



“How to Find Buying Keywords That Make More Money”

Prepared for Derek Gehl

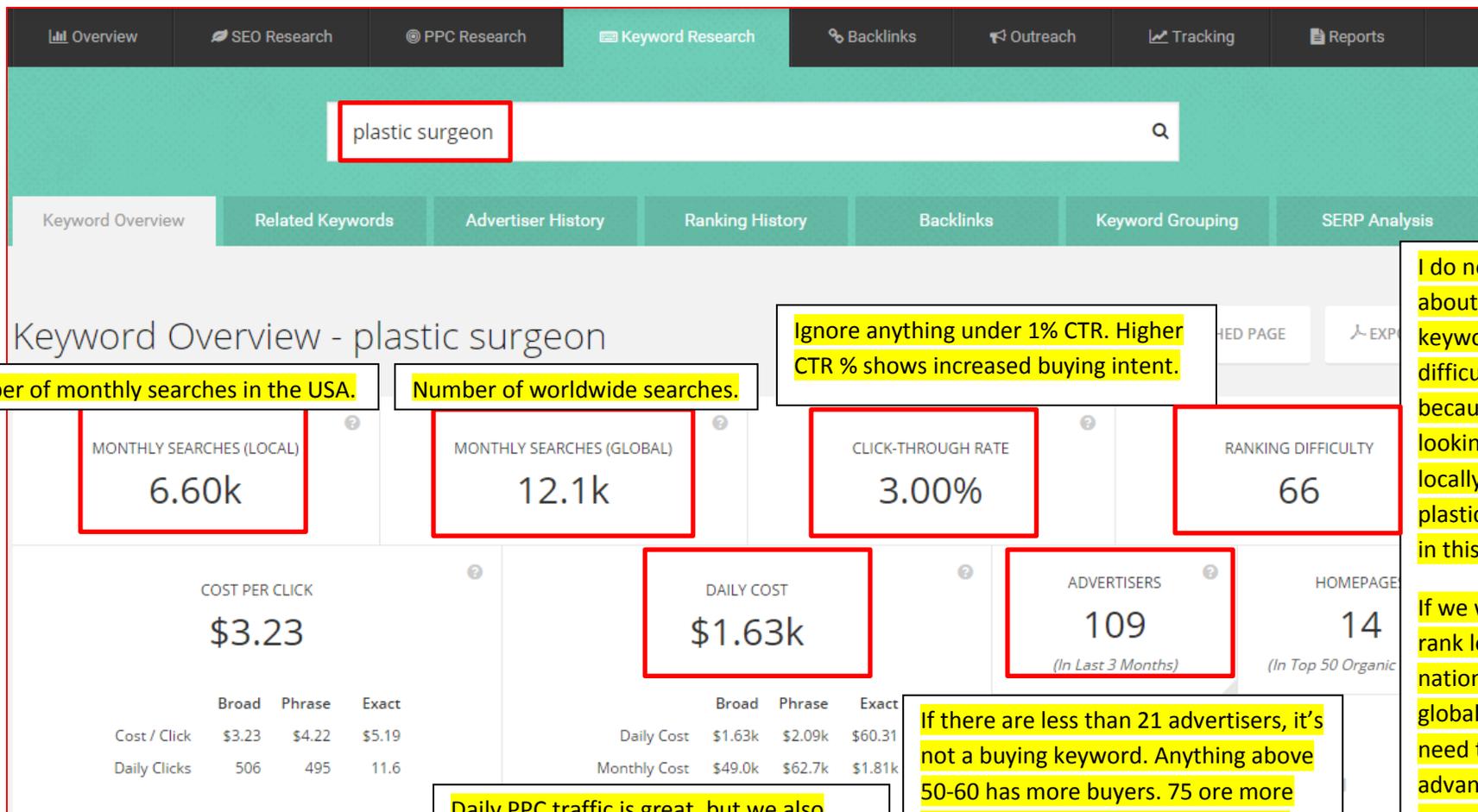


My name is Adrienne DeVita, and I am going to share the same exact keyword strategy I’ve been using for over 11 years, which has made my clients well over \$50 million. I spent 3 years as the Vice President of Search Marketing in the car insurance industry to help 27,000 local agents take back market share from GEICO®, Progressive®, Allstate®, esurance® and the other big players. This is the same keyword strategy I’m sharing with you today that has taken www.TrustedChoice.com from zero to hero and kept agencies in business across the United States.

Keyword research is the first step to having a successful online business of any kind. Many people go right to the Google Keyword Planner tool and start typing in a couple keywords and just grab what Google gives them without knowing if it has a great chance of converting. This information isn’t sufficient to tell you if any keyword is a commercial/buying keyword at all. I rarely look at search volume because I automatically go for the “big fish” keywords anyway; there’s so much more you must know about a keyword before considering its value in your niche.

Internet marketers ignore the most valuable part of a great keyword tool, which is the PPC data as well as the organic click data. After looking for the best keyword tool and trying at least 8 of the most recommended ones, I settled on SpyFu years ago, and I’ll show you why in this report.

Let's take the extremely competitive plastic surgery niche. We begin by typing in a keyword, and we look at specific criteria to make the decision on what to optimize for organically. Below, you can see the AdWords (PPC) data. Even though we're ultimately focusing on organic rankings, the PPC data gives us the real indication on whether or not it has commercial (buying) intent.



Number of monthly searches in the USA.

Number of worldwide searches.

Ignore anything under 1% CTR. Higher CTR % shows increased buying intent.

I do not care about the keyword difficulty, because we are looking to rank locally for a plastic surgeon in this instance.

If we want to rank locally, nationwide or globally, you'll need to get an advanced competitive strategy report before you move forward if you want to succeed.

Daily PPC traffic is great, but we also want to know if there is any organic click traffic. This is where 99% of the marketers go wrong who don't use SpyFu.

If there are less than 21 advertisers, it's not a buying keyword. Anything above 50-60 has more buyers. 75 or more advertisers mean it's a great market with conversions and many of your competitors have already paid to test this keyword. You can look at their advertising history, too, but that's a different strategy for PPC.

I want to know how many CLICKS I will get organically if I'm in the #1 position on Google nationwide. It has to be a large enough number, so when I geo-target my keywords, I know I'll get clicks to my site for multiple keywords.

Notice that the #1 position nationwide (USA) for the term, plastic surgeon, gets 469 clicks. We can see the domain name and that page's authority, and the amount of click traffic is good. **What keywords have they optimized on that landing page that we can "steal" for our business? See the next page.**

Note: You can also see exactly how many CLICKS your site will get in any of the top 10 positions on Google. This is extremely valuable. If there are only 50 total clicks on this buying keyword that has a great 3% CTR (click through rate) and high amount of paid advertisers (109), it's still not worth going after. Anyone can rank for 100 keywords; however, if they don't get clicks, then you don't make money. CTR shows intent if the ad and landing page all match with a great CTA.

