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SERIES

Keywords

*Targeting the Conversation
in the Buyer's Head*

Perry Marshall



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With Special Guest:
Stephen Juth

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About Perry Marshall

Perry Marshall is an author, speaker and consultant in Chicago. He is known as "The Wizard of Google AdWords" and is one of the world's leading specialists on buying search engine traffic. [Google advertisers](#) who use his methods generate well over a billion clicks per month (conservative estimate).

His company, Perry S. Marshall & Associates, consults both online and brick-and-mortar companies on generating sales leads, web traffic, and maximizing advertising results.

Prior to his consulting career, he helped grow a tech company in Chicago from \$200,000 to \$4 million sales in four years, and the firm was sold to a public company for \$18 million.

Like direct marketing pioneer Claude Hopkins, Perry has both an engineering degree and a love for persuasive copywriting. He's published dozens of articles on sales, marketing and technology, and his works include [The Ultimate Guide to Google AdWords](#) (Entrepreneur Press, 2006), [Guerilla Marketing for Hi-Tech Sales People](#), and a technical book, Industrial Ethernet (ISA, 2nd Edition, 2004).

He's spoken at conferences around the world and consulted in dozens of industries, from computer hardware and software to high-end consulting, from health & fitness to corporate finance.

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TRANSCRIPT

Perry: Welcome to my teleseminar with Stephen Juth. Stephen is one of my favorite keyword research experts. There was a time when the keyword research tools were coming out so fast – I think there were like two new ones every day. Bryan and I would get all these emails, "Check out our keyword research tool." For a while we didn't even look at them anymore unless we heard glowing, wonderful things about it from somewhere.

Stephen is head and shoulders above that fray. He's actually been a student of mine for a long time. He went through the very first Bobsled Run, which I believe was four years ago.

Back then he had a Dilbert cube job. Today he has a software company called AdWord Accelerator. He continues to stay at the forefront of this. I'll shamelessly endorse his product and if you go to www.PerryMarshall.com and go to the first thing with the list of teleseminars, if you click on his name in the list, it will take you to his website and you can go check that out.

I think AdWord Accelerator is a wonderful tool. Today we're going to talk about using all the different tools, mostly free, to do market research and to figure out what's really going on. That's what we're going to talk about today. Stephen is going to flesh that out.

I think this is really important because like five years ago or something like that, the key to success was "sling enough mud against the wall and see what sticks." Now

that will just get you killed.

Google AdWords is becoming more and more competitive. The recession has not made it any less competitive. It's actually made it more competitive because companies are shifting their spending from offline to online marketing and newspapers are folding and people are going, "Let's go find some customers on Google."

It's imperative that you understand this whole world of keyword research the way it really is and not just on a superficial level. Without any further ado, Stephen, welcome.

Stephen: Thank you.

Perry: It's good to have you here. We have an outline which I'm going to follow. Stephen, I know the first thing that you want to talk about is Google's tool, www.Google.com/keywords and why don't you just take it from here. What's the history of this tool? What's it good for? What's it not good for? How does it fit?

Stephen: Perry, I just want to say something real quick. I'm really excited to be on this call, not only because I really enjoy keyword research and all the technical stuff behind the scenes that we software developers go through to deal with all the tools out there and all that kind of stuff, but more importantly, it's nice to be able to do something in honor of your 40th birthday party.

Before I got on the call I was looking at some new Twitter trends tools, because I'm going to be incorporating them into a piece of software I have. Out of curiosity, I just

typed in Perry Marshall to see what people are tweeting about this week. There are a lot of nice things being said about your teleseminars and 40th birthday and about you and all that.

I consider it a privilege to be here and do this with you. Many of us are really indebted to all you've done for us. I just wanted to mention that.

Perry: Thank you. It's really cool. I saw a blog post yesterday going, "Perry's making an awfully big deal out of this. I think he must be having a hard time about turning 40 or something."

I'm like, "No, actually I'm not. I'm totally fine with this. It's time to take the brakes off the race car."

I think people will understand what I mean about that in about six months. For now, I'll just leave you in suspense. Let's dive into this thing. I'm real excited to have you here and let's teach people some things that will make them some money in the next two weeks even.

Stephen: Okay great, sounds good. Let's start with Google's external keyword tool. I'm sure many people, perhaps most, have heard of it, and some actively use it. It's been there awhile and it's evolved over time. A simple way to find it is go to www.Google.com and just type in "keyword tool" and usually the first listing is their keyword tool external.

This tool started in the early days of AdWords as the keyword sandbox they used to call it. Perhaps, for some of you guys, that might bring back some memories if you were using it way back when.

In those days, the keyword sandbox would just dump keywords on to a page with no metrics. You'd have categories of more specific variations over here and other related ideas over here and then there was a third one. I can't remember what they called it.

[0:05:25.6]

The problem there was even though they gave you a lot of good keyword ideas, you were kind of flying blind without metrics in terms of searches per month or clicks per day. It was a good start but they needed something more.

Perry: It was as though Google didn't want people to be able to spy on them and know what their volumes really were and stuff. That's almost what it seemed like to me.

Stephen: Right, right. Things progressed and then they came out with Version 2 which was this keyword tool external, they call it. In there they start putting metrics. You start seeing things like level of competition. They have these normalized bars which they still have which basically are values from 0 to 1; 1 being like 100%, a lot of competitors, whatever that means, and 0 being virtually nobody.

They had other things that they still have, like search trends, normalized bars where you can see some spikes and valleys over a period of 12 months in terms of when search volume is high for a keyword phrase. If you look up weight loss, it usually spikes in January when everybody's making their New Year's resolutions.

The one thing missing was really good search volume data. If I remember correctly, I think they had bars for that but they were again normalized. Again, a full bar would be a lot of searches and a lower bar would much less.

If you put in two really high traffic keywords like digital cameras and golf, you might see full bars or very high bars for them, but again, what does that mean without numbers? Meanwhile, while this was all going on, there was really a love affair with Overture's Keyword Suggestion Tool and a lot of tools were built from it.

AdWord Analyzer was one of the first. They would query into that tool and get Overture data and do other stuff with it. Over time, people began to notice that Overture's tool started to not be that good. For example, it would time out. You get these "service unavailable error" messages occasionally.

At one point people starting blogging and writing about, "The results are a bit stale. It's April now and it still says January." People were realizing Yahoo's just really not supporting this thing anymore. When's it going to die?

Eventually they officially killed it. I don't remember all the dates in my head, but not long after that Google released search volume into their external keyword tool. Now you can see search numbers. That's really key, because that gives you much more precision when you assess the level of demand within your market.

Perry: I've got to say, Overture and Yahoo have always been hard to use. I've always been critical of them. I wish they would get their act together, and the one really great

thing that they had was the inventory search tool and they killed it.

What's the matter with this company anyway? Go figure. Why don't you just hand the business to Google on a silver platter with red carpet and everything? End of rant.

