☆ "best happy hours in portland"	Google's Keyword Tool for 'Portland		110
☐ ☆ [best happy hours in portland]	Happy Hour' Not huge traffic, but well targetted and easy to rank for!		58

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Phrase Matches for our KW's:

	Keyword	Phrase Match	Local Monthly Searches
☐	☆ "portland happy hour"		5,400
☐	☆ "happy hour portland"		5,400
☐	☆ "portland beer"		3,600
☐	☆ "beer portland"		1,300
☐	☆ "portland bar"		1,900
☐	☆ "bar portland"		27,100
☐	☆ "portland brewpub"		91
☐	☆ "brewpub portland"		260
☐	☆ "portland pub"		390
☐	☆ "pub portland"		5,400
☐	☆ "portland microbrew"		110
☐	☆ "microbrew portland"		36
☐	☆ "portland nightlife"		1,000
☐	☆ "nightlife portland"		390

Call-out bubble text: Usually [city]+[KW] has more traffic than [KW]+[city]. Another reason to suspect the 27k searches per month number to the right is not entirely relevant to our

Call-out bubble text: Suspiciously high - There must be another KW phrase with high traffic that also contains 'Bar'.

Note in the graphic above, it is suggested in the call-out bubble that 27.1k monthly searches is suspect? Google isn't giving us bad data. It's just that those 27.1k searches must include some non-related phrases. One way to verify this is to click the hyperlink to 'Bar Portland' and see what results come up.

In this case, I went through the entire first five pages of Google results and the only website ranking for that search term out of fifty that wasn't a drinking establishment was a single 'beauty bar'.

   Since that didn't help us figure out what other searchers may be looking for with that KW phrase, the next way to check our data is by comparing the *exact match* results to the *phrase match*. There aren't any hard and fast rules of thumb that can be suggested, but if that 27.1k number drops *significantly* (~75% or greater) then we know that phrase match traffic, while being very real, won't likely *convert* into paying customers.

   This is a good time to discuss traffic expectations. Phrase match is going to be a bit too optimistic at first. Exact match is too conservative. The truth will be somewhere in the middle.

   Down the road if you become what's referred to as an 'Authority Site', which isn't nearly as difficult for local search as it may sound, you will then see even more traffic than *phrase match* totals suggest as you rank for the *broad match* terms themselves.

Search Engine Optimization (SEO) is covered in a following chapter, but it's worth pointing out here that when you do embark on an SEO campaign you will chase phrase match terms as you'll eventually be ranking for permutations of that phrase.

   Another way to think of *broad match* versus *phrase match* versus *exact match* is that your exact match search results are the traffic you can expect in the short term for targeting that keyword, then the phrase volume number will come next, and finally you can expect the largest number of search volume which is associated with the broad match will yield in the long term.

   In figuring out how much to spend on internet marketing and optimizing your website for the available traffic, it's important to determine how much lifetime value each new customer brings to your business.

Now that our fictional website for a bar is up and ranking on the first page of Google, let's say we get 10 new visitors to the establishment each month and calculate their value to the bar. My source said the check average per person at his brewpub is $20. The following breakdown is his visitation estimate for new customers:

- 33% of patrons come in once and don't return
- 20% return for drinks and/or food every ~three months
- 15% return once a month
- 10% return every couple of weeks
- 10% return once a week
- 7% return twice weekly
- 5% become daily regulars

Using the above percentages, let's translate that into increased gross sales over a year based on ten new patrons each month being lured in from their internet marketing:

Ten new patrons each month='s ($$$):

Out of Ten New Customers	Visit Frequency	Average Tab	Total
33.00% patronize	Once	$20.00	$66.50
20.00% patronize	Quarterly	$20.00	$160.00
15.00% patronize	Monthly	$20.00	$360.00
10.00% patronize	Bi-Weekly	$20.00	$520.00
10.00% patronize	Weekly	$20.00	$1,040.00
7.00% patronize	Twice-weekly	$20.00	$1,456.00
5.00% patronize	Daily	$30.00	$3,900.00
			$7,502.50
Ten New Patrons ='s $x (each) in new annual revenue			**$750.25** ea. per annum

What we have learned here is an average new visitor is worth
$750.25 in gross revenue over the course of a single year!

This bar has great service, food (lunch and dinner), and drinks – all for a very affordable prices. Once they get somebody in the door, that patron is hooked!

NOTE: The bar owner mentioned that while many patrons visit by themselves, newcomers or first-timers to his establishment often come with a friend. We won't include that in our revenue estimates, but it's an important consideration.

For further reading on the topic of KW research, the folks at 'Market Samurai' have done an excellent series of videos on the topic.

Market Samurai's target audience are internet marketers as opposed to brick & mortar business online but the concepts taught apply to both.