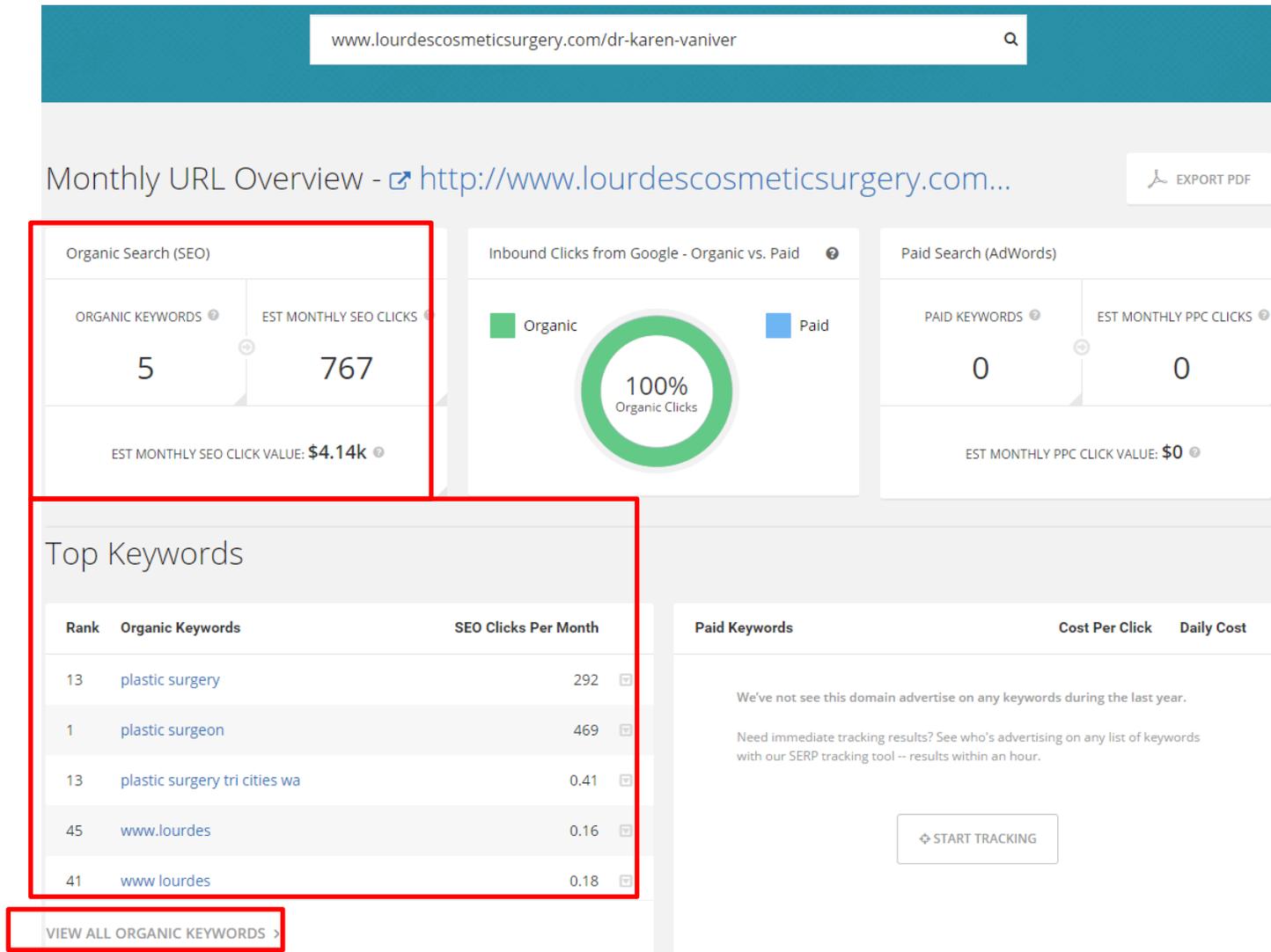
The rule of thumb I use is that if the first 3 positions get a combined total of at least 400 clicks and your city has a population of at least 65,000 – 100,000 and there is demand on Google Trends (Insights) in your city, then your likelihood is 1 of the top 3 positions on Google will bring you conversions. The caveat here is that your landing page MUST have a clear, concise call to action and related keyword content that makes them want to buy with related images, if applicable.

Organic Search Ranking Analysis

Ranking Difficulty 66	14 Homepages 3 Gov, Edu Domains	12 Keywords in Title 5 Keywords in URL	469 Monthly Clicks <i>worth</i> \$579 for #1 Rank	36.3m Search Results 95.8% Domain Diversity	Social Domains W f t y p i
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Rank (Change)	Url	Domain	Domain Strength	Est Mo. Clicks
1 (New ↑)	http://www.lourdescosmeticsurgery.com/dr-karen-vaniver/ Our Staff Lourdes Plastic & Reconstructive Surgery - Pasco	lourdescosmeticsurgery.com	39	469
2 (New ↑)	http://www.shapetricities.com/ Shape Cosmetic Surgery Tri-Cities - Kennewick, Pasco, and ...	shapetricities.com	45	239
4 (-)	http://www.plasticsurgery.org/ American Society of Plastic Surgeons Plastic Surgery	plasticsurgery.org	65	122
5 (-)	https://en.wikipedia.org/wiki/Plastic_surgery Plastic surgery - Wikipedia, the free encyclopedia	wikipedia.org	100	98
6 (New ↑)	http://www.frankflemingmd.com/ Welcome Kadlec Clinic Plastic Surgery and Dermatology	frankflemingmd.com	42	82
7 (New ↑)	http://www.frankflemingmd.com/contact.php Contact Kadlec Clinic Plastic Surgery - Richland	frankflemingmd.com	42	71
8 (New ↑)	http://www.yellowpages.com/tri-cities-wa/plastic-surgeons Plastic Surgeons in Tri Cities, Washington with Reviews & Ratings ...	yellowpages.com	78	62
10 (New ↑)	http://www.healthgrades.com/plastic-surgery-directory/wa-washington/... Plastic Surgeons near Tri Cities, WA - Cosmetic Surgeon	healthgrades.com	67	50
11 (-2 ↓)	http://www.americanboardcosmeticsurgery.org/patient-resources/cosm... Cosmetic Surgery vs. Plastic Surgery American Board of Cosmetic ...	americanboardcosmeticsurgery.org	46	45
12 (New ↑)	http://www.kadlec.org/clinic/specialties/plastic-surgery-dermatology Plastic Surgery /Dermatology - Kadlec Regional Medical Center	kadlec.org	39	42

Let's not waste anymore time. We grab that URL ranking in the #1 position organically and see what other terms they spent their hard-earned money and months/years on to rank organically nationwide. We saved a literal fortune in seconds by getting valuable insight into the keywords below, which we then put into the keyword research tool again and look at the data above. Adding specific landing pages into SpyFu will give us the kind of data you can't get with the Google Keyword Planner at a quick glance organically. REPEAT this process for all of the Top 10 competitors who rank organically.



If we click on VIEW ALL ORGANIC KEYWORDS on the page/link above, we usually get more keywords a competitor ranks for; however, these are the only five they have at this time. Grab every competitor you can find and put their URLs into SpyFu and see which keywords rank on various landing pages, and you now have a GREAT list that tells you how many CLICKS they get for their keywords.

You also have a killer content strategy to write 1,500-word articles that incorporate these keywords into your service/offer pages. Remember, choose your primary, secondary and “extra” keywords wisely. Never try and rank the same keywords for different pages. Choose one page to rank for multiple keywords. As you can see here, they’ve ranked one page for 5 keywords, but that’s nothing compared to how I get my client’s pages ranked for 20+ keywords over time with a great content marketing strategy!