Stephen: Many of us, including myself, agree with that. Now with the Google keyword tool, you can assess the level of demand for monthly searches. They give you average monthly searches, and again they still give you that search volume over months.

There are other things that maybe people don't realize, but if you scroll down, they give you not just variations for your keyword phrase – if you type in golf clubs, you'll see terms like used golf clubs, Callaway clubs, discount golf clubs – but if you scroll towards the bottom, they give you additional keywords to consider.

That's something Overture's tool did not do and that's really great when you want to build out a keyword list, because it's not enough just to go deep in terms of more specific variations. You really want to think broadly, think horizontally, so to speak.

Perry: Yep.

Stephen: If you're doing golf clubs, you want to see terms like golf putters, golf wedges, and golf equipment, and whatever else, and even brand names showing up, like Callaway or whatever else there is, just to build out your keyword list.

There's a lot of use for this tool. It's a very powerful tool Google gives us now. Not only can you find related ideas

for your term and assess the level of demand for all your terms, based on the search volume, you could even find lower competition keywords because they give you that competition bar still.

[0:10:25.6]

You can also switch between broad, phrase, and exact matches. That's really good for AdWords advertisers, if they really want to take advantage of the different match types. That's an important feature.

Perry: I want to just mention it's really fascinating to use that tool and then switch between broad, phrase, and exact. It tells you a lot. What it especially tells you is if you're only doing broad match, it shows you how untargeted it is.

Often there are 10 times as many searches on broad match, which means who knows what these people are typing in to cause your ad to show up.

For a lot of people, especially in the last six months, that's been a real place where people are giving Google a bunch of money they shouldn't be giving them, because they're bidding on broad match. They don't have nearly enough negative keywords and they have no idea that they're bidding on 'red wagon' but what the people are actually typing in is 'red Toyota Camry station wagon' and their ad is showing up and it really shouldn't be.

Stephen: Yes, exactly.

Perry: Go play with that with the Google tool. Which between broad and phrase and exact and you'll see some really important things that every advertiser ought to

understand. A long time ago, this was like AdWords 301 and now I think it's 101. You have to know this.

Stephen: Yes, exactly. That's right. It's funny how AdWords reps are telling people not to do what you just said. It blows my mind. I know you know that.

Perry: Don't listen to your AdWords rep unless they have proven themselves to really know what they're talking about. They're guilty until proven innocent as far as I'm concerned.

Stephen: Right, okay. Along the lines of what you just said, there's a fourth option in that drop down and that's negatives. That's also another very powerful feature for this keyword tool that people should really be looking at.

When you compare between broad, phrase, and exact matches and comparing search volume, also switch to negatives to see what keywords you should be putting in, especially if you do want to go for broad and phrase match types.

The nice thing about the tool is not only do you get a good list of negatives but again, you're linked to search volumes. You can see this negative has a lot more searches than some negative down below. That's a really good thing that people should definitely consider.

There's one fun thing about this tool that I like using. I don't think it's as well known. When you go to this external keyword tool, you can type in a bunch of words or phrases, or there's a radio button on the left that says, "Website content." You can check that, and by default they expect you to enter in a URL for some website.

You can skip that and down under it, there's a link that says, "Or enter your own text in the box below." If you do that, you can put your own keyword list in there. A lot of times AdWords people like using these spy tools, which we'll talk about a little later in the call. Spy tools are known for giving you big, big lists of keywords that supposedly your competitors are bidding on. There's some truth to that and sometimes there's not.

Anyway, you can take a list of keywords and put it right into this box and Google will pull the more common themes from them. You can have a list of 8,000 keywords that you pulled from say SpyFu, and rather than just look at that list in Excel yourself and try to go through thousands of keywords, you can just do a quick and dirty thing.

Put it into this Google tool, and not only will they pull the most popular phrases showing up across that keyword, but they'll cluster them in groups for them. That's a good first cut for structuring ad groups from some other keyword lists.

For example, recently I was just playing around with something and I typed in some stuff into SpyFu and I got consumer software keyword lists. I had about 8,000 software related keywords.

I wanted to see which of the more popular software products that were found. Right away, within 10 seconds, Google reported back that home design software was a big category in this list, Microsoft Office, no surprise, accounting software, and then some other ones too.

That's a good way if you're trying to do something quick and dirty with a big keyword list that's very helpful, though obviously I don't recommend you stop there.

That's pretty much all I want to say for this tool. The next tool which I find more intriguing is a newer tool from Google. It's called their search-based keyword tool. You can go to www.Google.com/sktool.

For this tool what you can do, you can enter in a website or a word or phrase and I usually just enter in a word or a phrase and you'll get back related keywords like the other tool we just talked about.

It's a simpler interface. You'll get back monthly searches. You have competition bars and suggested average bid prices. What's interesting here is over on the left for higher traffic keywords, you have these categories show up. You can segment and take apart these lists they give back to you.

You can drill down and send them to a sub list if you will. For example, I put the word 'spa' in the other day. What I saw on the left were a bunch of categories filling up that I could break down this spa list into sub categories. For example, there was like a beauty category, a gifts and coupons one, a health one, travel, and some other ones too.

When I clicked on 'travel,' you see things showing up like spa vacation, spa center, and other words I can't recall off the top of my head here. That's a great way, if someone is involved in a particular niche in a certain market, if they want to drill down and discover such things like that.

Another thing you can do with this tool is there's a filtering option. It's under advanced search. It's next to the "find keywords" button.

Perry: Let me just clarify. This is www.Google.com/sktool. Right?

Stephen: Yes that's right.

Perry: S-K-T-O-O-L, which a lot of people have not used. We're going to www.Google.com/sktool and they are giving you keyword information that's niched to your own account, correct?

Stephen: Yeah. If you put your website in, yeah, but you can go outside of your own account, because I have nothing to do with terms like spa and golf clubs but I can still run them through this tool.

Perry: Okay.

Stephen: You'll still get these objective metrics that are probably system level type of metrics like the traffic estimator does. If they don't have an account linked to their tool, they'll give you some average across the whole system.

Perry: I'm looking at this in a client account right now and it says, "New keywords related to website," and it says, "27 keywords not already in your account."

It's actually telling me keywords that maybe should be here that aren't, the monthly searches, the competition, suggested bid, ad and search share, which is interesting, and how they extracted these words from certain web pages on the site. It's really interesting.

Stephen: It is, yes. You hit upon something that I must say that I really use what you're describing here. I don't really use this tool from an account point of view. That opens up a whole other realm. With many of these tools, there's multiple ways of using them. You can really spend time and do some nifty stuff.

I use this tool that many other people don't know about, but it's very interesting, especially for affiliate marketers. If you go to this advanced search option here and you expand that, you can look for keywords based on this criteria. Like they give you monthly searches so you can say, "I want keywords that have at least 10,000 searches a month."

