

# KEYWORDS!

What people search for online makes up 90% of your Digital Marketing efforts.

When people search for something they are ACTIVE prospects. When you target them in other ways, they are PASSIVE prospects.

# 3 Important Uses For Keywords

- ① PPC – AdWords, Bing Ads, etc.
- ② Content Marketing – SEO
- ③ What The Marketing Is THINKING

# Building Your Master List

- ✓ Use a spreadsheet; Numbers/Excel/Sheet
- ✓ Go as WIDE as possible!
- ✓ Always be thinking of how to EXPAND
- ✓ Use a Thesaurus (such as [thesaurus.com](https://www.thesaurus.com))
- ✓ Use Google Trends every month
- ✓ Monitor competitor activity
- ✓ Know your Master List will EVOLVE

# Super Conversion Keywords

These are keywords that will have the highest conversions for your market. Usually someone doing an exact search for what you sell. We START with these keywords.

**CRITICAL NOTE:** If you can't achieve conversions (even opt-ins) from these keywords then it's a huge RED FLAG.

# Exact Match VS. Broad Match

**Exact match EX:** "dog training for yorkies"

**Broad match EX:** "dog training for yorkies"  
with words in any order. i.e. "best Yorkie dog training" OR "training a yorkie dog fast"

**Why does it matter?** Because the prospect's INTENT can change when the keywords are in a different order or when other keywords are added to main phrase.

# Negative Keywords

Certain keywords that you DON'T want to market with for TWO reasons...

- ① Unlikely to buy from you
- ② Not relevant to your business

# Negative Keyword Examples

- ✓ "Free"
- ✓ Something related to "offline" product
- ✓ Gender-specific
- ✓ Location-specific
- ✓ Searching for cheaper solutions
- ✓ Single vs. Bulk
- ✓ Beginner vs. Advanced