Keyword	Rank	Change	Cost Per Click	Ranking Difficulty	Monthly Searches	Est. Clicks/Mo	Est. Click Value/Mo
www.lourdes lourdescosmeticsurgery.com/dr-karen-vaniver	45	New	\$1.38	26	880	0.16	\$0.23
plastic surgery lourdescosmeticsurgery.com/dr-karen-vaniver	13	New	\$5.77	77	110k	292	\$1.68k
plastic surgery tri cities wa lourdescosmeticsurgery.com/dr-karen-vaniver	13	↑ 1	\$4.14	40	30.0	0.41	\$1.69
www lourdes lourdescosmeticsurgery.com/dr-karen-vaniver	41	New	\$1.38	30	880	0.18	\$0.25
plastic surgeon lourdescosmeticsurgery.com/dr-karen-vaniver	1	New	\$5.19	66	12.1k	469	\$2.43k
SubTotals:					124k	762	\$4.11k

The problem is this is a geo-targeted plastic surgeon in Pasco, WA, offering a brow lift and their site isn't using schema and hasn't optimized its pages and content well enough on each service page for their city. They have some good local rankings, but we could absolutely get them more business.

They are in the #6 position organically for a browlift, and they could be #1 with some simple tweaks. Even though they are #1 nationwide and ranking for their primary keyword, they are missing out on more local business because they didn't optimize each page and its content as well as they should.

Search phrase: browlift pasco wa

1. Brow Lift - Tri-Cities - Kennewick, Pasco, and Richland ...

www.shapetricities.com/brow-lift-plastic-surgery/

A Brow Lift plastic surgery procedure rejuvenates the upper one-third of the face and may be done in combination with a Facelift and/or Blepharoplasty surgery ...

SEOquake | G PR: n/a | G I: 98 | L: 0 | LD: 0 | I: 195 | Rank: 10608049 | Age: September 23, 2013 | whois | source | Rank: 3352405

2. Pasco WA Plastic Surgeon Doctors - Brow Lift Cosmetic ...

www.medicinenet.com/brow_lift.../pasco-wa_city.htm

Pasco Washington Plastic Surgeon Doctors physician directory - The forehead lift is also known as an brow lift, endobrow lift, an open brow lift, or a temporal lift.

SEOquake | G PR: n/a | G I: 2,160,000 | L: 0 | LD: 749019 | I: 454,000 | Rank: 1770 | Age: October 17, 1996 | whois | source | Rank: 72

3. Lateral Brow Lift Pasco WA - Net Plastic Surgery

www.netplasticsurgery.com/Lateral-Brow-Lift-Pasco-WA-158668544_P...

Lateral Brow Lift in Pasco, WA. Read more about Lateral Brow Lift and discover the top doctors in Pasco, WA. Find the best plastic and cosmetic surgeons in ...

SEOquake | G PR: n/a | G I: 368,000 | L: 0 | LD: 0 | I: 512 | Rank: 1746818 | Age: May 25, 2004 | whois | source | Rank: 30358575

4. Brow Lift (Forehead Lift) Pasco WA - Net Plastic Surgery

www.netplasticsurgery.com/Brow-Lift-Forehead-Lift-Pasco-WA-158504...

Brow Lift (Forehead Lift) in Pasco, WA. Read more about Brow Lift (Forehead Lift) and discover the top doctors in Pasco, WA. Find the best plastic and cosmetic ...

SEOquake | G PR: n/a | G I: 368,000 | L: 0 | LD: 0 | I: 512 | Rank: 1746818 | Age: May 25, 2004 | whois | source | Rank: 30358575

5. Brow Lift (Forehead Lift) Doctors in Pasco, WA

findbrowplastysurgeon.com/forehead-lift-and-brow-lift-surgery-in-pasco-w...

Jul 7, 2015 - Forehead Lift and Brow Lift Surgery in Pasco WA 99302 | Top ... about Browplasty Surgery and Surgeon that is available in Pasco WA 99302.

SEOquake | G PR: n/a | G I: 205,000 | L: 0 | LD: 0 | I: 20 | Rank: n/a | Age: error | whois | source | Rank: 20822800

6. Lourdes Plastic & Reconstructive Surgery |

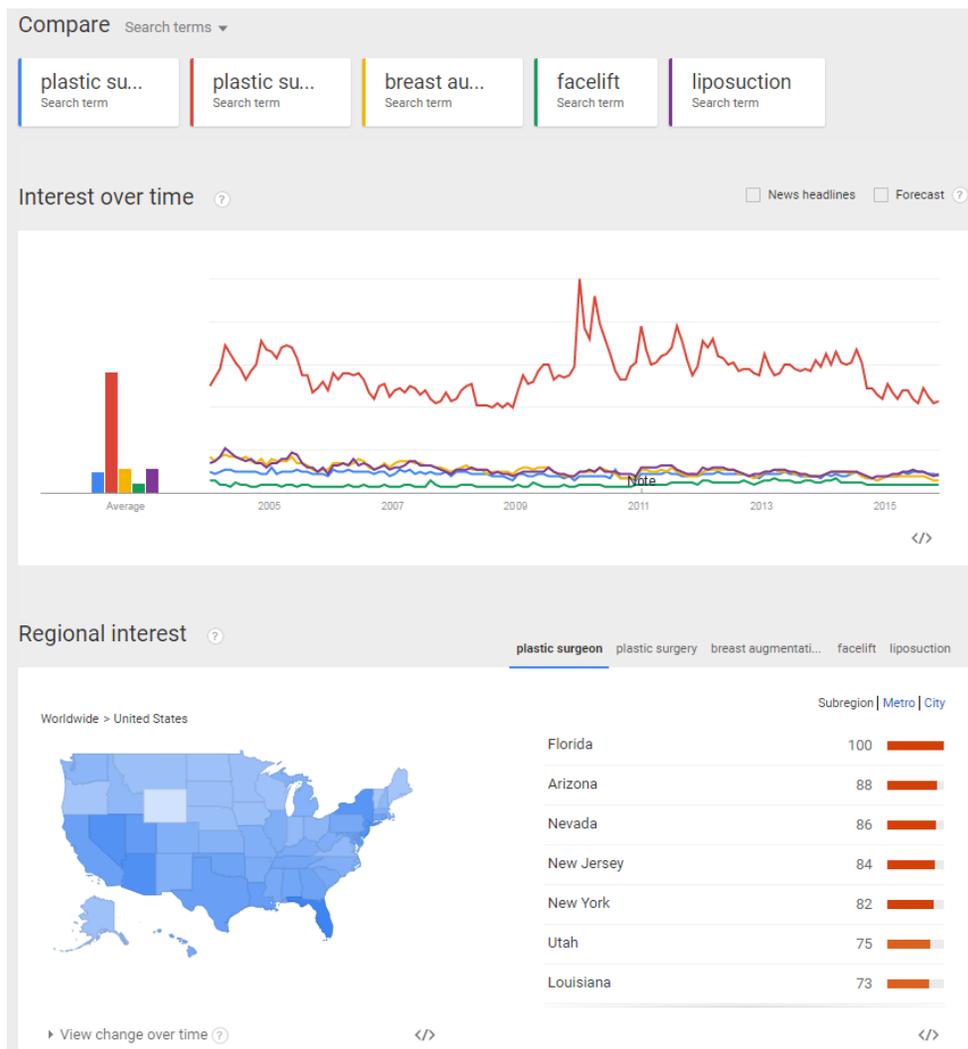
www.lourdescosmeticsurgery.com/

Contact Dr. Vaniver. Schedule a Consultation. +15095468405. Lourdes Plastic & Reconstructive Surgery 7425 Wrigley Dr. Suite 204. Pasco, WA 99301