Then they give you level of competition, low, medium and high, so you can uncheck high, maybe you don't want to go in these ultra-competitive areas. You can change some other parameters they give you too. That's another way to drill into your vertical or your niche. If you're doing spying, you can say show me the low competition keywords, for example, and I'll target them. This filtering is really powerful.

One thing, as I mentioned, that I do that's kind of unique with this tool is I'll type in nothing for a website and nothing for words or phrase. I'll leave those fields blank. I'm not putting any kind of keyword phrase in at all. I'll just go to filter and I'll type in 10,000 to 20,000 monthly searches and look for medium and low keywords.

If I do that, Google will show basically more results down below. I didn't put any keywords but they gave me a list of categories on the left. I start clicking through them. I

see apparel and if you click on them, they give you sub categories. Like under apparel, there's clothing, footwear and jewelry. If you click on them, they'll show you all the keywords that they found in their system that matched your filter criteria.

Two days ago, I did this. I put in a really high search volume with low and medium level competition to see what Google would give me. I put in like 50,000 searches a month. I clicked on sports after going through other categories, and I saw quite a few paintball keywords showing up, even like paintball guns and stuff.

Sure enough, when I went over to AdWords and started keying these keywords, I forget exactly which ones they were, but they had over 100,000 searches a month. They had very few ads showing up on the right. There are affiliate programs for these types of things.

This is a very interesting way to discover this, using the search keyword tool. It would be hard to find this data that quickly with a lot of other tools online. You can really have a lot of fun with this tool. You can get lost in it if you want to do that kind of stuff.

Perry: This is great stuff.

Stephen: I've spent a little too much time here and there with this tool. The next tool I wanted to talk about is Google Trends. There are really two sections. There's the trends part, where you can see it in a keyword phrase, and then there's a hot trends, where they keep track of what is the hottest stuff going on in Google in the past 30 to 60 minutes.

If you go to www.Google.com/trends, you can type in your keyword phrase. They give you the search trends graph. You can control on the right how far back you want to go, whether it's the last 30 days or back over so many years. It's really interesting, especially if you're doing seasonal type of markets, seasonal keywords. If you look over the past few years, you can see certain spikes and valleys.

Sometimes you'll see them consistently each year, like in the flower industry or again in weight loss. It spikes in January and it gets lower during the holiday season like in November and December. If you're selling in that area or you run a business, you can predict for this year when you really need to ramp up your business and watch for more sales.

Perry: This is really interesting. I'm just looking at it for today. Number 40 is Victoria Osteen. I was sitting in an airport yesterday and I saw her on Larry King. I'm sure that's why she's there. I suppose Joel Osteen is probably in here somewhere too. This is really what's hot right now.

Stephen: You're looking at the other part of that tool which is the hot trends.

Perry: Yeah.

Stephen: I always tell people you can go to www.Google.com/hottrends, and you'll see what Perry just described. You see the top 100 things being queried in Google in the past usually 30 to 60 minutes. The way this works is – people are not typing exactly these queries in. They're typing in a bunch of variations for these types of things.

Google extracts that out and tries to come up with a two or three keyword phrase to be about that topic.

Perry: Yeah, something we can comprehend.

Stephen: Exactly right. On the left, the first so many keywords, maybe one through 10, I forget how many, they're considered to be volcanic. Google has this five bar rating for how hot a keyword phrase is. When it's volcanic, it means this is getting a lot of activity in our system right now.

If you go to the other end of the extreme, the bottom of the list, around 90 or 100, those keywords have cooled off. They are considered to be mild. If you look on the trends graph, you'll see that they spiked a few hours ago or six hours ago and they're calming back down.

The other one is, in between they have ratings like on fire, spicy, medium, these clever hotness words. I like that. What people who want to make money quickly do is they will be signed up with affiliate networks and CPA networks that run offers and people will pay attention to things in the news or things of trends and stuff, seasonal trends.

For example, this year, if you look back at Google trends in January, if you were able to do that around the Presidential Inauguration you would see tons of words related to Obama, Presidential Inauguration, etc. This thing was flooded.

Even though I mentioned that Google tries to extract all these variations and summarize it in two or three words, there are too many queries going on at that time. Google

Trends was flooded with all kinds of things related to the Inauguration. So what some CPA marketers did was they went out and found offers, like they had these Obama memorabilia inauguration coins.

These guys would run traffic on that and because this was not like some commercialized keyword like President Obama, for example, people were able to get traffic very cheap and to make some good money very quickly.

After that you had the Super Bowl, so you saw a bunch of Super Bowl related keywords showing up; the team names, the Super Bowl number, whatever it was this time and all that appearing in Google Trends.

Sure enough, there were some affiliate CPA offers for Super Bowl related terms. That's the really interesting thing with this tool that you can do. You can jump on things very quickly.

Perry: Most people would never even imagine that stuff like that exists, right?

Stephen: Right, right.

Perry: There are people that watch this stuff every day. They create products for it and they're looking for affiliates to come in and drive them some traffic. Opportunities can come and go in a space of a day or a week.

Stephen: Exactly, sometimes within hours. It's amazing.

Perry: Wow. This is cool.

Stephen: There are other guys I know that do this with blogging. There's a guy, Keith Baxter, who does this. He will go out there – a lot of these words that you'll see in terms are often people's names or keywords that are not commercially viable, so to speak, but still there are famous people that have movies and posters and that kind of thing.

You can capture that traffic and point it to a blog and have some offers for other stuff related to that famous person that somebody might idolize and all that kind of stuff. So there's creative things people are doing with that.

The next tool which is close to the Trends tool is Google Insight. People can go to www.Google.com/insights/search. [28:19]

Perry: www.Google.com/insights/search.

Stephen: That's right. This tool is similar to Trends. You can again control certain things like how far back you want to look and all that, but what I like about this tool is that if you scroll to the bottom, they give you related terms and they mention on the bottom right what's rising, what's up and coming. That's very useful.

You've got to be careful when you look at that. You know what window of time you're considering. A good example would be probably – I haven't tried this -- probably social media type of words. If you look over the past four years, you're going to see that they really have grown because four years ago it wasn't like it is now.

Sometimes Google doesn't have enough data in the past to compare to now, meaning this term really did not exist way back when. Another example would be the acai berry craze going on with dieting right now. That's something that did not really exist four years ago, even two years ago.

If Google sees such low volume way back when and now it's become real hot, instead of putting a percentage number of how much it increased, they put the word "Breakout." This thing has really broken out as searched in traffic. You see breakout terms.

You can narrow down your time window by going back up to the top and reducing from say a year to the last 30 or 90 days or whatever they give you. That will help you see and get a more precise view of what's up and coming right now, more recently. [30:17]

Perry: Wow. This is great.

