

# Keyword Research Guide

Vegetarian Dog Food - Does It Stand A Pup's Chance?

A practical guide to using  
Wordtracker to conduct keyword research  
for an online business



**WORDTRACKER**<sup>®</sup>  
KEYWORDS

[www.wordtracker.com](http://www.wordtracker.com)

# Keyword Research Guide

Vegetarian Dog Food - Does It Stand A Pup's Chance?

## How do experts use Wordtracker?

To find out, we created a story around Virginia Veg, a fictional company that wants to sell vegetarian dog food online.

We then asked marketing and SEO experts from around the world to tell us how they would use Wordtracker to help Virginia Veg.

The resulting collection of articles gives a unique insight into the thinking that experts use to get consistently high rankings in search engine results. They have generously shared their approach and methods in this e-book.

## With contributions from:

**Bryan Eisenberg • B.L. Ochman • Kevin Lee**  
**Stephen Mahaney • Ken McGaffin**  
**John Alexander • Neil Davidson**  
**Robin Good • Nick Osborne**

# Contents...

## Preface ..... 6

- I. Introduction from Andy and Mike Mindel, Creators of Wordtracker 7
- II. Why Keywords Matter 8
- III. What You Can Do With Wordtracker 9

## Part One: The Challenge ..... 10

### **Not This Saturday** *by Ken McGaffin* 11

Susan Webster's vegetable processing company is in trouble. Could her idea for a new online product really be the answer?

## Part Two: Expert Advice on Using Wordtracker ..... 13

### **1. Convert Traffic Using Wordtracker** **by Bryan Eisenberg** 14

Consider your potential customers' motivations and intent. What types of questions will they be asking? What are they trying to accomplish?

### **2. It Ain't the Meat, It's the Emotion** **by B.L. Ochman** 16

The initial research produces some surprising results – and identifies one big concern among dog owners that Susan could tap into.

## Part Two: continued...

- 3. Gauge the Size of the Market** **19**  
**by Stephen Mahaney**

Keyword research suggests that the financial projections just don't stack up. Should Susan forget the whole thing?
- 4. In Paid Search, Keywords Are Key** **22**  
**by Kevin Lee**

While some phrases would bring in just a few customers per month, thousands of those phrases combined could create a very successful campaign.
- 2. Find the Keywords and You'll Find the Marketplace** **25**  
**by Ken McGaffin**

There is an online marketplace around every business or topic area – understanding the language people use is the key to mapping it out.
- 6. The Wordtracker Breakthrough** **30**  
**by John Alexander**

Sometimes the usual strategies for finding keywords don't work. It's time to find some inspiration in Wordtracker's Top 1,000 words report.
- 7. Adopt a Healthy Position** **33**  
**by Neil Davidson**

For such a niche product, an ad agency's usual source of market data draws a blank. Is there another way of getting meaningful data?
- 8. Designing an Online Marketing Strategy** **36**  
**by Robin Good**

There's no point in just doing what everybody else is doing. Use Wordtracker to identify niche marketplaces.
- 9. Only People Buy** **41**  
**by Nick Osborne**

If you want the secret to including great keywords into the flow of your content and copy, here it is.

**Appendices..... 45**

- I.** Sign Up for Wordtracker **46**
- II.** Where To Use Your Keyword Phrases – a Checklist **47**
- III.** Vegetarian Dog Food – Useful Sites **50**

# Preface

<b>I.</b>	Introduction from Andy and Mike Mindel, Creators of Wordtracker	<b>7</b>
<b>II.</b>	Why Keywords Matter	<b>8</b>
<b>III.</b>	What You Can Do With Wordtracker	<b>9</b>

# Preface I

## Introduction from Andy & Mike Mindel, Creators of Wordtracker

Wordtracker is an ideal tool not just for search engine optimization but for understanding customer behavior, conducting market research, generating new product ideas, writing copy, and planning advertising and promotional campaigns for all types of online businesses.

This e-book gives you insights into what makes such work possible and will help you apply the thinking to your own website marketing strategy.

We created a story around Virginia Veg, a fictional vegetable processing company that wants to sell vegetarian dog food online, and asked experts to tell us how they would use Wordtracker to offer advice to Susan Webster, the CEO of our fictional company.

The result is more than a practical manual: It is a unique insight into the thinking that allows marketing experts to get top results. The challenges that Susan must face are the challenges that business owners and consultants must face every day.

