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10 Keyword Types You Should Be Aware Of!

Recognize The Difference and Know What To Target...

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What Are Keywords And Why Should You Care?

A keyword is the term people type in to a search box. Most known search provider is [Google](#). From there on, website owners can optimize their website to show up for those particular keywords. This, so that other people may find it in the search engines, like Google for instance.

When searching people tend to start broad and then narrow down if they search for information. On the other hand, they will also throw in a brand name or product model number without thinking twice. In the last year or so, marketers are being made aware of this and thus many jump on it. Since I've written an [article about keyword research](#) years ago, long before the "Experts" where preaching the same story, I felt the time had come for a follow up. Maybe your "Expert" will tell you about it in two years or so...if your lucky! In the mean time, read this...

The biggest mistake I see many authors make is that they do not clearly explain the different keyword types you can and should target. Yeah, yeah, long tail, short tail and all that stuff...

...who cares, that's only common sense! BUT WHAT KEYWORD TO TARGET?

Admitted I was pretty impressed by some experts revealing things like "Buying Keywords Phrases" and such. Naturally you had to pay around fifty bucks every month to get this information but hey, they at least had some fancy videos...

Now, don't get me wrong!. Some of those expert guys (and girls) have great stuff and I wouldn't like to take on a challenge against them but, here is my version and it's completely free!



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Ten Different Types Of Keywords or Phrases!

Unlike most others, we are not going to talk about long tail or short tail persé. Anybody working online for more then a week most likely already knows the difference. For the uninitiated, short tail is when only the main (few) keywords are used and long tail when we digged deeper and target longer keyword phrases. Well, more or less in a nutshell!

Who cares? Forget about it! The following is far more important for ranking faster, higher, easier and increasing your conversions!

1 - Main keyword:

This is the all familiar keyword we all know about. It is very broad and digging into it is most likely required to get any results at all. Unless you have no problem competing against the biggest in the industry. As an example, if you are selling a weight loss product then "*Weight Loss*" is your main keyword phrase.

2 - Sub keyword:

Following the above example, after drilling down you will find your sub-keyword-phrase. Let's say something like, "*wieght loss for kids*". This would make ranking a bit easier but can still be pretty hard in some niches...you might want to drill down deeper if it's very competitive.



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3 - Buying Keyword:

Desperate people tend to buy, people who search for prices or discounts also tend to buy. So...

"fastest Weight loss for kids" or..
"cheap weight loss for kids"

Some other ideas you can dwell on...

"weight loss for kids review"
"weight loss for kids prices"
"weight loss for kids discount"

The above probably works better with an exact product name instead of *"Weight loss for kids"*. Let's take *"Nokia N70"* which is a mobile phone model.

"Nokia N70 review"
"Nokia N70 prices"
"Nokia N70 discount"
"Nokia N70 coupon"
"cheap Nokia N70"

4 - Product, Type, Model Keyword:

When somebody types the exact name of a product in Google, you make the best chance to convert.

Let's say we have a wieght loss product for kids called, "Fast-Slim-Kids". Somebody searching for this exact keyword, most likely already knows what he or she wants, their only looking to get a better deal.

When somebody searches for "NOKIA N70" you know this person is most likely ready to purchase. Target the Product Name, Type and Model to increase conversion rates and save bandwidth.



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5 - Local Keyword:

Serving you own community by adding location. For instance, "Weight loss for kids in New York". You could drill down to smaller regions even.

6 - Language Keyword:

Target different languages, translate pages and keywords...if I'm not mistaking, Google translator can do at least half of the job for you...and it even got me some extra traffic from all over the world no matter the language (before you can expect traffic you must make sure your page is already translated by Google translator).

7 - Author, Expert, Guru, Celebrity keyword:

Here is where it get's a little more exciting. Authors, Experts, Guru's, Famous people and all other well known Niche related people are all keywords. Although it is not advised to target three authors in your headline along with the product and five other keywords. You'll do fine to target the main (long tail) keyword in the title and spread a few others through the article. A summarie of related authors for instance.. can also do wonders.

8 - Company, Brand Keyword:

As with Authors, include Brand names, COmpany names and such (watch it, for legal issues). However, nobody can say anything about comparing stuff or sharing your opinion on a company or brand. At least not yet, I hear this is changing rapidly but hey, maybe that's just conspiracy theorist talking...

9 - Competing Keyword:

One of my all time favorite is to hijack the competition by targetting them. Use their name, company, brand and everything you can get your hand on (for as long as it has potential) and optimize for it. You can talk about how your product is so much better then theirs and legally steal their customers.

Blurb: I even have been able to get traffic from someone elses ebook this way...so go ahead and be creative!



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10 - Tracking Keyword:

This is an old trick used by SEO people. Basically you will make some sort of fingerprint which allows you to see if your website has already been listed in Google or anywhere else for that matter. It works as follow. Think of a letter-number combination and throw it into Google search. Makes sure there are no results showing up for it. Then put this fingerprint on the site you want to keep track of and submit your website to Google. Now you can type the tracking keyword into google and see your progress easily.

You can do this with any other Search Engine, or test new article submission service and many other services for that matter. It will help you see what is working and what is not. NOTE: After you are done testing you can remove the fingerprint from future submissions.

Another way of doing this is by taking a large chunk of text from the content and put it in Google. Somebody once said that it is nearly impossible for more than twenty-five words to appear in the same order by accident. Meaning, you should be ok with any text block of twenty-five or more words taken from your article.

Note! In all the above cases except for the last one, you should convince yourself that these are usually words and phrases that people will search for and type in to Google or any other search engine. Without people searching for the term you are wasting precious time. To check this you can use tools like Google Keyword Tool or one of the many others out there.

Another Note! Just to make sure you understand, there is no reason you should stuff all the above types of keywords in to one article. That would be highly unpractical, unreadable for your visitors and basically spam to many websites and other users. You best optimize for a few keywords per article. You will have more articles that will then be much more targeted to the keywords and thus increasing the chance to get a reader that makes a purchase.

In case you wonder what to write about...take a look at your keyword list, there's brands, people, products, locations, languages and more...your only limited by your own imagination.

Just don't forget to serve the people that are already coming to your website as explained below...



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Expanding On The Right Keywords!

Once your website is getting traffic, which it will when using the above to the full extend, you should check your web statistics for the keywords people entered to find your webpages. once you have determined what keywords get you the most traffic you expand your efforts around those only.

No Website Yet, No Problem, Get This...

Your in luck if your just getting in to internet marketing recently. Cause this has not been around for long. Real time search on many platforms like Google, Twitter and much more. Basically you can use Google to Real Time Search any domain you like. So pull out your keyword list and throw them in there, you might even make a sale before you ever setup a website.



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Thank You...

..for taking the time to pick up and go through this report. Hopefully it will be of great value to you. I certainly did my best to provide quality content. You are also invited to contact me or discuss anything related on my website...

To YOUR Success..

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P.S. Please forgive me for grammatical errors but, do point them out please. Let me mention that my native language is Dutch which makes writing in English more of a challenge for me. Hopefully you still got the best out of the report...

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