Stephen: That's a really fun thing to play with. Other free keyword tools worth mentioning which I won't talk much about, of course, Wordtracker's free tool. Thankfully, they provided one. They released that around the time Overture was dying off.

Perry: Yeah, in response to Overture disappearing.

Stephen: Thankfully they did that. Thank you, Wordtracker. There's another tool, Wordpot, which I don't think is as popular. People don't know about it, but it's pretty cool. You can go there and get free results, just like Wordtracker, but there they give you a little box on the right, a little graph showing trends.

I like having redundancy when I do keyword research. If I see Trends over here on Google, I like going to Wordpot or somewhere else and saying, "Are the trends looking the same over there for that keyword? Are they spiking around the same time?"

If they do, I feel more comfortable saying, "Yeah, this is definitely a hot time of year for this keyword." There are other free Trend tools too. Some of them don't accept keyword queries but they're still interesting to look at if you like the Hot Trends topic.

One is Yahoo! Buzz. You can just go to Google and enter these terms. Another is AOL Hot Searches. Of course, there's eBay Pulse and eBay Labs, they say what's hot on eBay. If you want to see what people are blogging a lot about, there's BlogPulse. [31:43]

As I mentioned at the beginning, I'm doing some initial research for myself for a software product for Twitter. There are a lot of Twitter Trends tools out there now. I can't really recommend any. I just started looking today, but you can just do Twitter trends or something on Google and find them.

I'm going to mention some more keyword tools, but before I do, if people are busy scribbling this down, if you want to save yourself some writing you can because a lot of these tools and many more are provided in a toolbar that a partner and I provide. It's called the Cash Keywords Toolbar.

It was designed for affiliate and internet marketers. It's free. You can go download it at www.CashKeywords.com.

It has these different Google tools, most of them, not all.
[32:33]

The ones that are not there, there are some technical issues with, but it has most of what we just covered and then some tools we're going to be talking about in the next few minutes, all in one place.

You can just type a query into one box and just click away on different drop down menus and go to all these different places to find trends and demographics and keywords and such.

That's at www.CashKeywords.com.

There are other tools that are not keyword tools per se but they do take keywords as inputs and provide some really relevant data, even relevant for AdWords advertisers.

The first would be Alexa. I'm sure most people have heard of it, use it, know about it. For those that don't know, Alexa ranks sites by popularity; the lower the number, the more popular the site. People have to keep in mind it is a selection bias, meaning that it doesn't represent the entire internet.

I think I looked up www.VictoriasSecret.com out of curiosity a couple days ago. I was looking up clothing catalog sites to see their Alexa rankings, and that one was like close to 2,000,000, which is a really bad number. In Alexa's eyes, they're much less popular than my website, but I can tell you right now, they're much more popular in terms of web traffic objectively speaking.

Perry: You really think that you get less traffic than Victoria's Secret?

Stephen: I would think so.

Perry: Yeah, Alexa's always has been a little goofy that way. I used to benefit from that. It used to say I was like number 4,000 or something and I'm sure I never was but people thought so. I told them that it was inaccurate.

Stephen: That's true. When you do find a site that has a low number, you can be pretty sure that it's popular, at least in certain circles which is good to have. They recently upgraded Alexa to take in keyword queries. For a while, you could only type in domain names. That was always something that I thought was frustrating.

People would go to Google first, type in a keyword, then go get a domain name and put it in Alexa, but now they've changed the interface so you can put any keyword phrase you want. It will give you a listing of sites, and next to each site will be an Alexa rating. They're not ordered by ranking, but still you can find popular websites in your area. 35;00

The reason why that's good is there's a bunch of things you can do with that information. One thing is, if you want to find who your competitors are that are more popular, that's a good thing to know. If you're looking for potential joint venture websites and partners, that's good to know that for too.

If they run AdSense – many people I'm sure know in AdWords you can bid on placements in the content

network. You can specify which sites you want to run your AdWords ads on. That can be useful too.

The one thing that I use it the most for would be for bidding on domain names on AdWords; something a lot of people don't do or don't realize they can do in Google AdWords. You don't need to just bid on keywords. You can bid on somebody's domain name, whatever.com or www.whatever.com. 35:51

Perry: Yeah, you can bid on www.VictoriasSecret.com. Lots of people type that into Google and your ad will show up. Domain names are normally less expensive keywords than a lot of other things.

Stephen: Exactly. That's right. That's an important thing people should definitely consider doing. You'd be surprised that you can get some higher traffic results from domain names and for very cheap too.

Another tool related to this but it's a demographics tool is www.Quantcast.com. 36:36

That provides demographics for domain names and keywords. You can type in a site and again, none of this is precise, it's not all scientific, but if you do this enough you can see trends and interesting things.

They can say, "Okay, for this site, Victoria's Secret, obviously they'd say this site's geared more towards woman. Women visit the site more than men."

They also try to break down the ages of visitors and even the income, which I don't know how they go that far and do all that, but it's interesting to look at though. You can

learn some things from it.

One thing you can do with Quantcast that people probably don't know is you can put keywords into it.

You would just type in www.Quantcast.com/keyword: and then your keyword phrase. You can get some interesting demographic results for your keywords there too. [37:21]

Perry: Tell me that instruction again.

Stephen: I'm sorry. I'm watching the time so I'm talking fast here. I can slow down if I'm talking too fast.
www.Quantcast.com/keyword, colon, and then your keyword phrase. Depending on your browser, you might need to use a plus between words instead of spacing. It depends on the browser.

Perry: Okay.

Stephen: Then it will give you some interesting demographics for your keywords. If you type in domain names in the Quantcast, they'll also show other sites. Sometimes they'll show other sites that are more commonly visited in that marketing niche. Sometimes the results are quite good, sometimes they're not even close.

You can again, in many markets, find domain names that are worth looking at, studying, bidding on in AdWords, etc...

Another related tool to this is Microsoft's Demographics tool. It provides less data than Quantcast but still, if you're really interested in demographics, it's worth looking at. [38:25]

It's a long ugly URL. You can just go to Google and type in Microsoft Demographics Tool. The thing about this for keyword research in AdWords is that MSN, Yahoo! and even Google in the content network allow some degree of demographic bidding. You can specify what type of audience; female, male, ages and all that you want your ad to be shown for. A lot of people find that useful in certain markets.

I'll mention two more tools real quickly here. Microsoft Online Commercial Intent Tool. 39:07 That's another long URL. Go to Google and google for Microsoft Online Commercial Intent. This is an interesting tool for determining how commercially viable a keyword is.

In other words, how serious are people in terms of buying something when they type in that keyword phrase.

For example, if you go to this tool and you type in Canon SD1000 Digital Camera, it will say commercial intent next to the word – it will give it a high value of one. One's a perfect value, 100%.

That's no surprise. I'm sure most people could look at the keyword phrase and say, "Yeah, this is a buying type of keyword. It's specific. It's electronic. Goods sell a lot online."