Here's a link to their 'Training Dojo': http://goo.gl/AKNP6

This is all *free* training in the hopes you end up buying their product. While you can accomplish everything you need to without their product, it is a good one should you be interested in exploring internet marketing more in depth.

Buyer's Keywords

Eventually you'll want to land all the available traffic related to your industry in your city, but for starting out and when looking for an immediate return on your internet presence, the focus should start with *buyers* KW's.

Earlier, it was mentioned that some KW phrases were more directly targeted than others. Perhaps a better way to have put it would be to say that some KW's are more prone to an immediate purchase than other KW's which are more research based or informational in nature.

Research or informational KW's should not be ignored as they are likely to convert in time, but are not as hot as *buyers* keywords.

For example, *hot KW's* include: *refill, removal, service, solutions, retailers, store, sale, buy, where to, get, purchase, fix, rent, parts, repair, relief, cure, stop, replacement, reservation, reserve, book* (as in booking a flight, or room).

Warm KW's can be commercial in nature, but the intent isn't quite as clear. They are more research based and informational in nature.

Warm Keywords include: *Help, tips, advice, information, news, recipes, articles, newest, improve, training, courses, prevent, create, prepare, instructions, learn, info, start, how to, compare, reviews, shop[9].*

CAUTION ! A few words you may want to avoid, because they're competing on price alone are: *Discount, cheap, specials, prices*.

Now that we are feeling comfortable with keyword research, let's take it to the next level!

Latent Semantic Indexing (LSI)

Latent Semantic Indexing (LSI) is based on the principle that words that are used in the same contexts tend to have similar meanings. A key feature of LSI is its ability to extract the conceptual content of a body of text by establishing associations between those terms that occur in similar contexts.

Called Latent Semantic Indexing because of its ability to correlate semantically related terms that are latent in a collection of text. Developed by Jean-Paul Benzécri in the early 1970s, it was first applied to text at Bell Laboratories in the late 1980s. It's a fairly sophisticated science and one which Google is currently putting massive research into. *Latent Semantic Indexing is the wave of the keyword future!* If you'd like to explore deeper.[10]

Plainly said, LSI considers documents that have many words in common to be semantically close, and ones with few words in common to be semantically distant.

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9 Of course if what you're selling is *training* or *instruction*, then those would also be "hot" buyer KW's for you!

10 https://en.wikipedia.org/wiki/Latent_semantic_indexing

Simplifying LSI by example:

Let's use the keyword/phrase *flat tire*. Semantically related terms would be: *car, vehicle, repair, wheel, tire pressure,* and *lug nut wrench*. You can see that all the words in the list are related to the term *flat tire*[11]. That's the power of LSI!

Here's a link to an LSI keyword extractor for your research: http://lsikeywords.com/

Conclusion

Broad Match, Phrase Match, and Exact Match are each invaluable search methods when applied with a good understanding of what the results of each represent.

Most businesses find if they live in a city or county with a population of 30k or more, an internet presence with a focus on proper KW utilization really pays off.

Usually businesses fall into one of three categories:

- High volume, but lower margin offerings (like a bar or restaurant) with multiple annual visits
- Low volume, but bigger ticket items like the roofing contractor which are purchased one time only, and
- Somewhere in the middle such as an Accountant, Acupuncturist, or Dentist where you may see them a couple times a year, but often have a multi-year relationship

An internet presence using KW strategies **will** *earn you more clients, leads, sales, and outright money.*

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11 http://lsikeywords.com/

BAMMO.org
BRICK & MORTAR MARKETING ONLINE

Optimizing your web presence to position your website in front of the free-flowing organic traffic is the first, and often single most important step in a profitable online presence.

Keyword research, raw traffic numbers, and having a website to capture those potential buyers is the foundation of any online presence. How well your website actually converts lookers to buyers will be discussed more in the chapters on copy writing, conversions and calls to action.

RELATED While the preceding has focused on keywords for traffic evaluation and estimation, **these very same keywords will be used in every aspect of your online presence**. *They'll be used for Search Engine Optimization (SEO), in the text of your website, in the descriptions of your local listing directories and citations, your hyperlinks, and even for article titles and paragraph headings!* Keywords really are the "key" (we had to say it sometime!) to your entire internet presence!

The chapter on Search Engine Optimization (SEO) will explain how to get your website in *front* of this free traffic. We look forward to seeing you there.

Congratulations as you now know more about this topic than 95% of your competitors!

It'll be our little secret for now, but soon when your website shoots up the Google rankings your competitors *will* notice. While we always appreciate referrals from satisfied customers, we understand if you decide to keep all this to yourself!

We very much appreciate your feedback on this chapter! Please fill out the following short survey...

Located here: https://www.surveymonkey.com/s/VWRB7B5

Questions and support is further provided here: bammo@bammo.org