The secret to getting the most out of Wordtracker lies in planning your keyword research strategy, harnessing the full power of the advanced features, and using the resulting keywords in more creative ways. Our e-book will show you how it's done.

We're extremely grateful to all the professional marketers who took the time to share their expertise and put their thoughts on paper. We're also grateful to Ken McGaffin, who developed the case study and compiled this e-book. We predict that after reading this fictional case study you will be eager to get to work using Wordtracker to answer your real-life marketing questions.

Enjoy,

Andy Mindel and Mike Mindel

P.S. The expression, "pup's chance" is Irish in origin as far as we know. It means no chance at all.

# Preface II

## Why Keywords Matter

People describe things in different ways. The words you use in your business may be very different from the words your customers use. For example, [Gerry McGovern](#) explains, “low fares” is an airline industry term (121 searches predicted at time of writing); “cheap flights” is a term potential customers will use (8,057 searches predicted per day). Use industry terms instead of customer terms and you will not be found. These three cartoons show what happens:

### 1. Pedantic Pete

I utilize the correct terminology



... gets **NO** search engine traffic

### 2. Hapless Harry

I write useful stuff and see what happens



... gets **SOME** search engine traffic

### 3. Clever Colin

I use the words people use to search



... gets **PLENTY OF** search engine traffic

The message is clear. If you’re not getting enough search engine traffic to your site, you’re not using the words your customers use.



## Preface III

# What You Can Do With Wordtracker

Wordtracker will help you write customer-focused and search-engine- friendly website copy. Whether you sell products or publish information online, you can't do without the powerful insights that keyword research will give you.

With Wordtracker, you can:

- **Drive traffic to your site** by using the words people use when they're searching
- **Write great website copy** by incorporating terms that people immediately identify with
- **Plan profitable pay-per-click campaigns** by building up a broad range of keyword phrases that will capture your market
- **Develop great content ideas** that directly address your customers' needs
- **Understand your customers' behavior and concerns** by analyzing the words that they use
- **Measure the size of a potential online market** by the number of searches conducted, and
- **Develop new revenue streams** by using popular keywords to inspire new product and service ideas.

Wordtracker is a sophisticated analysis tool. Here's how it works:

1. It collects the words people use when they're searching on metacrawler search engines. Fresh data is added every week to yield over 300 million of the latest search terms.
2. It counts the number of times each individual word or phrase is used and stores the information in the database.
3. It provides you with a series of tools that allow you to search the database and build up multiple lists of keywords.
4. It helps you judge the most promising keywords by measuring their competitiveness across a range of search engines (including pay-per-click) and predicting how often they are used in searches.

Use Wordtracker results consistently in your website copy AND in your business strategy and marketing plans, and your business will succeed online.

# Part One: The Challenge

## **Not This Saturday** *by Ken McGaffin*

Susan Webster's vegetable processing company is in trouble.  
Could her idea for a new online product really be the answer?



# Not This Saturday

by Ken McGaffin

The last thing Susan Webster wanted to do this morning was to go into the office.

Susan was in the habit of going in every Saturday to plan the week ahead. She liked the silence, and the atmosphere of her oak-paneled office helped her to think.

But after what she'd been through in the last seven days she just couldn't face it. She was determined to have some time to herself and relax with the weekend papers and a cup – no, make that a large pot – of strong coffee.

Susan had given up her job on Wall Street to become the new CEO of the family firm, Virginia Veg. Her great-grandfather had established the business over one 100 years ago: it had quickly grown to be one of the largest employers in the small community in which she had spent the first 18 years of her life.

But despite her great-grandfather's early success, Susan's childhood memories of the factory were of a dull, depressing place where her father had worked too many hours for too little return.

When Susan came back from New York to take over the business, she knew that she faced a challenge – but a challenge on this scale?

The facts facing Susan were stark:

1. Sales had been falling steadily in real terms over the past 10 years.
2. Costs were out of control. The factory was overmanned and layoffs were inevitable.
3. The bank was getting very edgy. Virginia Veg needed a major boost in sales but Susan just couldn't see where it was going to come from.

And what a week she'd just had.

On Monday, she'd seen the latest numbers – a record loss in the fourth quarter.

On Tuesday, she'd hauled in the management team and asked them for their ideas – blank faces all around.

On Wednesday, she had a stormy meeting with her advertising agency. She needed something a lot different from the tired old clichés they'd been spewing out for the last 10 years.