Commercially, if you type in the phrase, "How to fix a leaky faucet," Microsoft will say this has a non-commercial intent and it was a 95% confidence level. They're darn sure that people are not buying for this one.

These are obvious examples, but you might have other examples like how to cure acne, some skin products or other things, or even brand names, and if you're not sure how viable it is in terms of a buying keyword you can go to this tool and find out.

They claim it's pretty accurate. From the keywords and research I've done with it, I usually get pretty good results from it. It's worth checking out.

40.38 change audio

The last thing that I want to mention here for these free tools is www.Compete.com. 06.7 I was told they're upgrading their interface soon, and it's an expensive tool, but they give you a free version.

What I like about the free version is that you can type in a keyword phrase and they will show you what they think are some of the top five websites visited under that keyword phrase.

Again, that's good if you want to do AdSense, domain name bidding or whatever. Okay. Perry, how long are we going to go for here?

Perry: You know, I'm flexible. We can go past an hour if you want to.

Stephen: I probably can easily if people don't mind.

Perry: Yeah. That's fine. And you know what? I'm going to do something a little crazy here. If people go to my home page, there's a link to the teleseminar speakers, and I'll do two things.

First of all, if you've got like a comment about this teleseminar helping you and you like it, post a comment. Also, if you've got a really urgent question, you can post it as a comment. It will not get posted, but I'll see it.

I'll try to answer a few questions. I can't answer them all, but go to www.PerryMarshall.com and click on the blog post that announces these teleseminars and you can do that in the comments at the bottom of it. Does that sound good, Stephen?

Stephen: Sounds great. Yes, very good.

Okay, so we'll get into the next topic, which is related to all of this we just described. I decided to call it market research versus keyword research. What do I mean by that? We all know what keyword research is, we've been talking about it for the past half hour, 40 minutes, whatever time it is here. So market research is really broader than keyword research. 2:12

Perry: And it comes first.

Stephen: Yeah.

Perry: And they're not the same thing. Just because a keyword exists does not mean – just because a swimming pool exists does not mean there's water in it when you jump in, right?

Stephen: Yes. Valid point.

Perry: It's really vital.

Stephen: Right, exactly. Market research, yes, I agree it comes before. It's broader than keyword research and it should drive your keyword research when done properly. So it's more than just finding out what keywords are being searched on, it's finding out what news is going on in your market. What questions are people talking about and the answers being given?

What are the forums looking like? What are the demographics that we just described in these other tools? What other offers are being promoted in that market? What are your competitors doing? What articles exist on the article engines? What video exists on the video websites? On and on and on.

The tools mentioned above that we've been talking about here, they're helpful for doing keyword and market research and there's a slew of other ones that I can't really get into, but again a quick shameless plug, if you got to www.CashKeywords.com, that toolbar is loaded with all sorts of tools for checking news sources and your competition and article engines and all that. It's all there.

I use that tool a lot when I want to do market research. Why is it so important? Why is it really important to do market research before keyword research?

Here's an example I like to use. It's the acai berry phenomenon going on. For those who don't know, the acai berry has claimed to be this miracle berry that has been on Oprah and Rachel Ray.

Supposedly it helps people lose weight, cleanses their colon, does all this stuff, and I don't know if it's true or not, but what I do know is that this field has really spiked

since the last quarter of last year and it continues to grow. There's a lot of stuff going on, especially in the CPA affiliate marketing arena. Good stuff and bad stuff.

Now, let's pretend that I'm a manufacturer of acai berry products. Let's say I'm an honest one, a reputable one, and all that. I have a good product and I have no idea what's going on in the market. So I go to a keyword tool and I start seeing terms like acai berry, acai berry diet, acai berry juice, acai berry reviews, and then I gloss over this one that says acai berry scams. I go, "Okay, whatever."

[4:50]

Well, that's actually a very important keyword, and if you don't know what's going on in your marketplace, you might miss that. If you do your market research, you'll see very quickly that the Better Business Bureau has been warning people about acai berry companies back in January, that a lot of people online are pissed off because these acai berry companies are putting them on free trials and they won't cancel their billing.

This happened to my wife, actually, last fall. We got whacked with two \$80 charges and we had it just reported as fraud and had to go through a headache and on and on and on. A lot of people are complaining about this.

So if I'm sitting in my office as this honest, reputable manufacturer of this stuff, I would rather be aware of what's being said that a lot of people are looking at me as a sleazebag now, because of all these other people out doing this nonsense.

I could take that keyword phrase, acai berry scams, and build a whole marketing message based on it. In fact, a lot of people are, but I they're scams too.

So they'll say things like, "Beware of acai berry scams," in their ads. And then they'll have a review site or they'll bring you to a blog or they show these most before and after pictures of people, these false pictures, basically. They'll have these false blogs.

Perry: Flogs, fake blogs.

Stephen: Okay, good. Didn't hear that one. Good. Flogs, yeah. So there's a lot going on. This is a more extreme example, but if you're really interested in that business, you better know what's being said and done. This will drive not just your keyword research, but your overall marketing message. There's other examples too related to all that I can think of, but that's basically it.

You want to know what's being said and talked about and what's going on in your market before you get deep enough into keyword research, because you can miss opportunities and miss some very important things.

Okay, Perry, do you want to add anything before I go to the next topic?

Perry: You're good.

Stephen: Okay. This topic intrigued me. I actually like this topic. Spy tool craze I call it – spy tools. These things are becoming so popular and hot and there's new ones coming out. So what is a keyword spy tool? 7:18

Well, the way it works is a company builds a database of keywords, some have small lists, like one to two million would actually be small. Some have tens of millions and some claim to have over a billion. I don't know how true that is, but a lot more than just one or two million.

Anyway, what they do is they take these keywords and they feed it into these keyword tools already. It gives traffic, clicks per day estimates, they'll look at the competitors and they'll feed these into Google especially. They'll try to capture what average advertisers are doing and some will even do natural listings too for SEO.

You can go to a spy tool and type in say a competitor's domain name and get back a list of all the keywords they're bidding on and the keywords found for their search engine rankings and stuff, but it's just not that simple.

These things do work well for certain things. I can go up to a competitor of mine and type in their domain name and get back results very fast, in seconds.

Sometimes I can get a lot of keywords and maybe I can find some new ideas and new angles. That's the way they work, but what they do is there's been a big misconception. I'd like to know who this started with, but this whole idea of being able to reverse engineer someone's AdWords campaign is complete crap.

Perry: You can't do it.

Stephen: You can't do it. No way. I've had people come to me and say, "I'd like to see if Adword Accelerator can reverse engineer my competitors," and I'm laughing and go,

“Well, you can’t and they can’t either. They tell you they can, but they really can’t.”

The reason why is because they cannot distinguish between an exact match or a broad and phrase match when they go to Google.com.

