

UK Local Search Profits

UNIQUE Self-Paced Training Course for 2009



Week Two – Part 2

Welcome to Week 2.

Yesterday we started to delve into the way folks find you online - KEYWORDS

Today we are going to carry on with this topic and show you how to continue growing your important keyword list, for future online content creation.

So let's get started!

Today we are going to be taking a look at:

- The use of keyword modifiers
- The use of geographical keyword modifiers
- The Google Wonder Wheel tool
- Using Ask.com for additional research

The Use of Keyword Modifiers

You do it yourself when you search online. You use keyword modifiers, only you never call them this.

Your potential customers are also using them and so it makes sense for you to add them to your keywords – if relevant of course!

Here is a list of some common ones for you to think about:

- fast
- cheap
- quick
- buy
- quickly
- guide
- coupon
- best
- discount
- free shipping
- buy online
- buy now
- compare
- review
- guarantee
- quotes
- low prices
- compare prices
- cost
- low cost
- ideas
- 24hr
- inexpensive

Suppose your main keyword is: **fitted kitchens**

This is FAR too general to be found for online so by adding some keyword modifiers to you end up with a keyword you may actually have a hope of getting found for!

So your potential customers might be typing in...

fitted kitchens **review**

fitted kitchens **discount**

cheap fitted kitchens

fitted kitchens **guide**

compare fitted kitchens

Brands

Brands also represent a major source of keyword modifiers too so remember to factor those in as well.

Reordering

The Reordering of keywords is important too; **fitted kitchens discount** is seen as different to **discount fitted kitchens**.

Misspellings

Every industry has a word that is hard to spell. So think of yours and the common misspelling and add this to your list too.

Pluralisation

Please do remember that Google treats plurals differently so the keyword term: **fitted kitchen** will have different results than the keyword: **fitted kitchens**

Stemming

Word stemming is the process of changing the tense and format of the keyword. Stemming uses the root of the word, and then makes a number of variations from it. For example: colour, coloured, colouring

Others

Do your keywords have any abbreviations? ...even "slang" words, or local/regional phrases? For example "sweater" vs. "jumper"

Which leads us into...

The Use of Geographical Keyword Modifiers

To have truly “hyper-local” keywords you need to be using geographical modifiers.

Essentially these boil down to using...

- Postcodes
- City
- Town
- Surrounding Suburbs
- Metropolitan Areas (*in large towns like London.*)
- County

fitted kitchens **In1**

fitted kitchens **lincon**

fitted kitchens **lincolnshire**

fitted kitchens **In5**

fitted kitchens **glebe park** (*an estate on the outskirts of lincoln*)

It is essential to spend some time identifying the relevant geographical keyword modifiers for your local business.

The Google Keyword Tool.

In late May 2009 Google started rolling out this great keyword Research tool. In this next section we will look at how this will help you in your Keyword search.

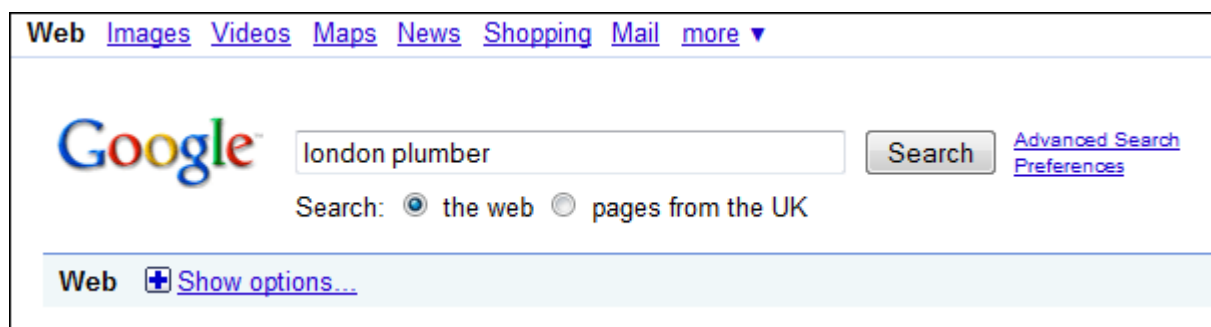


Fig 1.1 – Searching for the Keyword “london plumber”

First of all go to Google UK and type in the term: **london plumber**

On the results page click the “Show options...” link (**Fig 1.1**).