On Thursday, she had a meeting with the web designers. They were young and ... well, they were just young. Thinking about a website was not one of her top priorities. And Friday was the last straw. Jack Butterfield was dropping Virginia Veg from his shelves – that was 30% of sales. She'd phoned Jack throughout the day, but her calls weren't returned. In her heart, she knew it was pointless: Jack Butterfield was not a man to change his mind.

So this Saturday morning, Susan sat down with her newspapers. She scanned the news and business sections and then checked her stocks. Her high-tech investments were doing nicely. Perhaps she should give it all up and start an Internet business—that might be an option if Virginia Veg really did go belly up.

“But no, I'll not worry about business today,” she thought, and pushed the broadsheet sections aside. Susan picked up the lifestyle magazine with its glossy photographs and human-interest stories. “That's more like it.”

She read first about the holiday resort of Stonechester – it must be 15 years since she'd been there. Then she moved on to an article on the growth of vegetarianism in the US – standard stuff but interesting nonetheless.

Next an article on how dogs were the most pampered pets in the country. “If the growth of vegetarianism continues,” she thought, “there'll be a lot more meat for those dogs to be pampered with – not that vegetarians would be too keen on feeding their dogs meat.”

She sat upright.

“Wait a minute. What would vegetarians feed their dogs? Surely they'd hate to give them meat?”

She eagerly scanned through the articles again. “Wow, there are over 20 million vegetarians in the US and over 60 million pet dogs. Could there be a market for vegetarian dog food?”

“And if there was, wouldn't vegetarian dog food be a brilliant product to sell online? I could stay with Virginia Veg AND get a chance to start my own dot.com.”

Susan drained the last dregs of her coffee, grabbed her coat, and headed to the office.

# Part Two:

## Expert Advice on Using Wordtracker

Susan arrived at the office and switched on her computer. She'd been thinking about the project on the way in and she wanted to get her thoughts down on paper. She knew that her initial enthusiasm needed to be tempered with some hard-nosed reality and that she would need some help if her new project was to work.

After an hour or so, she'd put together a one-page brief that she was reasonably happy with and then turned to Google to do a few searches. Another hour and she'd drawn up a list of people who might be able to help.

She fired off an email to each and then waited for the replies to come in ...





# Convert Traffic Using Wordtracker

By Bryan Eisenberg

## Email

**From:** Bryan Eisenberg, Future Now, Inc

**To:** Susan Webster, Virginia Veg

Susan,

Behind every search is a person.

The terms typed into search engines reveal a surprising amount about visitor intent. Know as much as you can about your potential customers, and use keywords that reveal intent to purchase your dog food products.

## Step One: Understand Your Prospects

Start by considering your potential customers' motivations and intent.

- What types of questions will they be asking?
- What are they trying to accomplish?

Use these questions to start a list of keywords to research.

## Two Types of Buyers

Some of your buyers will be methodical and logical, asking a lot of "how" and "what" questions. How to have a healthier dog? How to improve my dog's diet? How to have a vegetarian dog? What are the benefits to my dog? What are the ingredients? What is the highest-quality dog food?

Other prospects are more emotional and relational in their approach. Spontaneous and humanistic types are concerned with the experience and the results: best-tasting dog food, best-performing dog food, healthiest dog food, extending a dog's life.

## How To Think Like Your Prospect

Remember that a dog owner does not have to be a vegetarian to see the benefit of feeding their dog vegetarian dog food.

***The terms typed into search engines reveal a surprising amount about visitor intent***

Other questions you can ask: Why are they vegetarian? Is it primarily health? Is it primarily cultural, love of animals, spiritual? Where are they at in the buying process?

## **Step Two: Think Broad and Wide**

Take your list to the Wordtracker Keyword Universe. Use it as a starting point to research specific terms, and also use the thesaurus feature. Gather a few broader terms around “vegetarian dog food.” Make sure that they are specific enough to match your business.

On the Web, traffic costs, so think quality keywords, not quantity. Now you can start adding terms that match most closely with your visitors’ intent in relation to what you sell.

## **Step Three: Prioritize for Conversion**

Prioritize the keywords not just on the amount of traffic potential, but by clear intent. You must also take into account the ability of your product to present the value that will convert this traffic. It is okay to add terms with very little traffic potential if they have a high probability of converting.

These are the terms you will not only want to optimize your pages for, but terms that you will want to be present in your content. If you want a bigger bang, then you will also want to use these keywords in your anchor text.

They asked and you had their answers; that’s how to convert.