For example, let’s suppose Joe AdWords came out with an AdWords e-book last week and he’s running his AdWords campaign, and he bids on the phrase, “Google AdWords e-book”. Now a spy tool comes along and what he’ll do is, in his database, he’ll often go to like the Google keyword external tool or some other tool.

You can get data from Wordtracker through an API or through Keyword Discovery. They have an API. You can get all kinds of variations. They can just feed in the word ‘Google AdWords’ into one of these tools. They don’t go deeper than that. Then the API or other tools feedback all these variations of the spell tool. They have this pre-built database.

One of the words that might be returned might be ‘free Google AdWords e-book’. I type in that word and feed it into Google, and now lo and behold, Joe AdWord’s ad shows up for his free AdWords e-book.

[10:05]

Now if I’m coming out with an AdWords e-book next month, which I’m not but let’s just say I was, I might see Joe’s ad running for some time for this term. I may think, “Well, Joe’s making money. His ad’s been running there for some time, like for the week.”

I said a week, but let's pretend he's been running for 60 days to make it more interesting. So he's been running for two months on that term, "Free Google AdWords e-book."

I might say, "Joe must be making money. His ad's been running for two months on this term." Meanwhile, Joe didn't set up his phrase or broad matches to use negatives correctly. He's bleeding on that keyword. Maybe he's not tracking down to the keyword level and he doesn't even know that. This is very common.

So I walk away thinking, "Well, I could just bid on 'Free Google AdWords e-book' in my account and do what Joe's doing." Wrong!

Now this is a simple example, but there's a lot of other ones like this. Auto loan calculator, you might see people showing up with that. That's a cheaper term to get in on for AdWords, surprisingly.

Of course the auto loan industry is really expensive and competitive. You might see advertisers showing up over and over for that term and they might be bleeding on that term, because people are looking for calculators a lot of times, not to buy a loan.

In fact, just an interesting thing, a lot of loan calculators are much less competitive and cheaper for some reason, across a variety of markets, auto, mortgage, whatever.

Again, a spy tool might not be able to distinguish that. They might feed in calculator type of terms into Google, triggering people's broad or especially phrase match

types, and thinking, “Oh, this guy’s bidding on this.” The guy didn’t use calculator as a negative.

That’s where spy tools can mislead you. Some of them work better than others. Some have lists that are stale, that are two or three months behind.

I know a recent tool which is now closed, but it’s an interesting tool called Google Cash Detective. The creator of that, Chris Carpenter, claimed that it queries into Google twice a day. I believe that based on what he does. It’s a very impressive tool. 12:15

It’s a smaller database, because feeding two times into Google a day a huge keyword list in the millions is incredibly difficult, because Google likes to ban IP addresses.

Other tools out there, you have to be careful with how fresh their keyword lists are. The other thing is, the people who make these databases, they don’t know your market well.

I have someone that I ran a material handling pay per click campaign for and there’s a lot of industrial keywords in there. If I run his website through spy tools, they will miss out on a lot of keywords that they should have, because you kind of need to know the market.

Perry: There’s nothing like knowing a market.

Stephen: Right.

Perry: There’s no story easier to believe than somebody who says, “Hey, let me show you. I’ll take you over to this

industry that you don't anything about and you'll make a quick killing and get back out. Then we'll go into something else." It's so believable.

Stephen: Yeah.

Perry: Good grief. Like the industrial market?

Stephen: Right.

Perry: I lived in that world and usually it takes two years to make any money in that world, and then once you have made money, you can sit there for the next 20 years and keep making money, just because you got something that people starting buying.

Heavens! I had a phone call today with somebody. It was really interesting too. I'm going to transcribe it and do something with it.

This guy, he got into this market. He decided he didn't want to do it anymore. He was starting over. He said, "So what should I do when I start over?"

I said, "Well, it's an intersection of three things: your passion, your abilities, and a hungry market. Those three things."

And I said, "You need to go figure out what your passions and abilities are and your experience. Like all the little corners of the world that you've already hung out in and you already know those markets, because you subscribed to those magazines and you were into that, and you already know it.

Then go do all this keyword research within that market that you're already familiar with, because it was your hobby or it was your last career or something like that. Then all of a sudden, you really understand when you see all those words, you know what they really mean."

[14:50]

I just cannot over emphasize that enough. If you go to some market that you know nothing about – unless you're like a Glenn Livingston kind of guy and you research the thing to death, which he'll teach you how to do that if you want to; go to www.LivingstonReport.com and start listening to the MP3s and they'll show you – but unless you want to do a bunch of exhaustive research, do not go into a market that you do not understand.

I realize that's kind of a killjoy thing to say, but let's save some people some money right now.

Stephen: Exactly. Better to know up front, that's for sure.

Perry: Yeah.

Stephen: Just to wrap this part up with spy tools, there's a bunch out there. You can, in fact, though learn some interesting things from each one, especially by getting a keyword list and maybe finding some areas or keyword phrases that you never thought of.

Even though like I said for certain markets like industrial they're often sparse or missing things, when you get into other areas like say ClickBank products or those really higher traffic affiliate arena type of things, like how to cure acne and all that kind of stuff, if you're into that, you

can get some interesting results from spy tools sometimes.

They're good in terms of speed and keyword discovery. You've just got to be careful you don't buy into all the hype. That's my main point here.

Perry: Yep. Hey could I, I've got a couple questions from a couple of people?

Stephen: Good.

Perry: One is could you just spend a couple of minutes explaining a little more about bidding on domain names and why that works and what's the pros and cons? Then I've got a couple other questions that came in too.

Stephen: Okay, good. Yeah. I'm glad that one was raised. I felt we kind of glossed over a little bit of that too quickly before. **17:03** For some reason, a lot of people, when they type in a domain name, they're looking up a website, they'll type it into a search engine search box rather than the web browser's address bar.

It is a phenomenon that's been studied and people know about it. People have tried to quantify it with percentages, like maybe 8% to 10% of the traffic. I don't know if that's true, but people are doing it.

Sometimes it's out of ignorance. I know a woman, a friend of mine, who I was trying to point her to a website over the phone and she was typing it into MSN search box and getting something different.

She basically said, “I’m so computer inept,” and I said, “Oh, it’s okay.” She’s relatively young, surprisingly. For other people it’s out of laziness. They don’t feel like dragging their cursor up to the top of the screen so they can type it into Google and still get where they want to be within the results right below.

So what you can do as an AdWords advertiser is you can find out the popular domain names in your industry and bid on them.

Let me use this industrial example, because it’s fresh in my mind, with this person’s website that I helped with. He bids on mezzanine type of keywords, and in-plan offices and things that you find in warehouses.

One of his suppliers would be National Partitions, www.N-P.com. So for his modular office part of his website and pay per click campaign, he can create a new ad group called National Partitions, and he can even put the name of the company in there. You’re allowed to, at least right now, bid on names and trademark names as long as you don’t use them in the ads.

