

HOW TO BROADEN YOUR KEYWORD EXPOSURE TO GET MORE TRAFFIC

Today and over the next couple of days, you are going to be focusing on increasing the value of your blog on the basis that you decided that your niche is a success case, i.e. your blog has received quite a bit of traffic and perhaps a few sales.

Day 27 is a two-part day. First, you are going to learn how to broaden your keyword exposure with the goal of getting you traffic (by GuruBob) and Ed is going to show you how to take those keywords and add more content to your blog over a period of time to get rankings for those extra keywords.

Today is largely about on-page factors, and the next few days will be on off-page factors.

A quick update on where we are at this stage with the vintage electric guitar blog.



Way back on Day 2, you did keyword market research and in the example *vintage electric guitar* micro niche, we found the main keyword *vintage electric guitar*, but also 3 other keywords that meet the SEOT and SEOC criteria.

This time we are going to focus on SEOC.

Now, you should have upgraded Market Samurai to version 0.64. There will be a few differences from the previous versions and you'll learn about those too.

(Open your niche keyword file to follow along.)



Use the above settings to generate keywords related to your micro niche keyword. In this case, there are 200 keywords returned by Market Samurai.



Notice that you can now apply SEOT immediately on this screen to limit the initial keyword list. In this lesson, the focus is on SEOC (Competition) instead of traffic so you are not going to apply that filter right now.

One thing that you should do, however, is before you **Analyze Keywords**, you should heavily edit the list, just like what you did when you are finding keywords for your AdWords exercise. You don't want to do competition analysis on keywords that are not related to your niche. Your goal is to find semantically related long tail keywords and they should be tightly related to the blog theme keywords.

For this example, Robert leaved the keywords if they contain the word *vintage*, *used* or *old*, basically keywords that are directly related to vintage electric guitar. As you see, we still have 76 active keywords here.

Keyword (76 active, 124 removed)		
vintage guitars		X
vintage guitar		X
guitars used		X
used guitar		X
old guitars		X
vintage silvertone guitar		X
les guitars		X
vintage		X

With that clean list, now you may **Analyze** the **Keywords**. The data should be returned quickly because they are already cached.

At this point, go straight to the SEO Competition (SEO) filter and set it to 30,000, so it will display only keywords with less than 30,000 competing pages for phrase-matched search.

This takes a while because Market Samurai again has to go out and fetch the data.

Once it returns, you will see a list of keywords filtered by SEOC of 30,000 or less.

Keyword (57 active, 127 removed)				Searches	SEOT -	SEOC	Trends	
vintage electric guitar				487	204	32600		
vintage epiphone				325	136	24300		X
vintage gibson guitar				325	136	20300		X
vintage bass guitar				325	136	11600		X
serial number guitar				325	136	10500		X
vintage fender guitar				178	74	29000		X
vintage acoustic guitar				178	74	28200		X

You want to sort the keywords by the SEO numbers. In this example, you see a number of keywords that are greater than 100 searches a day, which is different to the one that we found in our initial search in Day 2.

Those extra keywords may actually become candidates for the category keywords for the blog. What's interesting in this exercise is that longer tail keywords with very low competition numbers still have useful traffic numbers.

For example is *vintage gibson electric guitar*.

vintage les paul guitar				145	60	1800		X
vintage gibson electric				145	60	348		X
used electric guitar				118	49	16400		X

The keyword has 60 searches per day but only 348 competing pages.

Using these keywords, you will find more keywords with lower competitions but very highly related to your main niche keyword.

They are keywords that you can post on the blog to get rankings for a wide range of keywords and therefore get more traffic.

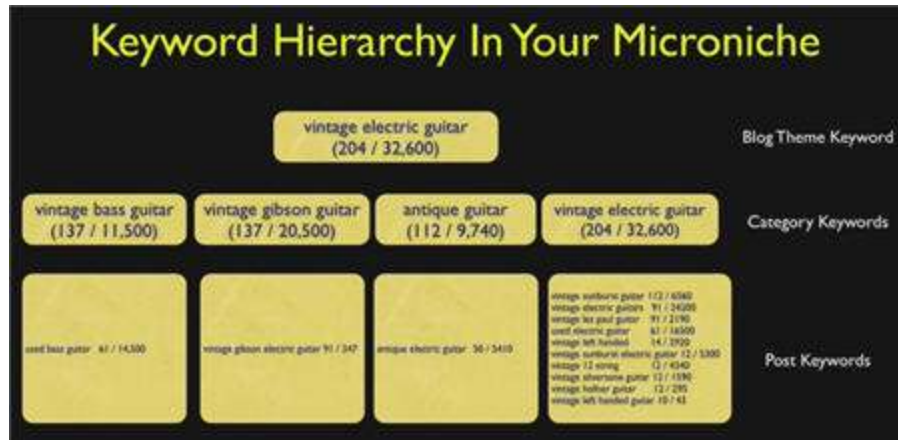
Main Theme Keyword			
vintage electric guitar	204	32600	
Category Keywords			
vintage electric guitar	204	32600	
vintage bass guitar	137	11500	
vintage gibson guitar	137	20500	
antique guitar	112	9740	
Post Keywords			
vintage les paul	250	29800	[candidate category keyword]
vintage epiphone	205	23400	[candidate category keyword]
vintage acoustic guitar	167	27000	[candidate category keyword]
serial number guitar	137	10500	[candidate category keyword]
vintage fender guitar	112	24000	[candidate category keyword]
vintage sunburst guitar	112	6560	[candidate category keyword]
vintage electric guitars	91	24200	
vintage les paul guitar	91	2190	
vintage gibson electric guitar	91	347	
used electric guitar	61	14500	
used bass guitar	61	14500	
antique electric guitar	50	5410	
vintage left handed	14	2920	
vintage sg guitar	14	51	
vintage sunburst electric guitar	12	5300	
vintage 12 string	12	4340	
vintage silvertone guitar	12	1590	
vintage hofner guitar	12	295	
paul vintage mahogany electric guitar	10	20800	
vintage mahogany electric guitar	10	20400	
vintage left handed guitar	10	43	

So far, we only did a search for *vintage electric guitar*. You may also perform searches for various other category keywords, such as *vintage bass guitar*, *vintage gibson guitar* and *antique guitar*.

