

Keyword Research & Organic Traffic (section I of II)

Keyword Research and Organic Traffic: *One of your most important considerations, as you'll soon see why!*

As you are likely aware, computers communicate at their lowest level in binary. Other than super-nerds like recent scientist, Carl Sagan, we humans have a difficult time communicating this way...



Here's a short one-sentence message in binary¹:

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0100001101101111011011100110011101110010011000010111010001110101
0110110001100001011101000110100101101111011011100111001100100001
0010000001001001011001100010000001111001011011110111010100100000
0111010001101111011011110110101100100000011101000110100001100101
0010000001110100011010010110110101100101001000000111010001101111
0010000001100100011001010110001101101111011001000110010100100000
0111010001101000011010010111001100100000011011010110010101110011
0111001101100001011001110110010100101100001000000111100101101111
0111010100100000010000010101001001000101001000000110000100100000
0101001101110101011100000110010101110010001011010100111001100101
0111001001100100001000000110100101101110001000000111010001110010
0110000101101001011011100110100101101110011001110010000100100000
0011101100101001
```

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

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.

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



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 point that every module in BAMMO.org services is in place solely for the express purpose of comprehending and properly utilizing keywords which subsequently earns your business more customers and (of course) 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
- Conversions³

By understanding how to uncover *KeyWords* (KW's) you will be leaps and bounds ahead of most competitors. This topic is the cornerstone 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.

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.

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



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" (industry denoted by "quotation" marks)
- [Exact Match] (industry denoted by [brackets])

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:

Note: any Keywords can be singular or aka: Keyword strings or phrases (not to be confused with "phrase" matched Keywords for searching - lol), hereof...

- 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 (as indicated with Google results page when such Keyword phrases are typed into your browser) and discussed further in this and in the Local Citations Modules...

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 instance 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.

An example of this is shoes...

... Type *shoes* into your search engine (browser) of choice and you will see a mixture of national brand shoe websites and local stores selling shoes.

See the following image (next page) for an example:

(Note: your results may vary predicated on date you researched such)

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

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 - ShoeDazzle.com
www.shoedazzle.com/#Shoes 4.3 ★★★★★ advertiser rating
 Free Shipping + Free Easy Returns

Shoes.com Sale
www.shoes.com/Sale 4.6 ★★★★★ advertiser rating
 Use Code 100OFF & 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
www.dsw.com
 2 Google reviews

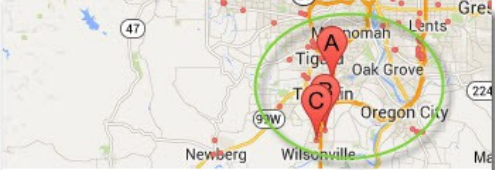
Ringor Softball
www.ringor.com
 Google+ page

Nike
www.nike.com
 Google+ page

A 16920 SW 72nd Ave
 Tigard, OR
 (503) 639-7130

B 7929 SW Burns Way
 Wilsonville, OR
 (503) 582-9889

C 9805 Boeckman Rd
 Wilsonville, OR
 (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.jcpenny.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?

About 348,000,000 results (0.38 seconds)

- [Imelda's Shoes and Louie's Shoes for Men](http://www.imealdas.com)
www.imealdas.com
4.3 ★★★★★ 50 Google reviews · Google+ page
- [Imelda's Shoes and Louie's Shoes for Men](http://www.imealdas.com)
imealdas.com
4.0 ★★★★★ 8 Google reviews · Google+ page
- [Halo Shoes](http://haloshoes.com)
haloshoes.com
4.4 ★★★★★ 21 Google reviews

- A 3426 SE Hawthorne Blvd
Portland, OR
(503) 233-7476
- B 935 NW Everett St
Portland, OR
(503) 595-4970
- C 938 NW Everett St
Portland, OR
(503) 331-0366

See results for **Portland shoes** on a map »

[Portland » Shopping » Fashion » Shoe Stores - Yelp](#)
www.yelp.com/c/portland/shoes ▼ Yelp, Inc. ▼
The Best **Shoe** Stores in **Portland** on Yelp. Read about places like: pedX, Manifesto, Ether, Solestruck, Oddball **Shoe** Company, Amenity **Shoes**, Johnny Sole, ...

[Imelda's Shoes and Louie's Shoes for Men](https://imealdas.com/)
https://imealdas.com/ ▼
Men's and Women's **shoes**, handbags, jewelry, and accessories from **Portland**, OR.
Women's Shoes - Boots - Locations - Flats

[Halo Shoes Portland | Dries Van Noten, Fiorentini + Baker...](http://haloshoes.com/)
haloshoes.com/ ▼