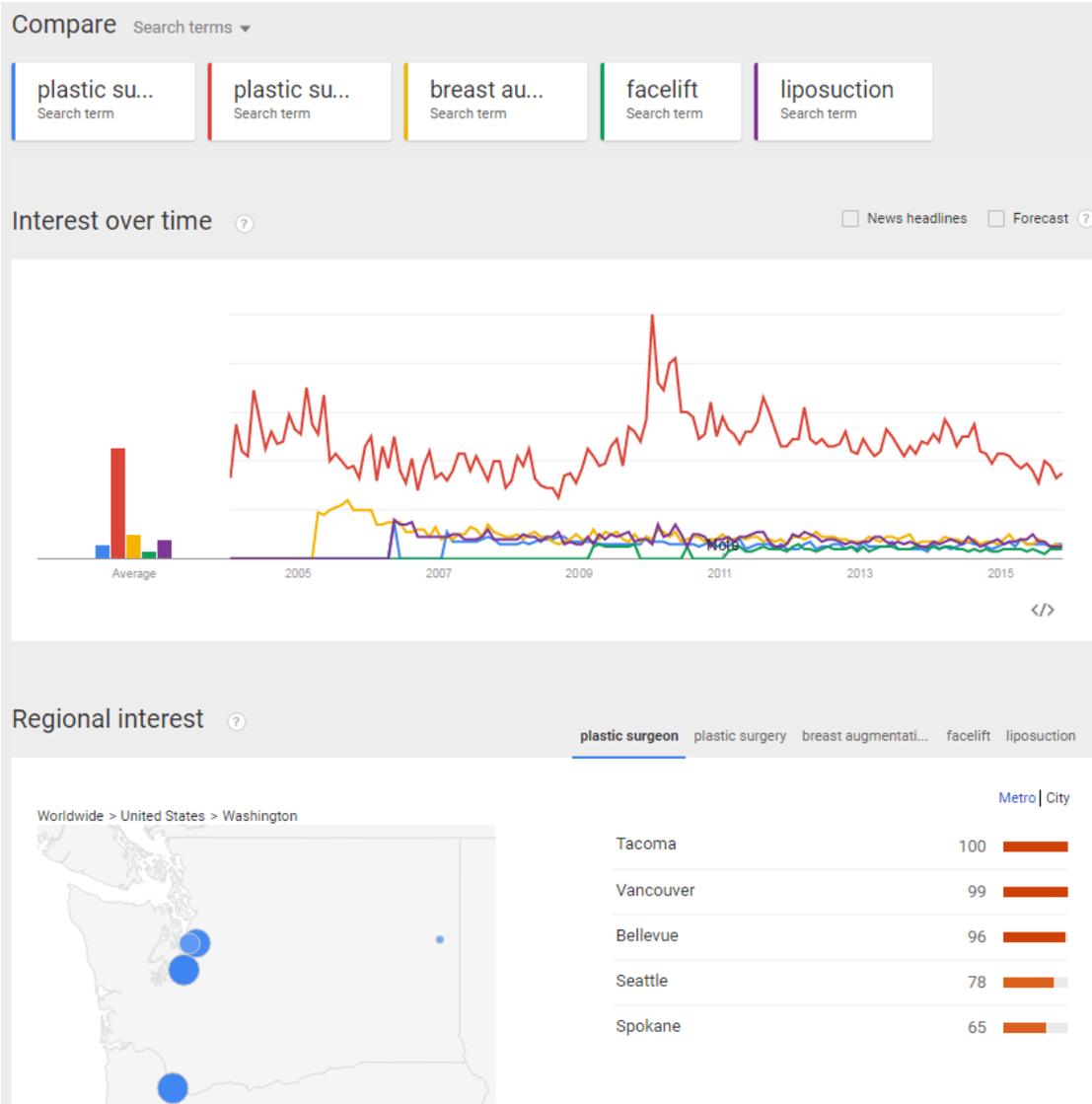
SEOquake | G PR: n/a | G I: 68 | L: 367 | LD: 6702 | I: 286 | Rank: 20094081 | Age: January 30, 2015 | whois | source | Rank: 4960688

Once you've gone through all the features of SpyFu, the data is so incredible, no other tool compares. Don't forget to head on over to Google Trends/Insights to look at the demand in your state and/or city as well. Make sure there is demand, and this is just one of many types of overviews you can do to see the trend in your area. If you were doing any type of lead generation, this would be a great place to see which states and cities have the highest demand with the best buying, commercial intent keywords. We've chosen to view data since 2004, and you can see this industry as a whole is on the decline.

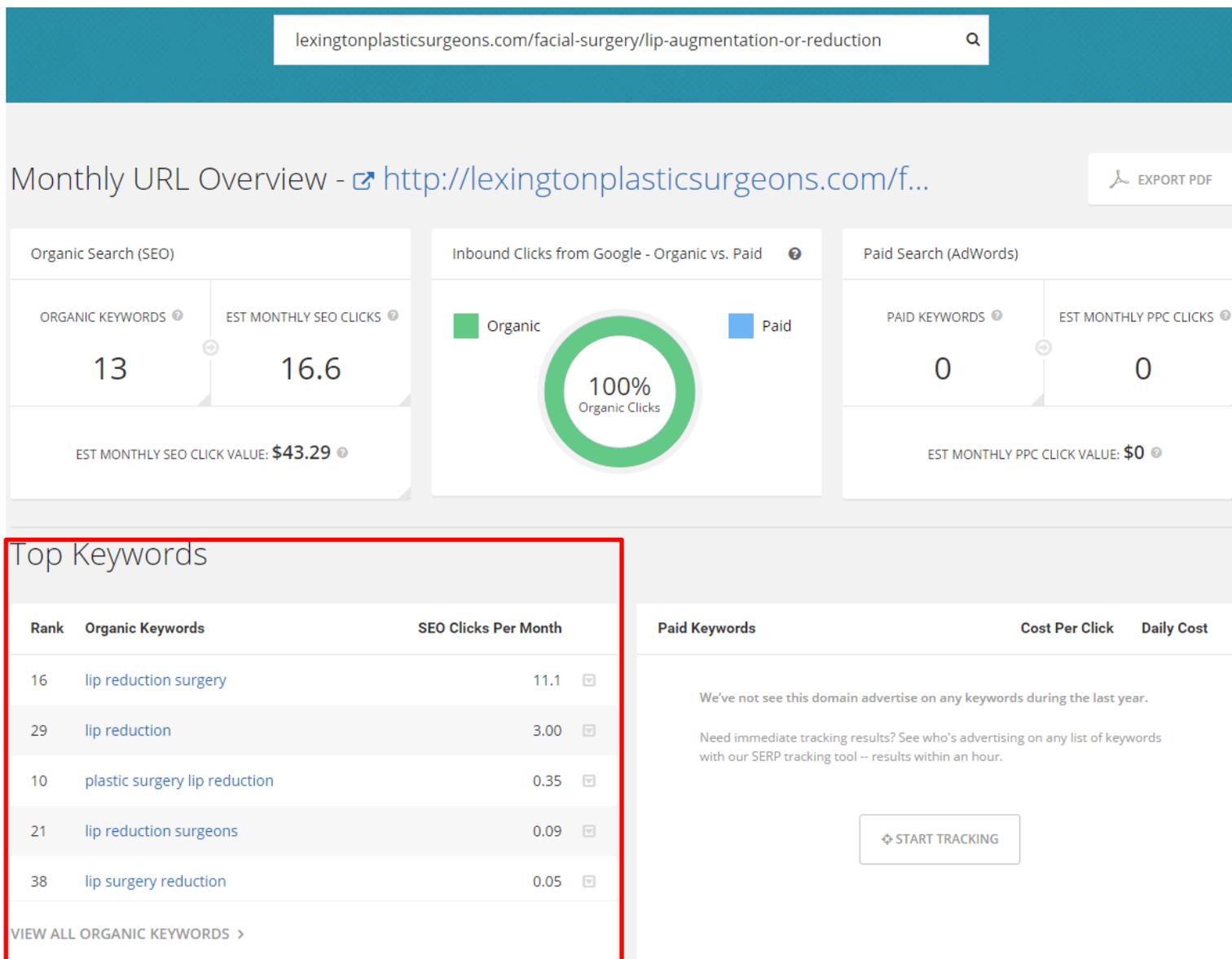
Plastic surgeon, plastic surgery, breast augmentation, facelift, liposuction



Here is the search interest since 2004 to the present for the State of Washington, and Pasco is not one of the top cities with demand.