**Bryan Eisenberg**

Co-Founder & Chief Persuasion Officer

<http://www.FutureNowInc.com>

Author of *Call To Action* a New York Times and Wall Street Journal  
bestseller, as well as “Persuasive Online Copywriting”  
Founder & Chairman of the Web Analytics Association



# It Ain't the Meat, It's the Emotion

By B.L. Ochman

## Email

**From:** B. L. Ochman, What's Next Online

**To:** Susan Webster, Virginia Veg

Susan,

Holy cannoli! Would you believe there are more than 14,800 Google results for "vegetarian dog food"? There are even 864 results for "kosher dog food." (At time of writing.)

I feed my 12-year-old Labrador, Sam, salad every night plus steamed veggies, apples, and pears. The only veggies and fruits he hasn't liked are avocados, blueberries, and sunflower sprouts. (He very deftly picks those out of his salads.)

So when you asked me to help Virginia Veg market a new range of vegetarian dog food, I knew there would be a huge market among the nation's 60 million dog owners – besides me – who think of their dogs as family members and want them around for a long time.

I do online strategy, write and search-engine-optimize websites, and create and execute marketing programs for my clients. After I interview the clients about their business, competition, and goals, I always start with Wordtracker. I get market intelligence from its results because I learn what people are searching for on the subject. That helps me write effective copy, page titles, and headlines.

## **Detective Work**

Here's a summary of what I learned by working through the steps in Wordtracker. Showing you what I found will explain how deeply Wordtracker can take you into research and point you in the right direction for marketing.

Your "ah ha!" moment came when you realized that there are over 20 million vegetarians (including me) in the US and over 60 million pet dogs. You reasoned that vegetarians wouldn't want to give their dogs meat. I think that would be true only if vegetarians had to touch the meat.

I learned that there had been no searches on non-meat dog food in the past 60 days, which tells me it's not meat but health that dog owners are concerned about. Wordtracker results indicate that dog owners' big concern is health and holistic care.

That tells me that your main job will be educating these interested pet lovers about the value of vegetarianism for dogs and cats.



***...it's not meat but health that dog owners are concerned about. Wordtracker results indicate that dog owners' big concern is health and holistic care...***

## Interpreting Wordtracker Data

Rather than "vegetarian dog food," the most frequently searched terms are:

- natural pet food
- holistic pet food
- premium pet food.

I find that there also is search activity in:

- organic dog food
- holistic pet care.

Half of all searches for pet food were for natural, healthy, or premium pet foods.

Wordtracker's keyword effectiveness (KEI) analysis showed that top phrases to include in content, page heading, and headlines of your site include:

- natural dog food
- natural pet foods
- holistic dog food
- healthy dog food.

## Finding the Competition

When it comes to competing pages, "natural / healthy / holistic dog food" and "natural pet food" have the most competing pages in search engines.

I also learned that Nature's Choice Vegetarian Dog Food had many searches and thus will be your main competitor. No other brand names came up in the category.

Results from my keyword search on vegetarian dog food suggest some markets that may be interested in vegetarian dog food, including healthy eating, puppies, holistic health, animal rights, pet links, non-meat dog food, pet supplements, vegan pet products, and wheat-free foods (which suggests allergies). I can pursue tie-ins and partnerships with sites in these areas when I do the marketing plan.

Clearly focus groups and more research are needed, but Wordtracker sure gives us a great start!

## **B.L. Ochman**

Internet marketing strategist, blogger and corporate blog coach, and corporate speaker.

Heads the creative team of

[whatsnextonline.com](http://whatsnextonline.com).

B. L. Ochman helps companies including Ford, IBM, and iFulfill.com to develop and execute marketing programs to increase their website traffic and sales; writes compelling, search-engine-optimized content; is a corporate blog coach; and covers Internet marketing and trends for a variety of online and traditional publications. She writes the popular [What's Next Blog](#), publishes [What's Next Online](#), and is the author of [What Could Your Company Do With a Blog?](#).



# Gauge the Size of the Market

By Stephen Mahaney

## Email

**From:** Stephen Mahaney, Planet Ocean Communications

**To:** Susan Webster, Virginia Veg

Susan,

Your first step should be to determine how large the consumer market for vegetarian dog food might already be. Doing so will give you a general idea of the revenue streams that could become available in the near term. Clearly, time is of the essence. After all, it appears that Virginia Veg's financial problems are critical. Therefore it isn't likely that you can afford the luxury of the time it would take to educate a vegetarian consumer group about a new niche type of dog food product, let alone profitably develop such a niche market quickly enough to relieve the financial pressures bearing down on Virginia Veg.