I think there’s some news recently about this. This might get challenged, this issue, but for now you’re okay. You can also put the domain name. You can type in as a keyword phrase, N-P.com, and do the broad phrase and the exact match for that.

Perry: Or VictoriasSecret.com, or whatever.

Stephen: Good example, right. Or if you do make-up you can do Ulta.com. Then do also www.ulta.com, broad, phrase, and exact match. Even substitute a space in for the period.

Not everybody keys in domain names correctly. Some people are hyper and type real fast and they'll just type in ultra comma or ultra space comma into Google search box.

19:30

So you bid on all these variations and you are throwing mud against the wall, but you might get two or three that stick that you get some good traffic for.

I've seen this myself many times. You can get some cheap traffic and sometimes the traffic will get you a lot more impressions than your other important keywords, and then you have to find out the right angle on your advertising to bring them over to your website.

Perry: Cool. Hey, and I wanted to mention something else here. While you've been talking, I've been sitting here playing with the SK Tool, so this is www.Google.com/sktool. It works a lot better if you're logged into your Google account. Then it lets you do more. So if you go to the advanced search, here's where I see some opportunities.

I sit here and I type in at least 100 searches a month or at least 1,000 searches a month or some number. Then I click advertising competition medium. Not low and not high, I look for medium competition.

What that probably means, not guaranteed to, but it probably means that there is money to be made there, but it's something that a lot of people are overlooking. Would you agree? Do you think that's true?

[21:11]

Stephen: Right.

Perry: Okay. I can do other things like ad share – I mean those are really interesting. What percentage of the time are ads being shown? Ranges of suggested bids, even URL contains. It's like we can sift through haystacks and haystacks and haystacks to find needles in the haystacks. Very few people actually do this stuff.

It's hard to imagine that a person in any market couldn't go through this list of tools and in probably one afternoon uncover some significant opportunities where you can get some very targeted traffic for less money than your other traffic is costing, and figure out probably even what kind of landing page you should put in front of those people and what kind of ad you should write.

You can know what kind of trends there are for this keyword and how much they get searched every day, every week, every month, if it's going up, if it's going down. There is no end to the unfulfilled needs of people who are searching the internet.

Stephen: Right.

Perry: You can read the New York Times and gloom and doom and watch CNN and lament about the economy, but the fact is every single second of the day 1,000 people search Google and they did not find what they wanted to find.

Stephen: Right, absolutely. Like I said before, you can get lost in these tools and even like what you were just describing, Perry, you can log into your account and get keyword ideas. You can click on Trends or go to Insights. You could even just do Breakout terms or up and coming terms in your market.

It's amazing how Google is now more and more making these tools together, like making this one over to the Insights tool. You really can find opportunities, like you were saying. You can get lost or spend a little too much time.

Perry: It's fascinating.

Stephen: It is. It's funny, because AdWords has gotten so much more competitive over the years compared to the early days of Google Cash and the early days of AdWords advertising in general. But at the same time, we have so many more powerful keywords at our fingertips now.

The difference is the people who really know how to use them properly and take the time to leverage that power.

Perry: Is there any last things you want to cover before we're done, Stephen?

Stephen: Yeah. I just had a quick, if anybody's curious, let's talk about AdWord Accelerator a tiny bit.

Perry: Please, absolutely.

Stephen: A lot of people I'm finding don't know about it. I've got a webinar next week with a guy from Click Books, who basically found it two weeks ago and was surprised it existed and said that he liked how it broke out everything in steps, spoon feeding AdWords as he put it.

I don't know if it's totally true, but of course I don't mind hearing it. Anyway, what I've tried to do here with this

tool, AdWord Accelerator – and Perry, you have a link on your site that'll let people go through...

[24:54]

Perry: Yeah, go to the blog post where we have all these calls and just click on Stephen's name. It's www.AdWordsAcceleration.com is the address of the website. You can go to your right.

This is one of my favorite tools, because it's about finding the cracks in the sidewalk where you can grow parts of your business that other people have overlooked.

Stephen: Right. Yeah, so this tool, just to let people know, a quick introduction. This has been out since the fall of 2004 and we're on version 3.8 now. I just uploaded some nice enhancements late last night.

If you go to the website, if you're into CPA affiliate marketing, I know a lot of people in your circle, Perry, aren't, but there are some that are, of course.

Video number 12 is a more advanced type of thing, but it's the newest video. It shows some interesting things. It's really not just for affiliates, it's actually for anybody in a higher traffic area. You can quickly find what affiliate marketers are doing and you can learn a lot from them quickly.

Perry: What I have to say about affiliate market is it's not my number one choice for a long-term business strategy. It's a great way to crack into a market. It's a great way to figure out where you want to plant yourself and grow.

If you are a very systematic thinker and if you're an analytical person, you can build a giant affiliate marketing machine that brokers traffic, and you will use tools like AdWord Accelerator to do it.

The thing that's valuable to me about affiliate marketing is those are the guys that figure out all of the sharpest traffic and keyword strategies of anybody, because they have to.

I mean, I can't figure out everything about AdWords. There's no way. It's too big. I rely on all the different people that are in my Mastermind Club and Roundtable and Renaissance Club. I talk to those guys all the time and I find out what's going on, and they tell me. Then we go research them and we investigate and we tell everybody.

When we talk about affiliate marketing, just because you're not an affiliate marketer, it's still probably where the best keyword ideas are going to come from. That's kind of where it is in the world.

What I would encourage affiliate marketers to do, as my way of approaching things, is the jet fuel for the Google Cash thing is use affiliate marketing to find the crack in a sidewalk and to find a responsive market and show that you can sell something, and then build a property on that.

It's like wow! I just collected \$18 rent from Marvin Gardens in Monopoly. I think if I build houses and hotels on this I could get some real money.

Stephen: Yeah, right.

Perry: That's what I think affiliate marketing is good for, and of course if you don't want to have a website, you don't want to have a list, but you're a systems guy or a systems gal and you love numbers and you love the number crunching machinery, then you can build a system for brokering traffic and some people enjoy that.

Stephen: Even if people don't want to go the full nine yards, you can see the different levels within affiliate marketing that people go to. The first will be direct linking. That's sometimes the most cut throat and the most unstable.

Perry: Yes.

Stephen: Even Amazon came out with a big announcement starting May 1st that they're no longer supporting direct linking to www.Amazon.com, for affiliates. They're not going to pay them anymore for that.

Perry: Define that. What do they mean by that?

Stephen: You don't have a website with the old fashion Google Cash method, where you link directly to the offer through your affiliate link. So the display URL for Amazon would say www.Amazon.com/whateveryouwant and the destination URL would be www.Amazon.com. It would be the landing page, whatever that long, cryptic code would be, and somewhere in there you would have tag=your affiliate id.