Let's take a look at another plastic surgeon in New York City. Here is their lip augmentation page. They are ranking for 13 organic keywords. How valuable is it to know which keywords get them the most clicks to their landing page?



If you were only going by SEARCHES, you would never know that some of these keywords hardly get any clicks at all. So you need to gather a lot of data to get your buying keywords that get a great click through rate so you can increase conversions. It's all statistical analysis and variables that make you successful, but you have to do all of this first—before you even think about building a website. That's the other big mistake people make. They focus on getting a site that looks great FIRST, and then try and rank for it. Developers don't like working with great SEO's because we hinder their creativity so we can make clients' money.

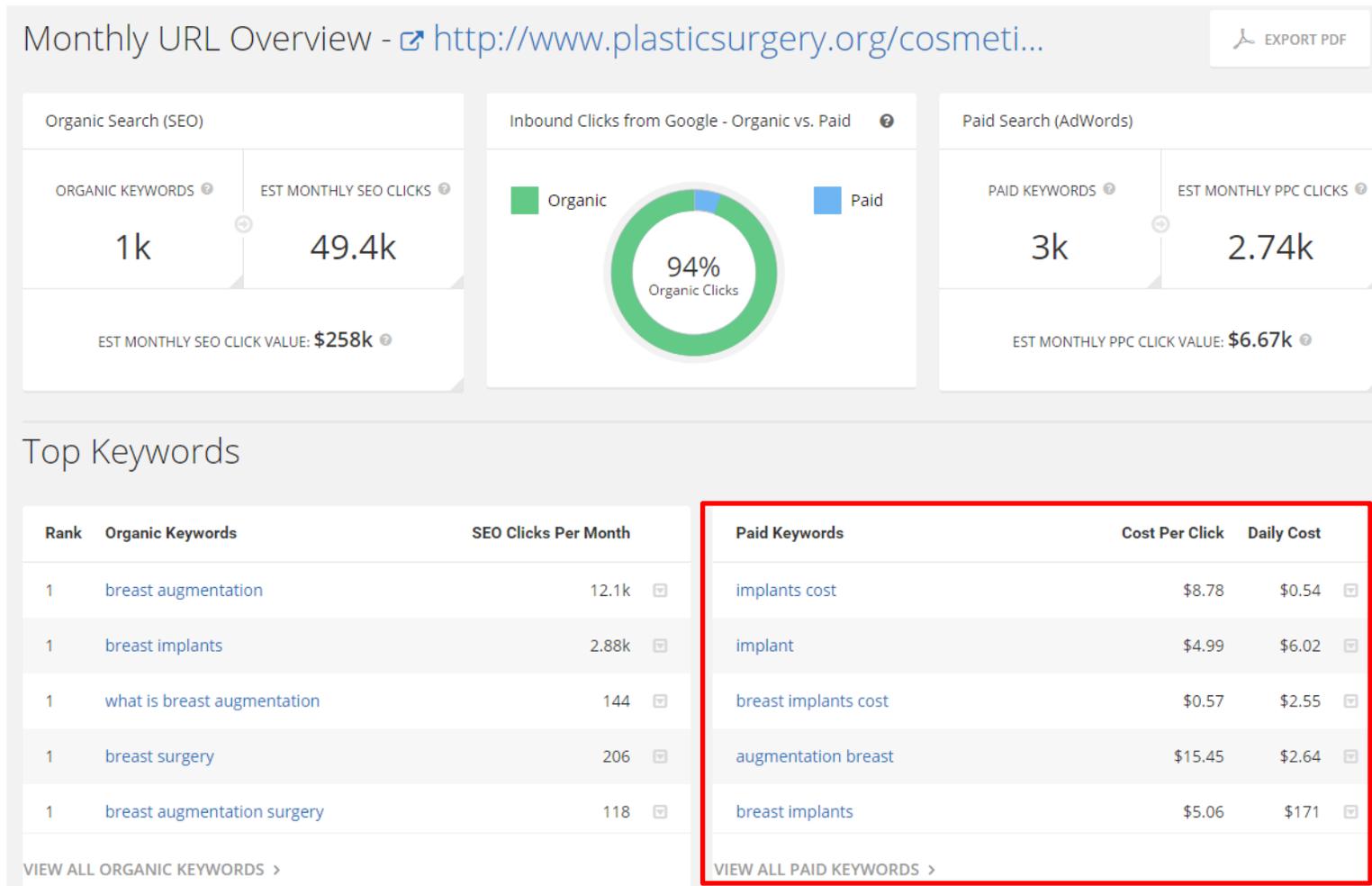
lexingtonplasticsurgeons.com/facial-surgery/lip-augmentation-or-reduction

SEO Overview Competitors Kombat Keyword Groups **SEO Keywords** Ranking History Backlinks SEO Reports