When you do this a new horizontal column will appear. Towards the bottom you will notice a link: Wonder wheel (**Fig 1.2**)

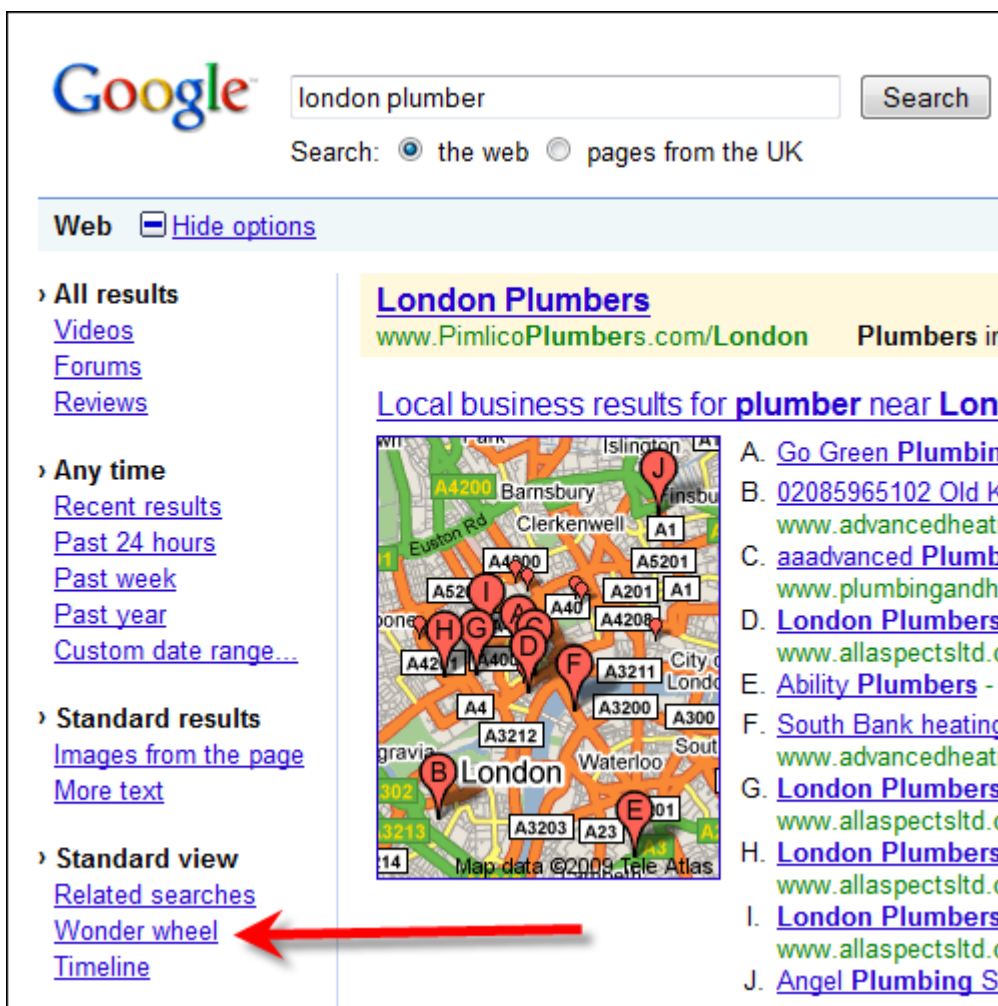


Fig 1.2 – Searching for the Keyword “london plumber”

Google will then load the data (**Fig 1.3**)