With those additional research, it is very likely that list of low competition keywords will be actually larger. Let's keep it simple for this exercise though.

Some of the keywords returned in the research above can be justified as another category keywords on the blog, just looking at the traffic potential and the fact that they have less than 30,000 competing pages.

You take the keywords that you've found using Market Samurai and add those keywords under the most appropriate category, which will be used in the blog as blog posts.



Note that you see the majority of the post keywords fall under the *vintage electric guitar* category because that's what we analyzed. However, there are still a few keywords that are related to the other main categories.

When you create a post, for example, using the *vintage les paul guitar*, you put that post under the *vintage electric guitar* category. You would tag the post using *vintage les paul guitar* and also *vintage electric guitar*.

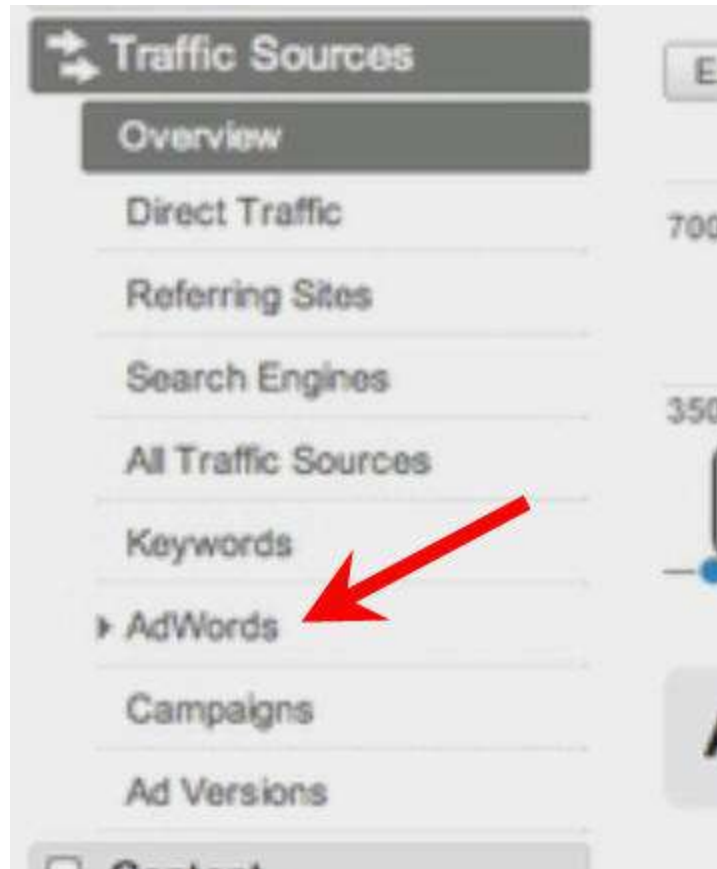
If you post to another category, which is not *vintage electric guitar*, you may still want to use the *vintage electric guitar* tag because that is the main theme keyword of the blog.

There is another method that you may look at as well, and that's using your Web Analytics.

Login to your Google Analytics account. What you are really interested in is **Traffic Sources**.



Click on **Traffic Sources** and the subsection **AdWords**.



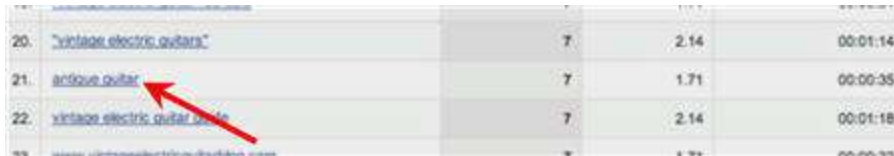
We want to see the list of keywords that we have been receiving with AdWords. You may want to adjust Google Analytics to show more rows, such as 25, so you may see the top 25 keywords.

5	3.00	00:01:37	0.00%	20.00%
5	1.80	00:00:58	0.00%	80.00%

Go to: 1 Show rows: 25 1 - 25 of 201

The list shows keywords that people are entering into the search engines that have then made them to click on the ad and taken them to the blog.

What you will be interested is to find keywords that have multiple visits where we don't have any content related to it right now. If search engine is already sending you traffic for certain keyword, and none of your blog pages is optimized for that keyword, you may want to add optimized content for that keyword so that you may rank highly for that keyword and get more traffic.



20.	"vintage electric guitars"	7	2.14	00:01:14
21.	antique guitar	7	1.71	00:00:35
22.	vintage electric guitar	7	2.14	00:01:18

For the keyword *antique guitar*, we already have 7 visitors to the blog, but there is no content yet related to it. The plural form of *vintage electric guitar* drives 29 visitors but our blog has no content optimized for *vintage electric guitars*. It may be a good idea to post some content using that key phrase.

Over time, and particularly as you begin to rank well for your main keyword, Google will begin to see your site as an authority site and it will start to send you traffic for keywords that it thinks that your content and blog are relevant to.

You will be able to see the traffic by looking at your traffic stats inside your Google Analytics account. You will be able to see keywords that you haven't optimized for. Again, by optimizing content using those keywords, you will end up getting some traffic because of the rankings.

In the next lesson, you will learn how to use the auto poster feature inside WordPress Direct to post content related to the keywords you have just produced, and do it the right way over a period of time.