Most Valuable Keywords EXPORT

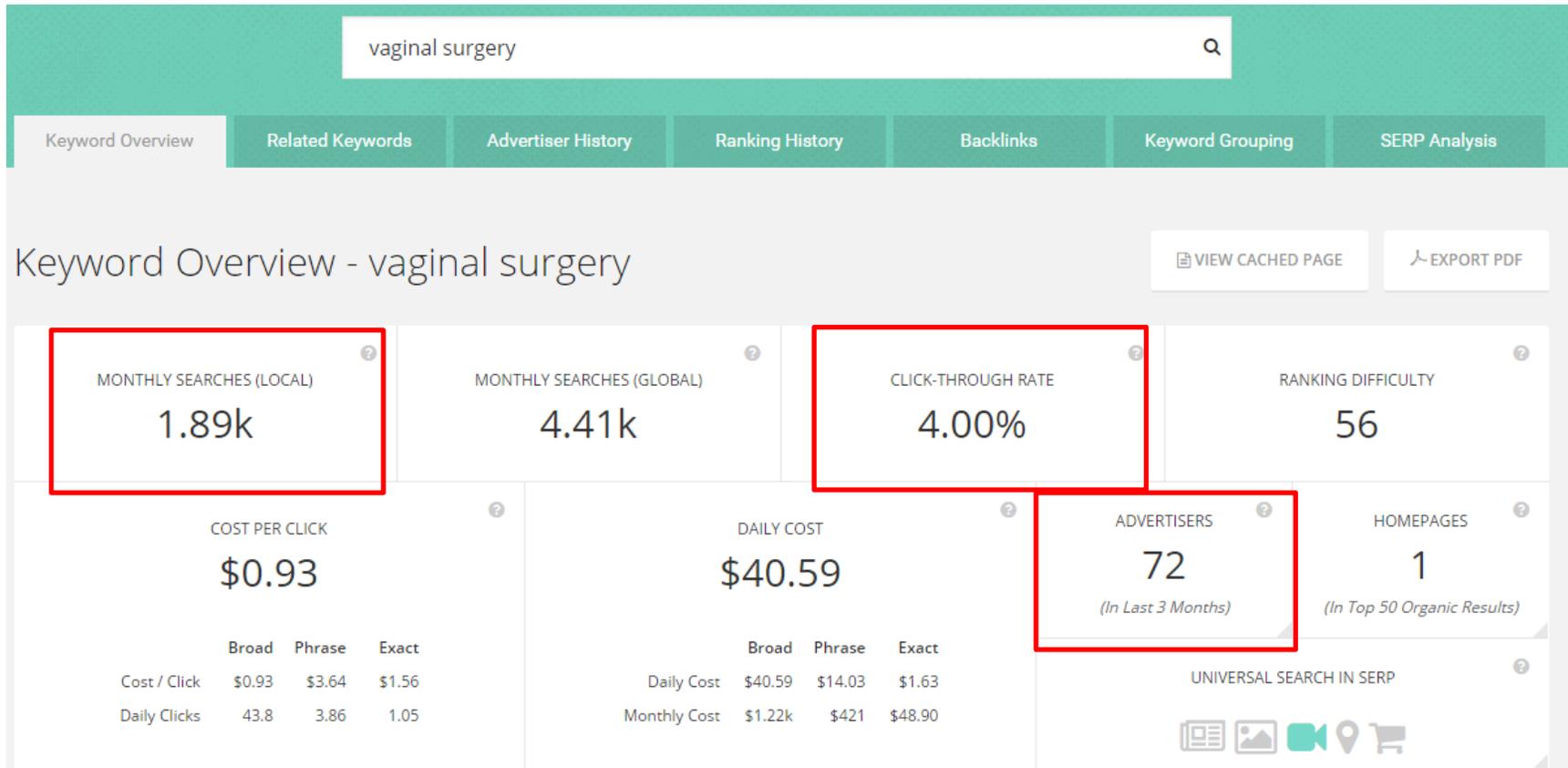
Keyword	Rank	Change	Cost Per Click	Ranking Difficulty	Monthly Searches	Est. Clicks/Mo	Est. Click Value/Mo
lip reduction surgery lexingtonplasticsurgeons.com/facial-surgery/lip-augm	16	↑ 2	\$2.14	40	1.90k	11.1	\$23.84
lip reduction lexingtonplasticsurgeons.com/facial-surgery/lip-augm	29	↓ 4	\$5.03	37	1.30k	3.00	\$15.11
lip plastic surgery lexingtonplasticsurgeons.com/facial-surgery/lip-augm	36	↑ 3	\$0.39	52	480	1.32	\$0.51
plastic surgery lip reduction lexingtonplasticsurgeons.com/facial-surgery/lip-augm	10	↑ 1	\$7.44	34	30.0	0.35	\$2.61
lips reduction surgery lexingtonplasticsurgeons.com/facial-surgery/lip-augm	17	--	\$0.29	40	70.0	0.21	\$0.06
lip reduction plastic surgery lexingtonplasticsurgeons.com/facial-surgery/lip-augm	9	↑ 3	\$2.16	30	10.0	0.19	\$0.42
lip reduction surgeons lexingtonplasticsurgeons.com/facial-surgery/lip-augm	21	↓ 5	\$3.22	30	10.0	0.09	\$0.28
lip reduction procedure lexingtonplasticsurgeons.com/facial-surgery/lip-augm	23	↓ 3	\$1.06	34	20.0	0.08	\$0.08
surgery lip lexingtonplasticsurgeons.com/facial-surgery/lip-augm	31	↑ 8	\$0.00	59	10.0	0.06	\$0.00
lip surgery reduction lexingtonplasticsurgeons.com/facial-surgery/lip-augm	38	↓ 22	\$0.00	44	10.0	0.05	\$0.00
plastic reduction lexingtonplasticsurgeons.com/facial-surgery/lip-augm	36	↑ 2	\$1.72	48	30.0	0.05	\$0.09
surgery lip reduction lexingtonplasticsurgeons.com/facial-surgery/lip-augm	15	↑ 1	\$0.00	41	0.00	0.00	\$0.00
reduction lip surgery lexingtonplasticsurgeons.com/facial-surgery/lip-augm	18	↑ 6	\$0.00	40	0.00	0.00	\$0.00
SubTotals:					3.87k	16.5	\$43

When typing in, breast augmentation, I click on the first organic result in the #1 position and see they are also paying for traffic via AdWords. I love to gather this data as well, because I can see what they've continued paying for month after month on SpyFu.



We can also see via AdWords there are many doctors willing to pay, month after month, for female rejuvenation keywords. You can also see how many clicks each keyword brings in. "vaginal surgery" is a jackpot keyword with a great amount of buyer/commercial intent and it gets them 44 clicks per month via PPC.

If I had a client in this field, I would have so many buying keywords I could rank them for organically, as well as for AdWords, and reduce their cost per click and increase conversions by building an amazing landing page that meets the needs of the demographic searching.



« Previous Months Ad Change Over Time More Recent Months »

2014 | 2015

Keywords	Daily Clicks	Cost / Click	Coverage	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
vaginal rejuvenation	48	\$1.82	67%	Ad	Ad			Ad		Ad	Ad	Ad	Ad	Ad	Ad
vaginal surgery	44	\$0.93	67%	Ad	Ad			Ad			Ad	Ad	Ad	Ad	Ad
Vaginal Tightening http://www.visionarycentreforwo... Female Surgeon Patients' Choice Expert in labiaplasty/rejuvenation															
Vaginal Tightening http://www.visionarycentreforwo... Female Surgeon Patients' Choice Expert in labiaplasty/rejuvenation															
Vaginal Tightening http://www.visionarycentreforwo... Female Surgeon Patients' Choice Expert in labiaplasty/rejuvenation															
Vaginal Tightening http://www.visionarycentreforwo... Female Surgeon Patients' Choice Expert in labiaplasty/rejuvenation															
Position: 9 Screenshot Highlight	Position: 5 Screenshot Highlight	Position: 2 Screenshot Highlight	Position: 6 Screenshot Highlight												
vaginal cosmetic surgery	13	\$6.11	75%	Ad	Ad			Ad	Ad						
vagina surgery	13	\$0.65	75%	Ad	Ad		Ad	Ad		Ad	Ad	Ad	Ad	Ad	Ad
vaginal repair	1	\$2.30	75%		Ad			Ad	Ad						
vaginal tightening operation	1	\$2.10	75%	Ad			Ad	Ad							
laser vaginal	2	\$1.76	58%	Ad				Ad		Ad	Ad	Ad	Ad		Ad
labiaplasty in michigan	0	\$2.72	83%	Ad	Ad										
vulva surgery	7	\$0.28	58%	Ad				Ad		Ad	Ad	Ad	Ad	Ad	Ad
vaginal laser surgery	0	\$9.69	83%	Ad				Ad	Ad						
vaginal rejuv	2	\$3.12	58%			Ad	Ad	Ad			Ad	Ad	Ad	Ad	Ad
vagina tightening surgery	5	\$1.24	58%	Ad			Ad			Ad	Ad	Ad	Ad	Ad	Ad
labiaplasty utah	0	\$3.64	75%	Ad			Ad	Ad	Ad		Ad	Ad	Ad	Ad	Ad
vaginal rejuvenation cost	6	\$1.75	58%	Ad				Ad	Ad		Ad		Ad	Ad	Ad
vaginal tightening surgery	3	\$2.28	67%	Ad			Ad	Ad		Ad	Ad	Ad	Ad	Ad	Ad
vaginal reconstruction surgery	0	\$2.62	75%	Ad				Ad	Ad						
vagina tighten surgery	0	\$2.10	75%	Ad				Ad	Ad						
vaginal reconstructive surgery...	0	\$3.71	67%	Ad				Ad	Ad						
surgery to tighten the vagina	0	\$2.15	67%	Ad				Ad	Ad						
plastic surgery vaginal reconst...	0	\$0.32	92%	Ad	Ad										
vagina rejuvenation pills	0	\$0.00	83%	Ad				Ad	Ad						
cosmetic gynecology	0	\$6.48	83%	Ad			Ad	Ad							
vaginal rejuvenation prices	0	\$2.33	83%	Ad			Ad	Ad							
labiaplasty houston tx	0	\$3.84	58%	Ad				Ad			Ad	Ad	Ad	Ad	Ad
labiaplasty nj	0	\$5.85	75%	Ad	Ad			Ad			Ad	Ad	Ad	Ad	Ad

