



RENAISSANCE
SERIES

Keywords

*Targeting the Conversation
in the Buyer's Head*

Perry Marshall



PERRYMARSHALL.COM

The Renaissance Series



Executive Summary

**Keywords: Targeting the
Conversation in the Buyer's Head**

Your host:
Perry Marshall

With Special Guest:
Stephen Juth
www.AdwordAccelerator.com

- Pg. 4 AdWords has gotten more competitive as advertisers shift spending from offline. Imperative to understand it on a deeper level now more than ever, or you'll get killed.
- Pg. 6 Start with Google external keyword tool
www.Google.com/keywords [5:25]
- Pg. 7-8 Early version included metrics like level of competition and search trends, but not search volume, but now you can see search numbers. [5:53]
- Pg. 8-9 Also includes related 'horizontal' terms for your search, helps build your keyword list. Helps you find lower competition words/phrases. Can also switch between broad/phrase/exact matches. [10:25]
- Pg 9-10 Broad match is too untargeted using this tool, be sure to make heavy use of negative keywords (one of the drop-down options in choosing the match type). Google will suggest negatives to consider and you can again check search volumes. [10:37]
- Pg. 11 You can search by keywords or phrases 'website content' by putting in a URL. Using a tool like SpyFu you can put in a list of your competitors' keywords to get more ideas. Google will show related terms and cluster them in groups. Good first cut for ad groups. [12:41]
- Pg. 12 New Google tool - www.Google.com/sktool Again, enter keywords & Google gives back related keywords, monthly searches, advertiser competition, suggested bids. For higher traffic keywords, Google shows categories that you can use to drill down more. [15:35]

- Pg 13 This tool can also show you suggested keywords that maybe should be in your account that aren't, based on pages from your own site. [18:31]
- Pg 14 Use the filter for advanced search to search for keywords by criteria, like minimum monthly volume (great for affiliate marketing). You can also specify low, medium, or high competition. [19:31]
- By leaving out keywords & just setting filter for search volume & competition, Google returns whole variety of categories that meet your criteria – useful for moving into new niches for affiliate products. [20:25]
- Pt. 15 www.Google.com/trends – you can set how far back you want data for. Helps understand seasonal spikes in search volume. [22:32]
- Pg 16 www.Google.com/hottrends -- find the top 100 things being queried in Google right now. Very useful for CPA marketers in choosing offers to promote for cheap quick traffic. [24:00]
- Pg. 18 www.Google.com/insights/search – look at historical data & see what's 'up and coming.' Can select your time window as to how far back you want to search. [28:16]
- Pg 20 Include free Wordtracker tool and Wordpot. Use redundancy when doing keyword research to confirm what you're finding. [30:54]



- Pg 20–21 Other free tools: Yahoo! Buzz, AOL Hot Searches, eBay Pulse, eBay Labs, BlogPulse. [31:23]
- Pg. 21 www.CashKeywords.com – free keywords toolbar that incorporates many of these tools. Type a query into one box & it compares across several platforms for trends, demographics, and keywords. [32:01]
- Pg. 21–22 Include www.Alexa.com to find high traffic sites. You can now search by keyword as well as domain names – good for competitor research, finding Adwords publishers, finding domain names to bid on, and joint ventures [32:50]
- Pg. 23 Demographic research – www.Quantcast.com – provides demographics for domain names and keywords. Try www.Quantcast.com/keyword: to learn demographics for your keywords. (Colon after ‘keyword,’ then your term) [36:36]
- Pg. 24 Microsoft also has a demographics tool, Google “Microsoft Demographics tool.” Content networks in MSN, Yahoo! and Google allow some degree of demographic bidding in the content network. [38:16]
- Pg. 24 Google “Microsoft online commercial intent tool” to determine how commercially viable a keyword is considered to be. [39:01]
- Pg. 25 www.Compete.com – has a free version, type in a keyword to learn the top 5 sites visited under that keyword phrase. Again good for finding Adsense sites or domain bidding. [40:36]

- Pg. 27 Market research is bigger than keyword research, and it comes before. Find out news, forum discussions, demographics, offers, competitors, articles, videos. Toolbar at www.Cashkeywords.com includes tools for checking all of this too. [42:42]
- Pg 29 As a marketer, you need to know what's being said & done in your market. It will steer your message before you go into keyword research, or you could miss some good opportunities. [43:09]
- Pg. 29–30 Spy tools – different tools have different sized databases, can check what competitors are bidding on, keywords found for their SEO, etc – but there's no way to just successfully reverse engineer what someone else is doing. Spy tools don't tell you match type, negative keywords, conversions, sales funnels, don't know your market, etc. [47:35]
- Pg. 34 Entering a new market, find the intersection of your passions, your abilities, and a hungry market. Don't go into something you don't understand. [54:44]
- Pg 35–37 More on bidding on domain names. Can be some cheap traffic, up to 8–10% of people type domain names into the search box. [57:11]
- Pg 37–38 Use www.Google.com/sktool to find potentially overlooked opportunities. Use the filter to specify minimum traffic, filter for medium competition. Look for trends, check out competitor's landing pages. [101:06]



- Pg 40 www.AdwordsAcceleration.com – “it’s like finding the cracks in the sidewalk where you can grow parts of your business that other people have overlooked.” Learn what top affiliates are doing. They’re some of the sharpest traffic & keyword experts. [105:25]
- Pg 42–43 New policy at Amazon.com – no more direct linking for affiliates. Consider building your own Amazon storefront with your own domain, even do drop shipping. [109:34]
- Pg 44 www.AdwordsAcceleration.com – lets you build both wide and deep with keywords at the same time. Generate ad groups automatically, analyze for traffic & cost, see what your competitors are doing, even which ones are getting click-through rates. [112:22]
- Pg. 44–45 It can also evaluate misspellings, typos, using double hyphens in domain names. It takes you from initial keyword research all the way up to building your campaign. Easily uploaded into Adwords editor with a few clicks. [1:14:29]
- Pg. 47 Get access to more expert interviews at www.PerryMarshallBirthday.com. With gold or platinum package you get another product, Traffic School, a video with Perry, Don Crowther, and Ken Giddens building an Adwords campaign in real time. [1:17:41]