Fortunately, the Wordtracker service makes it easy to gauge an existing market simply by looking to see how many keyword searches are being conducted for your target product. Within Wordtracker's Keyword Universe we enter "dog food" and get a list of keywords that are related to dog food. After choosing the keyphrase "dog food," we get a popularity count for each of the ancillary keywords that consumers are using in relation to the phrase "dog food." Here's where we find that "vegetarian dog food" accounted for only 17 searches over the past 24-hour period. (At time of writing.)

Obviously, that is a disappointing number. Here's why. Even if your company could immediately begin selling to all 17 searchers per day (impossible, of course) the revenue would not add up sufficiently to rescue your company.

Here's the math:

**17 sales multiplied by an estimated per-sale average of, say, \$50 =  
\$850.00 per day multiplied by  
365 days = \$310,250**

In all likelihood, \$310,250 annually is hardly a drop in the revenue bucket of a company that is "the largest employer in the community." Besides, it's beyond absurd to even suggest that any one company could convert each and every single search engine inquiry into a \$50 sale! Nor does our example take into account expenses for production and distribution or for SE optimization and advertising. Whatever profit, if any, would be far, far, less than our impossibly optimistic best-case scenario.

Now, to shed an even clearer light on what you will see is an abysmally small stand-alone niche market, let's look at what most marketing professionals would agree to be much more realistic numbers – say, between 1% (perhaps achievable) and 10% (still too high) of the existing keyword search basket of inquiries. In other words, annual revenues would come in somewhere between \$3,102 and \$31,025 a year. Then, expenses would have to be accounted for prior to determining profits on this pitifully small revenue stream. Ouch! ...not good.

In other words, the numbers for vegetarian dog food simply don't work! ...not even in a best-case scenario. There would have to be a better plan than to build a sales concept around the keyword phrase “vegetarian dog food.”

So, let's see what markets might exist based on dog-food-related keywords that are kindred to the term “vegetarian.” When we dig a little deeper into our Wordtracker analysis, we find the following keyphrases being used along with their corresponding frequency...

<b>Keyword</b>	<b>Predict (past 24 hours)</b>
dog food	1106
wellness dog food	283
dog food recipes	206
natural dog food	202
vegetarian dog food	20

...and, if we add all of the numbers together for the four “dog food” keyword phrases – “wellness,” “recipes,” “natural,” and “vegetarian” - and then apply our (essentially arbitrary and probably over-optimistic) 1% to 10% sales estimate, we get a total query count of 711 over the past 24 hours. A 10% sales conversion would produce \$1,295,750.

Here's the math:

**10% of 711 = 71 multiplied by 50 = 3,550 sales  
per day multiplied by 365 days = \$1,295,750  
annual revenue**

...a respectable figure but in all likelihood, an EXTREMELY optimistic estimate that would depend on converting 10% of all keyword queries across all search engines. Theoretically, that could happen but we aren't aware of any company that actually experiences such a high level of sales conversions.

Of course, the more realistic estimate – one that could still be considered extraordinarily high – would be 1% of all search engine keyword inquiries. Such a conversion rate would account for approximately 7 sales per day @ \$50 would annualize out to only \$127,750. And since that's gross revenue, not profit, it's very unlikely that the revenue from any keyword-related type of vegetarian dog food would account for enough cash flow to save Virginia Veg from an impending financial debacle.

The good news is that you have access to accurate keyword counts. Without such access, you could waste a lot of time and money investing in an idea where the numbers just don't exist in sufficient quantity for you to succeed to any great degree. After all, by not doing the deals that won't work, you free up time to discover the ones that will.

Consistently successful people learn to determine the difference between marginal and winning ideas – and quickly!

As to your best plan of action? Frankly, you'd be better off learning who is ALREADY selling this type of product in the marketplace and tapping into their success by becoming a wholesale supplier.

Now that we have used the Wordtracker service to determine what keywords people are using to locate vegetarian dog food-related products, you should go directly to the companies that are already selling it to see if you can cut a deal for Virginia Veg to supply the raw materials. Such an arrangement might allow you to gain infusions of cash into your company quickly instead of having to wait to build up individual sales within what is currently a very marginal sector of the dog food industry.

By entering the top search phrases into the engines, you can easily learn who is, in fact, already conducting online sales of vegetarian-related dog food and negotiate a joint venture. If Virginia Veg can craft such an arrangement, it would minimize the risk which would ordinarily be inherent within such a start-up venture. You would be able to indirectly tap into the efforts of companies who have already embraced the challenge and expense of building a niche dog food market.