[29:40]

Amazon is no longer going to pay people to do that. They're going to put a stop to that. They announced that

a couple days ago, surprisingly. So they don't want people direct linking to Amazon anymore.

That's an example of how unstable and competitive and challenging direct linking affiliate marketing can be, but I know Perry always says this and people lay this out that smart marketers always win.

You can go to the next step and build your own Amazon storefront under your own domain name and have some ownership, even though you don't own any products or inventory.

Then the next level could be if you wanted to find a drop shipper and have more of a store front. You just don't own any inventory still, but you go through a drop shipper and maybe look at some rates or whatever and do that kind of thing. So people can go do that if they want.

Anyway, I think our time is getting to the end, but I wanted to just step back a second and just kind of reintroduce AdWord Accelerator. It's been around since 2004. The latest version provides a variety of different techniques, methods, and tools for doing AdWords.

One thing I still see a lack of, even these free keyword tools, but even other products is how to build a really broad and deep keyword list. A lot of keyword tools will go deep. You have to think of the broad terms on your own, or if they give you broad terms you have to feed one in at a time.

I like to do this as fast as possible, because getting a good keyword list under your belt is so key.

Perry: Yes, it is.

Stephen: You've got to think horizontally and vertically. I try to support it for marketers, so they need to do this as fast as they can. They can't spend hours doing it.

Perry: Right.

Stephen: That's why spy tools are popular. They don't want to spend five minutes doing this. Of course that's not enough time to really go deep. You know, you get what you pay for and that's quick and dirty.

In AdWord Accelerator, I like the video that's explaining how on the website, the first two videos, you can go wide and deep at the same time and get a pretty big keyword list.

What you do with that is there's other tools in AdWord Accelerator that you can feed those keywords into. One tool would be this estimates competition tool, where you can automatically get ad groups generated, analyze them in terms of traffic and cost, and see what your competitors are doing and which competitors are bubbling to the top across all your different keywords.

Who is showing up the most? Do you have 100 keyword list, 100 words, 100 phrases, whatever, and they span a variety of keywords, they're all in the same market. It's nice to know which of your competitors are covering in most of those keywords and who are using the different Google match types.

You can see that in AdWord Accelerator, and then you can also see which ones are getting click-through ratios. This

is a very tricky thing, based on something Perry teaches, so I give credit to him for that.

To find out how and why this special trick works, opt in on our home page and in the first two videos you'll get in your email will show you very clearly.

Perry: Yeah. Go to www.AdWordsAcceleration.com. They've got a really nifty video that shows what this tool can do.

Stephen: Right. Just a few other things worth mentioning. These are again thinking outside of the box or finding the cracks or doing things 90% of other advertisers are not doing.

You can find, if you're in a high traffic area, misspellings and typos. It may sound trivial to some people, but...

Perry: Oh, that's not.

Stephen: It's not. I would go the extra step. You can actually get traffic estimates on those. You can get a misspelling list and 90% of it's junk. It's just like a random generated thing from a computer almost. You can feed that back into Google, which you can do with this tool, and you can see, "Wow! These terms are actually being bid on in Google and actually getting traffic right now."

I did one the other day for mortgage, just testing something – mortgage with a zero instead of an O. It's a typo, but that's getting some traction and being bid on in Google by a lot of these mortgage brokers. There's also a tool for finding keyword-based domain names.

[34:13]

Perry: This is big.

Stephen: Yeah, and I just upgraded too to have more options. There was a lot of, again, affiliate marketers who pushed the envelope in this area, who are using even things like double hyphens in their names. In the past you'd get high traffic keywords, like let's say the word "Guaranteed loans." I actually saw an affiliate doing this in the auto loan industry. He bought "Guaranteed--loans.com".

Now you may think that was weird, but if you tried it by 'guaranteed loans' or 'auto'loans' one word, forget it. If you try to buy these words with hyphens, they're all taken too because this industry is so competitive. But when you start adding in double hyphens or other tricks, it opens up a whole new realm of available domain names.

People see these words being bolded, because Google will bold these keywords if they match the person's queries, and your ads will stand out a little more. Your domain name has bolded words in it. It's a good way to hunt down domain names. There's a variety of other tools in this package that are helpful for doing placement targeting.

The biggest thing that I kind of try to tell people about and really what I designed it for in terms of my own needs is to go from your initial keyword research all the way up to building an AdWords campaign. You can build it all in a tool, following Google's best practices. Then it's ready to be uploaded with a few clicks into the AdWords editor into your account.

Perry: That's pretty sweet.

Stephen: Yeah. I had a need to do this just to save time for other stuff I've been working on over the years, and so I try to come up with as much automation as possible. It's all there and more to be done for version 4, but that'll be a little time before I get there.

Perry: That's great. That's at www.AdWordsAcceleration.com, and I love this tool. If you need to find some of those less competitive, more fertile keyword places in the universe, this is an excellent way to do it.

Stephen, this has been really great. I want to thank you for being on the call.

Stephen: Thank you, Perry.

Perry: Tomorrow, I'm going to have Terry Dean on the call. Terry is one of the original code crackers on affiliate marketing. I was reading his email newsletter in 1998, and he is a no-hype, straight-talking guy. He's seen everything. We're going to cover that. I really recommend that you be on that call. It's going to be 11:30 Central time tomorrow.

The way to get a recording of this call and the other ones too is go to www.PerryMarshallBirthday.com and buy a gold or platinum package. Those packages are sweet, sweet bargains. One of the things you get, by the way, with those packages is something called Traffic School.

37:22

Traffic School is a really interesting experiment we did with Ken McCarthy quite some time ago. Ken said, "I want to get 40 people in a room and I want them to watch you

build out an AdWords campaign in real time with no rehearsal and no net.”

He picked me, Don Crowther, and Ken Giddens, the late Ken Giddens, who’s an absolute SEO genius. If you did what Ken Giddens taught five years ago, your SEO would still be good. It was that good.

So we got in a room and rolled the videotape and Ken had slapped together this landing page the night before on this website that he already had, and there was no preparation or anything. We just sat down and said, “Go.” So it’s half seminar and half lab, and you can watch that.

Well, we duplicated too many copies of these, because normally we only give these to Bobsled Run members, and I totally ran out.

You can buy them and they’re part of the Gold Package. So if you go to www.PerryMarshallBirthday.com, you’ll see this outrageously crazy special. It’s more than \$1,000 worth of stuff. 38:49

I want to encourage you, go check out www.AdWordsAcceleration.com. See what Steve’s got, watch the videos, and we’ll talk to you tomorrow when I’ve got my call with Terry Dean.

I really appreciate all of you guys being on the call. Steve, I appreciate you and your hard work and your excellent products that you put out there. Can’t wait to talk to everybody on the next call.

Stephen: Great. Have a great birthday, Perry.

Perry: Okay. Thanks, Stephen. Talk to you guys later. Bye.

Stephen: Bye.

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