Learn how to use Ad History

Top Ads ? Select All / None

[Vaginal Tightening](#) Highlight

<http://www.visionarycentreforwo...>
 Female Surgeon Patients' Choice
 Expert in labiaplasty/rejuvenation

5 of 11 Avg Ad Position **78%** of Ads Served

9% in Top of Page

[Labiaplasty Expert](#) Highlight

<http://www.visionarycentreforwo...>
 Female board certified GYN
 surgeon Expert in labiaplasty/rejuvenation

6 of 9 Avg Ad Position **19%** of Ads Served

13% in Top of Page

{Keyword} Highlight

<http://www.visionarycentreforwo...>
 Patient's Choice Female Surgeon
 Experienced expert in cosmetic gyn

5 of 7 Avg Ad Position **2%** of Ads Served

12% in Top of Page

[Cosmetic Gynecology](#) Highlight

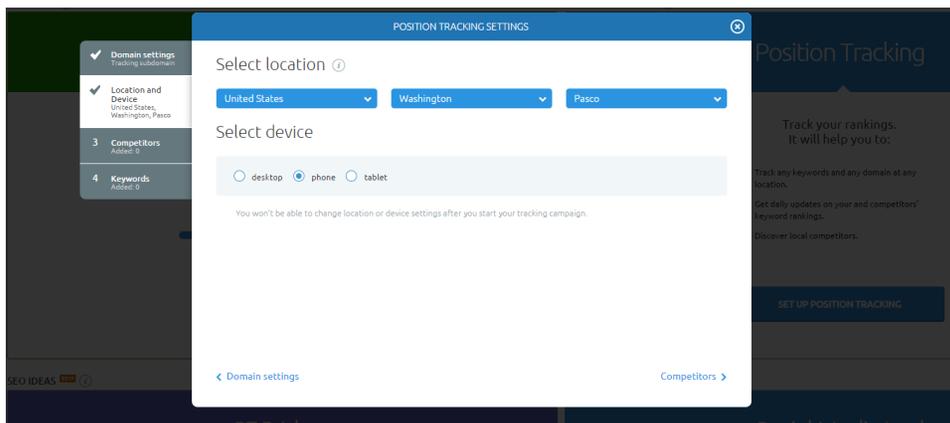
<http://www.visionarycentreforwo...>
 Patient's Choice Female Surgeon
 Experienced expert in cosmetic gyn

4 of 6 Avg Ad Position **< 1%** of Ads Served

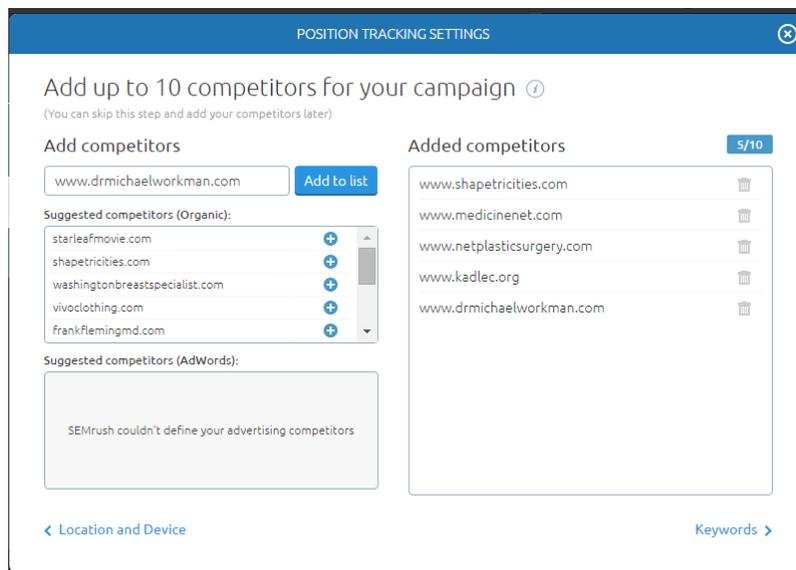
0% in Top of Page

Going back to the Pasco, WA, plastic surgeon...If we want to find out the ranking positions of their keywords in Pasco, we head on over to the new Position Tracking feature within SEMRush.com. In minutes, we can find their positions and get updates on them EVERY 24 HOURS. No other tool except SEMRush offers 24-hour updates.

We chose PHONE data to track, versus desktop, since mobile devices are bringing in almost 60-70% of traffic to many sites today.



We then add five of their local competitors and let SEMRush pull the data to see how much traffic they are all getting for this industry in Pasco, WA.



If this was your client, competitor, or your business, you can immediately see keywords that need improvement that are not in the top 3 positions on mobile phones that need to be addressed immediately.

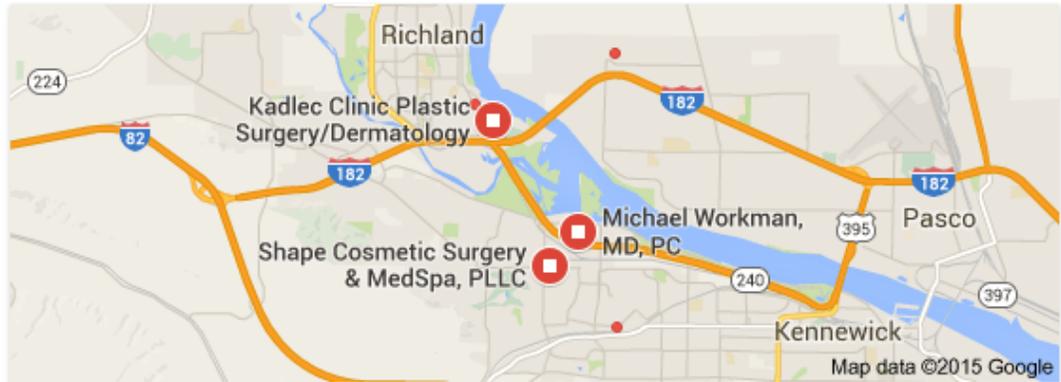
		Keyword		www.lourdescosmeticsurgery.co		
		29 Nov	Trend	29 Nov		
<input type="checkbox"/>	1.	pasco plastic surgeon	+ add tag	1		1
<input type="checkbox"/>	2.	plastic surgery pasco	+ add tag	1		1
<input type="checkbox"/>	3.	pasco plastic surgeon wa	+ add tag	1		1
<input type="checkbox"/>	4.	plastic surgeon pasco wa	+ add tag	1		1
<input type="checkbox"/>	5.	plastic surgeon pasco	+ add tag	1		1
<input type="checkbox"/>	6.	plastic surgery pasco wa	+ add tag	1		1
<input type="checkbox"/>	7.	rhinoplasty pasco wa	+ add tag	2		2
<input type="checkbox"/>	8.	facelift pasco wa	+ add tag	2		2
<input type="checkbox"/>	9.	blepharoplasty pasco wa	+ add tag	2		2
<input type="checkbox"/>	10.	facelift pasco	+ add tag	4		4
<input type="checkbox"/>	11.	breast augmentation pasco wa	+ add tag	5		5
<input type="checkbox"/>	12.	browlift pasco wa	+ add tag	5		5
<input type="checkbox"/>	13.	browlift pasco	+ add tag	6		6
<input type="checkbox"/>	14.	blepharoplasty pasco	+ add tag	6		6
<input type="checkbox"/>	15.	liposuction pasco wa	+ add tag	7		7
<input type="checkbox"/>	16.	rhinoplasty pasco	+ add tag	20		20
<input type="checkbox"/>	17.	breast augmentation pasco	+ add tag	20		20
<input type="checkbox"/>	18.	liposuction pasco	+ add tag	30		30
<input type="checkbox"/>	19.	botox pasco wa	+ add tag	33		33
<input type="checkbox"/>	20.	botox pasco	+ add tag	56		56

