What Are You Talking About?

Finding the Right Keywords

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HotSpot Promotion

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What are keywords? Well, let me allow Wikipedia to do the honour of defining the term for us:

An index term, subject term, subject heading, or descriptor, in information retrieval, is a term that captures the essence of the topic of a document. Index terms make up a controlled vocabulary for use in bibliographic records. They are an integral part of bibliographic control, which is the function by which libraries collect, organize and disseminate documents. They are used as keywords to retrieve documents in an information system, for instance, a catalog or a search engine. A popular form of keywords on the web are tags which are directly visible and can be assigned by non-experts also. Index terms can consist of a word, phrase, or alphanumerical term. They are created by analyzing the document either manually with subject indexing or automatically with automatic indexing or more sophisticated methods of keyword extraction. Index terms can either come from a controlled vocabulary or be freely assigned.

Keywords are stored in a search index. Common words like articles (a, an, the) and conjunctions (and, or, but) are not treated as keywords because it is inefficient to do so. Almost every English-language site on the Internet has the article "the", and so it makes no sense to search for it. The most popular search engine, Google removed stop words such as "the" and "a" from its indexes for several years, but then re-introduced them, making certain types of precise search possible again.

When you set up your business, not only do you need to know WHO you're talking to, and WHERE they are, but you need to know exactly what you are going to talk about. This is done through using keywords

Keyword research is one of the most important parts of setting up a business. After all you could have the world's greatest, most innovative idea, but without the means of driving your customers to that idea it will still result in failure.

Getting Started

Let's start off by brainstorming ideas that deal with your target area of business. These should include words, phrases, and topics dealing with your business (e.g. "Financial Planning", "Retirement Preparation", "investment strategies", "frugal living", "savings" etc), your target market ("seniors", "new immigrants", "Families") and your products ("Savings Accounts", "Retirement Strategies", "credit report") or whatever it is you offer.

The next step is to narrow those phrases and business categories into a word. If you focus on finance that word could be "mortgage", or "debt". Really narrow down your topic to something people will be more likely to search for. What you want to think is, "What would my ideal customer enter into a search engine to find my kind of business?" (we'll show you how to take those keywords and make sure they find YOUR business, not your competition's, but that comes later!)

Use a thesaurus to find as many synonyms for those keywords as possible. You also want to think about alternate ways of phrasing something: "Retirement funding", "setting up a retirement fund", "how to ensure you have enough money to retire on", etc.

Once you have it very narrow and specific (to give you focus) try some more ideas to create [long-tailed and short tailed keyword](#) examples

Now think about "buying" keywords - those words and phrases used when people specifically want to purchase your products or services: "obtain my credit score" or "purchase blue-chip stock" or "set up my retirement fund"

Then, think in terms of solutions: "Get out of Debt", "lower my credit card rates" and write those ideas down.

After you have several words and short phrases that are the essence of your business we need to analyze them. If your budget is minimal at this point you can go ahead and use Google's free keyword tool

For those of you who don't mind spending some Money, look into Market Samurai. Market Samurai is an invaluable tool for your business. For the sake of the guide we will be dealing with the Google Keyword tool.

Starting with our previous example, let's assume you are in the finance business. And are interested in improving credit score, removing dept, and managing accounts. Lets enter the two keywords 'mortgage' and 'debt' (one per line). If you want you can expand the "Advanced Options" box to target a certain country or to further refine your search. However it is not necessary. Enter the "captcha" and click "search".
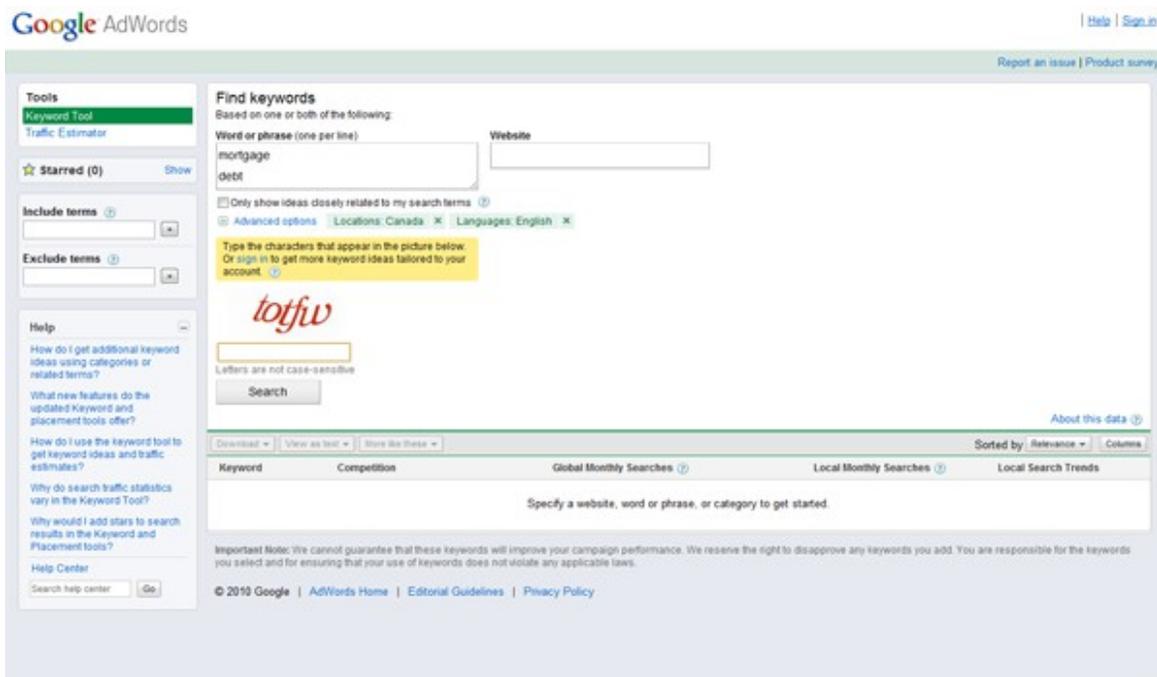
You will now see several keyword related to the one you entered. By default there are 5 columns:

$\frac{35}{17}$ The Keyword Column shows the suggested Keywords.

