

Beyond the Keyword - Developing a Systematic Plan for Market Dominance

Presented by Ben Stickland



What You'll Get



Mr Desperate



Mrs Smart

Online Marketing Overview



Situation: Newbie

Advice: Market Research

Situation: 500 visitors / day
4 free signups / day
1 sale a week

Advice: Conversion
(art vs science)

Situation:
Award Winning Website
No Leads :-(

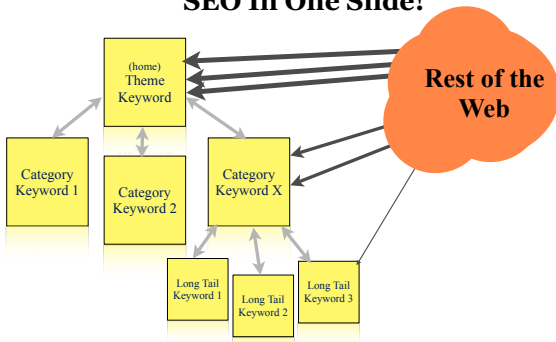
Advice:
What's the Site Traffic?

Advice: (Low Traffic)
Build Traffic

Traffic Options
SEO
PPC
Affiliate
Social
Offline

SEO Site Planning
(in case you have a traffic problem AND SEO is your preferred solution)

SEO In One Slide!



Three Answers to Most Questions

Why do keyword research?

Keyword Criteria



Time for a plan

Assuming 'good' keywords

1. High Traffic Strong competition	2. High Traffic Weak Competition
3. Low Traffic Strong Competition	4. Low Traffic Weak Competition

Scenario I:
High Traffic, Strong Competition

Scenario I:
High Traffic, Strong Competition
Response: Kung Fu!
- Internal Links
- Serious Inbound Linking
Category Keyword

Scenario 2:
High Traffic, Weak Competition

Scenario 2:
High Traffic, Weak Competition
Response: You Beauty!
- Just Post a Page
- Lightweight Inbound Linking

Category or Longtail Keyword

Scenario 3:
Low Traffic, Strong Competition

Scenario 3:
Low Traffic, Strong Competition
Response: Skip Keyword

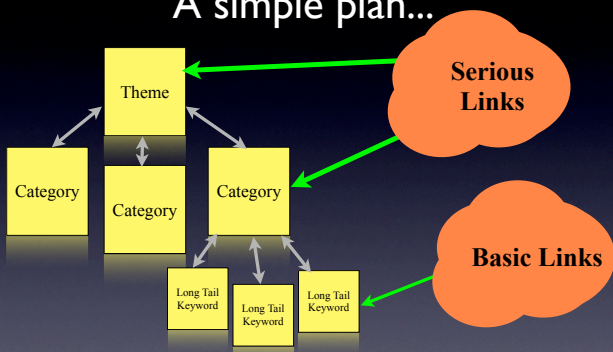
N/A

Scenario 4:
Low Traffic, Weak Competition

Scenario 4:
Low Traffic, Weak Competition
Response: Post a Quick Page
- Just Post a Page
- Lightweight Inbound Linking

Longtail Keyword

A simple plan...



Keyword Type Criteria

Keyword Type	Searches	SEOC
Theme	> 100	< 100,000
Category	> 100	< 100,000
Long Tail	> 10	< 30,000

Picking a good theme...

Category Keywords	Traffic	SEOC
Portable Power Tools	985	81,000
Angle Grinders	857	65,000
Drill Bits	1281	55,000

Power Tools - Traffic 6,450 & SEOC 635,000

Market Samurai Extended...



Keyword Type vs Link Plan

Keyword Type	Indexing Links	Basic Links	Serious Links
Theme	Yes	Yes	Yes
Category	Yes	Yes	Yes
Category (weak competition)	Yes	Maybe	Maybe
Long Tail	Yes		

Get to work



Tool & Spreadsheet URL:
www.alliancesoftware.com.au/clients/keywords

Email: ben@alliancesoftware.com.au

Resources

www.noblesamurai.com/dojo
www.marketingexperiments.com

Thanks :-)