This would be one possible way to inject extra cash into Virginia Veg without gambling a lot of time and money on the consumer end of a niche market that has yet to build any relatively significant demand.

**Stephen Mahaney**

CEO - Planet Ocean Communications

Publisher of [SearchEngineNews.com](http://SearchEngineNews.com) and the award-winning  
UnFair Advantage Book on Winning the Search Engine Wars  
[SearchEngineNews.com](http://SearchEngineNews.com) / [SearchEngineHelp.com](http://SearchEngineHelp.com)

# 4

## In Paid Search, Keywords Are Key

By Kevin Lee

### Email

**From:** Kevin Lee, Did-it.com

**To:** Susan Webster, Virginia Veg

Susan,

Search marketing is one of the most powerful forms of advertising for an Internet business. Imagine a television commercial that interrupts a viewer's show the second he or she thinks about your product or a print ad that pops up when a customer wants to buy your product. That is the power of pay-per-click advertising. When a user searches for a term or phrase that relates to your business, your ad appears. And you pay only when a user clicks on your ad.

But those ads appear only on the terms and phrases you select. In other words, when it comes to paid search, keywords are key. The more keywords you have that your customers are searching for, the more business you get.

***“Wordtracker is perfect for pay per click marketers, as it allows you to add desired keywords to your basket as easily as shopping in an online store”***

So how do you find the right keyword lists? You start at the beginning. What is your business about? What do your website and other advertising copy say? What do you think your customers are searching for? For Virginia Veg, you can easily build a quick keyword list. Your site appeals to vegetarians who want to buy vegetarian food for their dogs. Keywords that obviously jump out are “vegetarian,” “dog food,” and “vegetarian dog food.”

There are a number of free and paid-for services that will help you extend your keyword lists. Let's look at Overture, Google's Keyword Sandbox, and Wordtracker.

## Overture

The pay-per-click search engines all have their own keyword research tools. Overture—which provides PPC results for Yahoo!, MSN, AltaVista, and other search engines—provides keyword data from the previous month. Enter a term and Overture will tell how many people searched for that term in the previous month, and how many people searched for all variations of that term. Clicking on any variation will drill down into that term, telling how many people searched in the past month for variations of that keyword or phrase.

Clicking away in Overture's Inventory Tool provides a large number of possible keywords, down to the "tail end" of the search distribution, where you encounter terms so rarely searched for that Overture doesn't even bother listing them. Of course, since related terms always include your original term, you need a basic keyword list to get started. Using your original keywords, you should be able to grow a large list from Overture - and quickly pick out the most promising words. I can see that your potential customers are also searching for "natural," "premium," "raw," "organic," "healthy," and "homemade" dog food. Many users are even searching for vegetarian dog food - and some obviously couldn't find any and were looking for recipes to make their own.

## Google's Keyword Sandbox

Google also has a keyword tool, called the Keyword Sandbox, which differs from the Overture tool in many significant ways. Overture's tool is very helpful in determining what keywords were popular in the past month. Keywords that do well seasonally might get left out if you do keyword research at the wrong time. Google's Sandbox uses lifetime data to give keyword suggestions - but doesn't give any popularity data. More types of keyword suggestions are returned with the Sandbox, including more specific terms, similar terms, and additional keywords. Fewer keywords are usually gained via this method, as you can't drill down as easily as in Overture. However, you don't need to start with as many words as Overture requires, as you will get keyword results that are related to your original terms without containing those terms.

Using Google's Sandbox, you'll find that most searchers look for specific brands of dog food online. Many dog owners also looked for general nutrition information or recipes for their dogs. The Google Sandbox also reminds us that "vegans" are looking for appropriate dog food as well.

## Wordtracker

One of the most powerful tools for keyword research is the subscription-based Wordtracker. Wordtracker provides lateral data based on titles, meta information, and body copy of similar pages online, along with a thesaurus to find synonyms. Once you find words that relate to your business, you can see popularity data for those terms based on the Wordtracker database.

Wordtracker also allows you to drill down into any related keyword to see more related and specific terms and phrases. Wordtracker is perfect for pay-per-click marketers, as it allows you to add desired keywords to your basket as easily as shopping in an online store. Wordtracker data includes misspellings, word stemming, word separation and compression, pluralization, and many other word forms. You can even compare the number of keyword searches to the number of competing pages in that engine to determine a competitiveness score for that keyword in the organic search results. Wordtracker helps you work with multiple project support, extensive reporting, and the ability to email keywords.