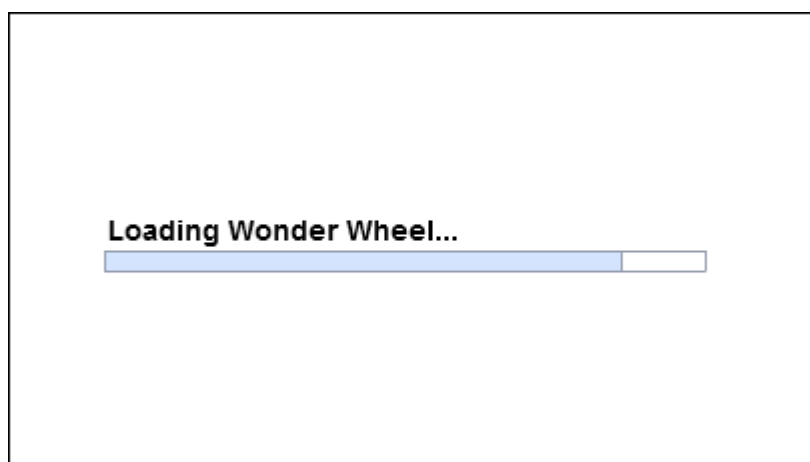
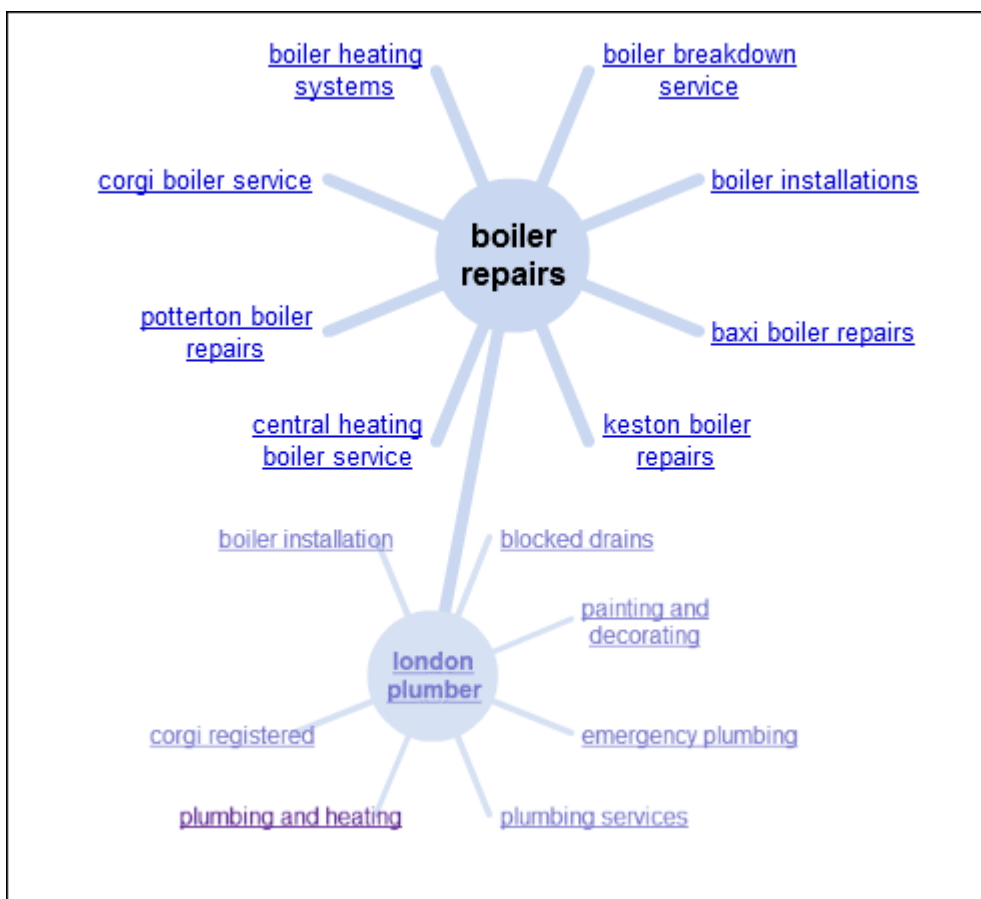
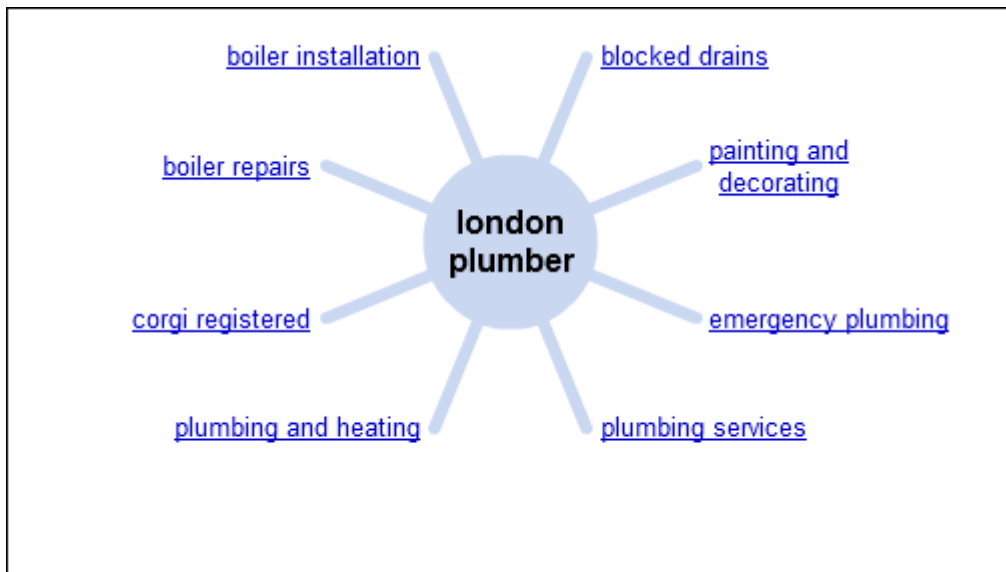


Fig 1.3 – Loading the Google Wonder Wheel

Google will now display the terms it associates with the keyword **london plumber**



How Can I Benefit?

Do this for all your major keywords and you will start to collect a list of additional Keywords you may never have thought of.

If Google thinks they are relevant to your keywords, then **YOU** should too.

Use these additional keywords you collect for creating new content for your website/Blog etc.

By doing this Google will start to treat your content with more authority over time. This is an essential part of getting ranked higher at Google!

In Conclusion:

Today we started to look at how we can find additional keyword for our website/Blog.

Tomorrow we will continue this important topic by looking at:

- The **Google Adwords External Keyword Tool**
- **Keyword Modifiers** and **Geographical keyword Modifiers**

See you tomorrow!



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