Another vital piece of information is that this website is not ranking in the Google My Business / Google Maps in the top 3 positions. This is a chance for a competitor to take over, and many have already. If they were, you would see the Google Maps icon for those keywords and positions on SEMRush ranking data.

With all the buying keywords you found looking through the top 10 competitors, make sure and optimize every landing page for one set of keywords, as well as your business information in your Google My Business and Yelp listings. Get 10 reviews on each platform and you will see at least a 20-30% increase in business. Both of these platforms are FREE to business owners. You can also hide your physical address from customers but you must enter it when setting up the account.

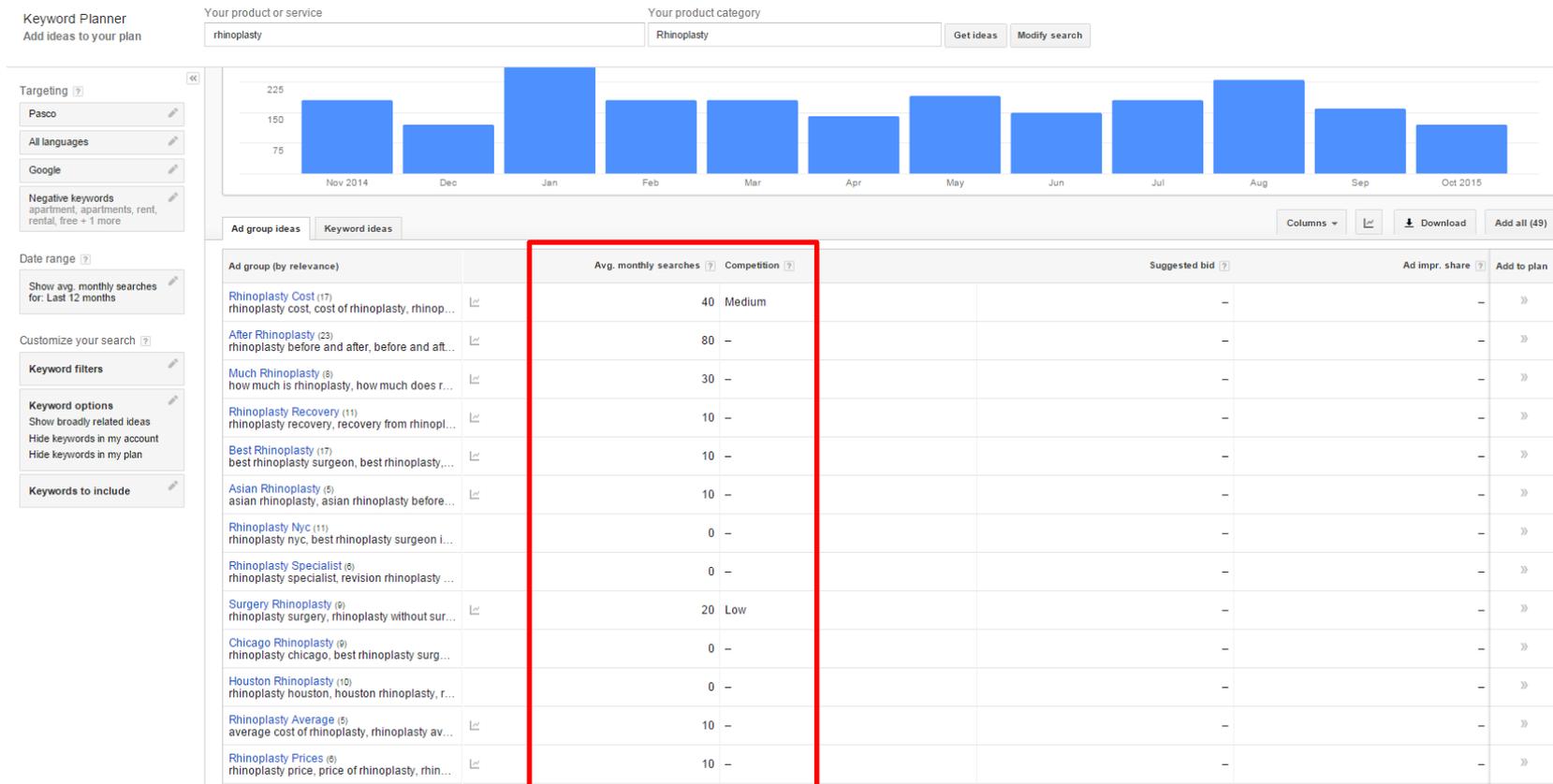
The positions below with the Google Map icon indicates Google Maps/Google My Business Top 3 Organic positions in SEMRush.com

29 Nov
2 📍
3 📍
3 📍
3 📍
3 📍



Shape Cosmetic Surgery & MedSpa, PLLC No reviews · Plastic Surgeon 8836 W Gage Blvd #103 · (509) 735-2636 <i>Closed today</i>	 Website	 Directions
Kadlec Clinic Plastic Surgery/Dermatology No reviews · Medical Clinic 104 Columbia Point Dr · (509) 942-3190 <i>Closed today</i>	 Website	 Directions
Michael Workman, MD, P.C. 3 reviews · Plastic Surgeon 1446 Spaulding Ave #402 · (360) 896-6000 <i>Closed today</i>	 Website	 Directions

If you did what every other person does to find buying keywords and went to the Google Keyword Planner tool like so many experts train you to do, you would only look for search volume. Your chances of succeeding are dramatically reduced because you haven't looked at all the important criteria we looked for using SpyFu and SEMRush.com. This is one of a few big reasons why 99% of all people online fail.



In summary, find the largest amount of clicks in the top 1-10 positions organically that has the most advertisers and highest click through rate (CTR); make sure it's in demand for your state/city, and geo-target that term. Look at the paid AdWords data and see how many months they continue to pay for those keywords. If they pay continuously, you should add it to your list of pages for optimization organically.

These tools aren't free, but if you want to have a real business and presence online, you have to invest in at least one month for each tool—it's worth it.

If you are interested in ordering a Competitive Analysis and Strategy Report to find out your entire online marketing strategy you need to implement and succeed, including your buying keywords, or you want to learn more about Internet marketing DIY for your business, please check out the links below for more information.

[Affordable Internet Marketing Training – Get Your Business Strategy Report - Questions? Call \(858\) 215-2572](#)