

Published based on [Make Money Online By Finding The Right Keywords](#)

Make Money Online By Finding The Right Keywords

Making money online basically comes down to what keywords you use.

This is the one indisputable law of marketing on the Internet. If you can identify the keywords that will send eager buyers to your site, your ability to make money online is pretty much guaranteed.

Keyword research will help you...

- Uncover a group of people who all share the same problem (a niche market)
- Develop products or services you can sell them
- Come up with new product ideas that you can sell to your existing customer base
- Write winning salescopy that convinces them to buy your product
- Optimize your website for the search engines so visitors can easily FIND your site
- Find affordable keywords for your pay-per-click advertising

... In other words, keyword research is essential for ALL stages of growing your business.

But discovering *which* keywords will help you make money online can be a challenge. People are unpredictable, and the search terms they use might surprise you.

For example, say you plan to make money online by selling a video that teaches people how to keep raccoons out of their garden. You might think your best keyword is, "how to keep raccoons out of garden" -- when you might get better results with, "anti raccoon fence," or "prevent raccoon raids," or even "get those blasted vermin away from my grapes".

... Think that last one is a bit far-fetched? You'll never know until you do your keyword research!

Which Keyword Generator Is Best?

Here are two excellent ones:

1. Google AdWords Keyword Tool -- First off, it's free! Plus, the results come directly from Google's own real-time databases. You're actually seeing what people are paying to advertise on each keyword. A high-priced keyword generally has high competition.

2. BeBiz -- We can't resist plugging our own fabulous [keyword research tool](#) that's built right into BeBiz, our complete all-in-one online business builder. BeBiz automatically integrates your keyword research results right into all aspects of your business, making it even easier for you to make money online.

Once you've accumulated a long list of keywords, what then? What do you do with those keywords? And how do you know if they present a great opportunity to make money online?

Here's what to do...

Seven Steps to Successful Niche Keyword Research

If you are determined to make money online, follow each of the steps below and your keyword research efforts will yield significant results that will help you make money online.

1. Start off with one to three words that describe a passion or interest: e.g., "rabbits."

2. Create a list of words that mean the same thing: e.g., "rabbit," "bunny rabbits," "bunnies."
3. Combine each synonym with "how" to generate problem statements. For example, "how bunnies," "how rabbit," "how bunny rabbits."
4. Record the "action word" phrases that appear in the keyword research results. For example, "how to groom rabbits," "how to make organic rabbit food," "how to build a rabbit hutch."

All these phrases have an action word in them and point to a problem people are trying to solve. These are the keywords you're looking for. They're the ones that will help you make money online. Why? Look at these two examples:

Broad keyword: rabbit cage Intent keyword: build wooden indoor rabbit cage

There's no way to tell exactly what the person using "rabbit cage" wants. Do they want to clean one, buy one, see how to set one up, trap rabbits, take a rabbit on a plane?. So there's no way to market to people using that keyword.

The person using "build wooden indoor rabbit cage" has told you *exactly* what he wants to do.

These kinds of keywords with clear intent will benefit you far more than broad, unfocused keywords. For one thing, when someone searches on them they see fewer results -- and with less competition, you have a far better chance of appearing on the first page of results, where more people will see them. Next, people tend to search on these keywords when they are close to making a purchase. This means the visitors you attract with these keywords are far more likely to buy something from you than the visitors you get from your broad keywords. Better visibility, better conversions -- that's how you make money online

5. Cluster the top keywords according to intention. As you drill down into your keyword research, you'll find different phrases that basically mean the same thing. For example: "build wooden indoor rabbit cage," "rabbit hutch building tips" and "rabbit hutch design."

Organize all these similar phrases into groups. Now, here's the awesome part: Each group represents a different niche market opportunity. The longer the list, the bigger the opportunity and the better your chances of being able to make money online.

6. Analyze the "supply and demand" factor for each keyword. To determine demand, add up how many searches are being done for each group. A big group with a lot of searches is what you're looking for.

Also see how many competing sites are vying for each of the keywords. Within each group you'll find varying levels of competition for the different keywords. Look for keywords that have a lot of searches but not much competition. That way you can predict that it will be easier to break into that market and compete with the websites already there. And that is what's going to help you make money online.

7. Check out the competition. For the keywords that look promising, you can now search on all the keywords and visit the top sites that are competing for them. By taking a good look at the competition, you can determine if you could beat them at their own game.

... So there you have it: your seven-step "Keyword Research Survival Guide." Stick with this process and you'll have a far better chance to make money online instead of wasting your time, money, and effort on a website that will never sell anything.

Seeking to actually [start an online business](#) using internet marketing? Visit www.InternetMarketing.com to learn more about how to [earn money through internet](#).

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