Using Wordtracker, you can pick up popular misspellings of vegetarian (vegatarian) and variations of “dog food” (dogfood). You can also find that customers want comparisons of dog food brands and even “holistic” dog food. Those same searchers also looked for “organic” and “certified” dog food, and were in search of places to buy it from.

With all this data, you will be able to craft a paid-search campaign that will quickly draw the right types of customers to your site. While some longer, more detailed phrases will bring in only a few customers a month, thousands of those terms combined can create a very successful campaign. Revisit these tools every month, looking for new trends and capitalizing on terms and phrases you had previously ignored, and drop keywords that don't work.

### **Kevin Lee**

Co-founder and executive chairman of [Did-it.com](#), LLC.

[Did-it.com](#) uses advanced strategy and technology to optimize the performance of its clients' paid-placement and paid-inclusion search campaigns. Kevin and the Did-it.com team have been dedicated since 1996 to helping search marketers succeed. Kevin is a founding board member of [the Search Engine Marketing Professional Organization](#) (SEMPO) and is now the group's chairman. He also serves on the SEM committee for the Association of Interactive Marketers and on the Interactive Advertising Bureau's Search Committee. He also publishes a popular [marketing newsletter](#).

An acknowledged expert on SEO and SEM, Kevin is regularly quoted by the major news media including the Wall Street Journal, Business Week, the San Jose Mercury News, and Catalog Age. He is also a frequent and well-respected speaker at industry conferences. [Kevin](#) enjoys sharing tips, tricks, and strategies in print and in person. He earned an MBA from Yale School of Management in 1992.



# 5

## Find the Keywords and You'll Find the Marketplace

By Ken McGaffin

### Email

**From:** Ken McGaffin, Linking Matters

**To:** Susan Webster, Virginia Veg

Susan,

There is an online marketplace around any business website, made up of competitors, news sites, blogs, directories, and many others. These sites are linked formally and informally. Establish your website with keyword-rich links from quality sites within the marketplace and you can dominate. The key is to know the words and phrases people use when searching for your products and then using them to plan your website's internal and external link structure.

*“Imagine hundreds of people searching for vegetarian pet food... as they search and follow links, the same sites will come up regularly”*

When I worked in the center of Boston some years back, I'd often have lunch at Faneuil Hall – a food market bustling with restaurants and food outlets of every flavor. Sometimes, I'd leave the office knowing exactly where I was going and what I was going to eat. But most times I had no idea and I'd wander around until something took my fancy.

There were hundreds of people doing the same – attracted to Faneuil Hall not just by one restaurant but by the lively mix of many. Each restaurant or outlet benefited from being part of the collective whole.

The same type of clustering happens online. However, what binds websites together is not geographical location but the hyperlinks between them. There is an online marketplace around every business or topic area, and just as with the restaurants in Faneuil Hall, each individual website benefits from being part of the collective whole.

Understanding the language that people use and the words they enter into search engines is the key to mapping out this online marketplace. And once you've done that you can establish your competitive position within it.

And the beauty of online is that your business can exist in multiple marketplaces with each one being relevant to your core business.

Your query was about vegetarian dogs but why limit your market? There are nearly as many cats in the US as there are dogs, and this could potentially double your market.

For vegetarian pet food, there are several marketplaces you should explore:

- The first, of course, are the websites that already address this market. There are already quite a lot. This is good news because it confirms that a market does exist.
- The second is the market for general pet care. The people who populate this marketplace are already looking for products to care for their pets – you can give them the great news about your vegetarian pet food.
- The third is the vegetarian marketplace. Many vegetarians will be pet owners and ideal potential customers for your range of vegetarian pet food products.

Once you know the most popular keywords for each marketplace, you can conduct searches on Google to identify the websites that make up that marketplace.

Imagine someone searching for pet food. He'll enter some keywords and browse through the results until he finds something interesting. He'll find suppliers of pet food, sites that provide information and advice, and links to further resources. He'll follow these links and find more suppliers and more information.

Now imagine hundreds of people searching for vegetarian pet food. Each will use different word combinations to find what they're looking for and each will get slightly different results. But as they search and follow links, the same sites will come up regularly – these sites will tend to dominate the marketplace for vegetarian pet food.

Once you've identified these online marketplaces you can establish Virginia Veg's position within them.