$\frac{35}{17}$ The Competition Column shows how many sites are competing for that keyword. The lower the competition the easier it will be for you to rank on Google

$\frac{35}{17}$ The Global Monthly Searches Column shows how many people worldwide search for the keyword. If you are an online Business who doesn't have a local market (like web or graphic design) this is the Column that will be most useful to you. The more people searching for a keyword the more likely it will be for them to stumble across your site. Another reason why low competition is important.

$\frac{35}{17}$ The Local Monthly Searches Column is the same as the Global Monthly Searches Column except that it deals with searches coming out of your area. These searches are going to be of interest more to local business who want to target a specific area.

$\frac{35}{17}$ Finally the Local Trends Column shows you the popularity of the search from month to month.

To make things easier you can sort your results by any of these columns. Looking at the keywords now I can see that there are a lot of debt related keywords with high competition. So lets sort our results to show the least amount of competition first.

The goal here is to find the "diamond in the rough"; that one keyword that has the highest number of searches we are looking for, but the lowest competition so we can rank for it easily. It should also be relevant to what your trying to do.

Go through this list and find as many keywords as you think are relevant to your business. Your goal is to find about 20 good ones, and keep them handy on a list by your computer.

After you have found as many keywords as you like you are ready to move on!

Where and How to Use Keywords

If you have a website, you want to make sure it has your keywords on it, in prominent places. For example:

- a tag line that includes the keyword/phrase right near your logo

- use them in the headings or subheadings of your pages or blog posts wherever logically possible.

- When you're writing blog posts or articles to go on your site, use the keywords wherever they make sense.

- use them in the [meta title](#) of your website code.

- use them in your Tweets or Facebook status - or any other social media status you might post - not every single one, but often, and whenever it's appropriate.

- use them in your online advertising efforts.

- use them in hyperlinks (i.e. instead of "[click here](#)" use something like "click here for '[easy retirement planning](#)' resources" and as names for any images you use on your site.

- use them in your domain name(s)

- use them as triggers to to get ideas for articles and posts that you write

Don't worry about getting it absolutely right.   If you have any analytics working on your site, you might find that people are finding you using phrases you never thought of. If that's the case, go ahead and include them as well.

And that's it. A short and easy method to keyword research! Feel free to drop us a line if you have any questions! We're here to help. Scroll down to the next page to find out more about us!

How Might We Help You?

HotSpot Promotion is a social media management and strategy company that provides painless, profitable social media.

Whatever your goals, we'd love to come alongside and help you achieve them! HotSpot Promotion can help you in in the following ways:

Social Media Set-up and Maintenance

We'll see what it is you do, and help you choose the best social media platforms to use to get your message out

We'll help you design a business strategy to get the best bang for your social media efforts

We'll get you set up in such a way that looking after your social media is simple, and easy to maintain

We'll take on as much or as little as you need to keep everything ticking along nicely

We will create a unified, branded graphic presentation across all your social media sites so your clients instantly recognize you and know what it is you do.

Local and Mobile Marketing

We'll claim your Google/Yahoo/Bing local business listing and optimize it for the best possible ranking

We'll help you create coupons to offer your clients

We'll gather and post reviews

We'll gather and post citations

We create a mobile landing page for your business with "click to call" or a coupon

We'll help you set up and track mobile advertising

We'll help you set up and use Facebook Places and Foursquare to bring clients into your business "on demand"

We'll set up and track SMS service/campaigns

We'll provide ongoing reviews so you can see how you're doing

Graphic Design

No online presence yet (or just need to "freshen up" what you have)? Need graphics to get that done?

We can create your Facebook cover, Facebook app tabs, Twitter header, Twitter background, and promotional graphics for use on social media.

We can design a professional logo and integrate it into your WordPress website and your social media backgrounds

We'll design business cards to match

Phenomenal Follow Up

If you have a drawer full of business cards, or contact information that you know you should do SOMETHING with, but you're just not sure WHAT, this service is for you.

Here are some amazing statistics from The National Sales Executive Association:

> •48% of sales people never follow up with a prospect

- •25% of sales people make a second contact and stop
- •12% of sales people make more than three contacts
- •2% of sales are made on the 1st contact
- •3% of sales are made on the 2nd contact
- •5% of sales are made on the 3rd contact
- •10% of sales are made on the 4th contact
- •*80% of sales are made on the 5th-12th contact* (emphasis mine)

This is why you need follow up! We will work with you to set up a system that's 80% automated, very affordable, multi-touch, multi-tool, and fully personalized. It will turn your clients and prospects into raving fans and enthusiastic evangelists for your business. It will make you look pretty good, too!

Coaching

Need help figuring it all out?

We'll come alongside and coach you in the best way to get started with your marketing efforts.

We create different discount packages for "one-off's", short-term, and long term, coaching, depending on the amount of coaching you need.

We also create simple DIY resources that can help you get the job done in your own time, with a very small price-tag

For these services, or for any questions you might have please don't hesitate to contact us:

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