Keyword King

Keywords allow a user to narrow down and specify their search over the internet. Using keywords is also one of the most effective and most widely used internet marketing tools. So how are keywords used in affiliate marketing? What is it with keywords that make it an important marketing tool?

What are keywords and why are they important?

Keywords are the words that come to mind when you think about a certain topic, person or thing. Search engines categorize the information and content over the internet under these keywords. For example, if you're looking for ways to reduce your stomach fat you would type in Google: "how to reduce stomach fat", or "get rid of stomach fat", or "lose stomach fat", so on. Then the search engine browses the internet for sites that contain these words. The sites with these words show up in the search results.

Keywords are important in marketing because it gives products the online visibility they need to reach potential customers. When you identify the possible keywords a potential customer would use that's related to your product, you show up more often in search engines, and get more visibility to potential customers.

Where keywords are used?

- **Web copy.** Web copies are short copies or paragraphs with hyperlinks, encouraging a reader to interact with the website. In web copies, they use keywords to attract readers to click on the links attached. The keywords often carry the links themselves.

- **Articles.** Articles that contain information regarding a certain product or topic would normally contain keywords. And if the article is relevant and closely related to the keywords, the article would show up high in search results.

- **PPC advertising.** PPC advertising or pay-per-click advertising needs plenty of popular keywords to attract the attention of search engines to in order to show up in their search results. A more visible ppc ad means the possibility of potential customers clicking on that ad is greater.

How to generate your own keyword list?

To generate your keywords list, you have to think like a user or a potential customer and write down the words, phrases, or short sentences you would use when you want to search for a topic or product. You can also use a keyword generating software; but

we recommend you use this software to supplement your list, not create it completely. No software can match the creativity of the human mind and keywords can come in numerous variations that most computer programs can't replicate.

Once you have your list of keywords, you can use this free tool from Google to help you identify closely related keywords and data on the number of searches these keywords get. Here is the link:

[Google Keyword Tool](#)

How to evaluate keywords?

Keywords are evaluated by actually using them on the search engines themselves. See how many sites use those keywords. Check what these sites offer with the keywords that were used. Are they relevant to the search? Are these keywords popular? Are those the websites you would want to see when you use the keywords?

Use the different variations of the keywords. See if the same websites show up and what different sites show up with the variation of keywords. Analyze the results further by checking out how often the keywords are used and what unique keywords can be used to link to your site.

You can easily find out how popular a keyword is using Google to give you an indication. Go to www.google.com and type in the keyword in the search box. Be sure to put the keywords in quotation marks. This will give you the exact matches.

Once the search results appear, on the upper right side of the page, just above where the PPC ads show up, you'll see a line that says something like "showing 10 of 50,000 results". What this tells you is that there are approximately 50,000 pages in the Internet right now that uses that keyword.

This data gives you an idea of how much competition there is to rank in Google for that keyword. Ideally, you want to choose keywords that have a lot of search volume, but very little search results.

Keyword use – capitalizing on what's relevant

You should always keep your keywords relevant to your topic or product. Specific keywords that truly reflect your topic are more useful that general keywords. Search engines and internet users don't like sites that attach themselves to irrelevant keywords. Uncommon, unconventional keywords can also be useful as long as it's relevant to your topic or what you want to sell. Potential customers search of exactly what they need. In using keywords, relevance is more important than popularity.

Affiliate Resources

For samples of articles, PPC ads and other affiliate marketing tools that make use of keywords, check out our affiliates resources page at this link:

[Affiliate Resources for Super Soap Making Secrets](#)