Womens **Shoes** Mens **Shoes** Accessories **Portland** Oregon, **Portland**, Pearl District, Callean Cordero, Dries Van Noten **shoes**, fiorentini + Baker, fiorentini ...

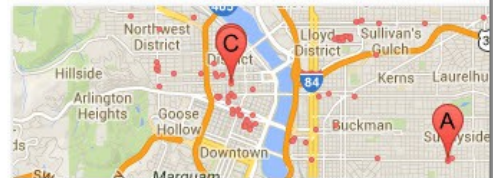
[Shoe Stores in Portland, Oregon with Reviews & Ratings - YP.com](http://www.yellowpages.com)
www.yellowpages.com > Portland, OR ▼ Yellowpages.com ▼
Results 1 - 30 of 194 - 194 listings of **Shoe** Stores in **Portland** on YP.com. Find reviews, directions & phone numbers for the best **shoe** stores in **Portland**, OR.

[Images for Portland shoes - Report images](#)



[pedX shoes](http://www.pedxshoes.com/)
www.pedxshoes.com/ ▼
2005 ne alberta, **portland**, oregon (503) 460 0760 mon-sat: 11-6pm ... Don't let this disparage you from adding stunning suede **shoes** —like these Clarks ...

[Shoe Mill | We Put The World At Your Feet!](#)



Map for **Portland shoes**

Ads ⓘ

[Portland Shoes](http://www.zappos.com/)
www.zappos.com/ ▼
4.8 ★★★★★ rating for zappos.com
Free Shipping & Free Returns on All **Portland Shoes!**

[Shoes at JCPenney®](http://www.jcpenney.com/Shoes)
www.jcpenney.com/Shoes ▼
1 (866) 639 5624
Save on **Shoes** at JCPenney®.
Free Ship over \$49. Use Code FSH49.

[Portland Shoes up to 70% off](http://www.sale-fire.com/Portland+Shoes)
www.sale-fire.com/Portland+Shoes ▼
Save on **Portland Shoes**.
Find Hot-Deals & Compare Prices!

[Shoes at NORDSTROM](http://www.nordstrom.com/)
www.nordstrom.com/ ▼
Shop **shoes** for women, men, & kids.
Free Shipping & Returns Every Day!

[Discount Portland Shoes](http://www.portland-shoes.bestdeal.com/)
www.portland-shoes.bestdeal.com/ ▼
Over 6,000 shops & 23 Mil products.
BEST-DEAL.com - the shoe expert!

[Manifesto Shoes](http://www.manifestoshoes.com/)
www.manifestoshoes.com/ ▼
Look great from toe to head.
Men's and Womens **shoes** and more.

[Portland Shoes](http://shoes.beso.com/)
shoes.beso.com/ ▼
20% Off **Portland Shoes!**
Beso - Style Inspiration & Savings.

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 string 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 Planner Keyword Tool:

<https://adwords.google.com/KeywordPlanner>

You'll simply need a Google account (eg., G+, Gmail, etc.) to use it.

Also, take a quick view of this YouTube video on Keyword Planner

<http://www.youtube.com/watch?v=bxREkVhzEkw>

Match Types:

Before we use a real life example, we must understand the difference between broad, "phrase" and [exact] match Keyword phrases in Google's keyword tool.

You may select either one, a combination thereof, or all the above to display at once by selecting the corresponding *check-box* in the Google Keyword Tool:



First let's 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*.

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



All of the above are 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.



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.

<input type="checkbox"/> Keyword	Local Monthly Searches [?]
<input type="checkbox"/> ☆ [roofing portland]	390
<input type="checkbox"/> ☆ [portland roofing]	320
<input type="checkbox"/> ☆ [portland roofers]	170
<input type="checkbox"/> ☆ [roofers portland]	110
<input type="checkbox"/> ☆ [portland roof repair]	36
<input type="checkbox"/> ☆ [portland roofing contractors]	58
<input type="checkbox"/> ☆ [roofing contractors portland]	73

Search terms (2)

<input type="checkbox"/> Keyword	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> ☆ portland roofing	6,600	→ 6,600
<input type="checkbox"/> ☆ 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 needs⁴.

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)		
<input type="checkbox"/> Keyword	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> ☆ "portland roofing"	720	→ 590
<input type="checkbox"/> ☆ "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.

⁴ 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.

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.

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 getting⁵. 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.

⁵ <http://www.alexa.com> will provide analytics for this. Analytics in general are covered more in depth later in the course

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.

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*.

<input type="checkbox"/> Keyword	Local Monthly Searches ?
<input type="checkbox"/> ☆ [roofing portland]	390
<input type="checkbox"/> ☆ [portland roofing]	320
<input type="checkbox"/> ☆ [portland roofers]	170
<input type="checkbox"/> ☆ [roofers portland]	110
<input type="checkbox"/> ☆ [portland roof repair]	36
<input type="checkbox"/> ☆ [portland roofing contractors]	58
<input type="checkbox"/> ☆ [roofing contractors portland]	73

Now, in the next (final) **Section-II of this essential Keyword Module**, we'll further investigate another *traffic-getting* 'local business' example.... that you'll be able to immediately incorporate in your business marketing tactic strategies...

Go to your next Module section and learn more important Keyword Tips... ->