There are four steps:

1. Build an initial set of keywords
2. Conduct research on Google using these keywords
3. Scan the sites returned in the results for more keywords and content ideas
4. Build a definitive list of popular keywords and merge these with content ideas.

## 1. Build an initial set of keywords

Let's start by brainstorming the obvious keyword phrases such as:

- dogfood
- dog food
- vegetarian dog food
- vegetarian cat food
- vegetarian pet food

- vegetarian dogs
- vegetarian cats
- vegetarian pets
- vegetarian diets
- vegetarian diets for dogs
- healthy diets for pets... and so on.

Some questions we might have are: is “dog food” more popular than “dogfood”? Which is the most common, “dog food,” “cat food,” or “pet food”? Wordtracker can tell us:

(taken from 373 million search queries over the last 60 days)

Keep	Keyword	Count	Predict
<input checked="" type="checkbox"/>	dog food	1307	1119
<input checked="" type="checkbox"/>	dogfood	154	132
<input checked="" type="checkbox"/>	vegetarian cat food	15	13
<input checked="" type="checkbox"/>	vegetarian dog food	12	10
<input checked="" type="checkbox"/>	vegetarian pet food	7	6
<input checked="" type="checkbox"/>	vegetarian diets for dogs	3	3
<input checked="" type="checkbox"/>	vegetarian dogs	0	0
<input checked="" type="checkbox"/>	vegetarian cats	0	0
<input checked="" type="checkbox"/>	vegetarian pets	0	0
<input checked="" type="checkbox"/>	healthy diets for pets	0	0

Now that you’ve got your initial group of words it’s time to use the power of Google to discover the marketplace.

## 2. Conduct research on Google using these keywords

By doing searches using these keywords and analyzing the results, you can quickly build up a picture of the online marketplace. Here’s a tiny sample of the resources uncovered in our initial searches:

- **Existing vegetarian pet food resources.** You’re considering a new market that you know very little about so you’ve got to find out fast. Our research identified [vegetarian dog food distributors](#) and a list of [commercial vegan dog and cat food suppliers](#). Verona re-Bow and Jonathan Dune have published a book, [Vegetarian Dogs](#), and you can also find a [discussion forum](#) at VegPets.com.
- **Pet care and animal welfare.** People who use these sites will place a high priority on the health of their pets. Sites include HelpingAnimals.com, which has conducted a [Dog Health Study](#) of 300 vegetarian dogs.
- **Vegetarians.** Vegetarians provide a ready-made and substantial online community that will be interested in your products. Our searches uncovered sites such as the Vegetarian Society, which has published a guide (“[Dogs – a Vegetarian Diet?](#)”), and the Vegetarian Network of Australia, which has published “[Why Feed a Vegetarian Diet to Pets?](#)”

### 3. Scan the sites returned in the results for more keywords and content ideas

Browse the sites you have identified and draw up two lists in note form:

- The keyword phrases they use
- Ideas for content and articles that you could write.

Look for news stories, important issues, debates, concerns, posts in forums, and discussion groups. Sign up for any interesting newsletters that you find.

What issues are making the headlines? What are the people who are interested in vegetarian dog food talking about? What language do they use?

In everything you find look for more keywords and for links to more resources.

After this exercise, you'll have:

- a much expanded list of keywords
- a clear picture of the competition you'll face online
- many portals and news sites that could link to your website
- lots of ideas for the content you'll need to persuade those sites to link.

### 4. Build a definitive list of popular keywords and merge these with content ideas

Enter your newly expanded list of keyword phrases into Wordtracker's Exact/Precise Search tool and you'll get counts of how often each keyword phrase has been used. Now combine the top-scoring keyword phrases with your content ideas to produce a list of article titles that will be highly relevant to your target markets AND score well on search engines.

For example, "vegetarian diet" is a popular keyword phrase, and animal health is an important issue for pet owners. Combine these and you get an article idea, **"Does a Vegetarian Diet Produce Healthy Animals?"** Brainstorm as many content ideas as possible and write a title for each article using at least one important keyword phrase.

Now review your titles, pick the best, and develop them into full articles of around 600 words each. Make these articles available within one or two clicks of your home page and use the keyword-rich titles as internal linking text.

Next, approach the publishers of news and information sites to offer them the articles for publication in return for keyword-rich links back to your site.

Susan, links pointing to your site are important but links pointing to your site with keyword-rich linking text are priceless. Find out the important sites within your marketplace and provide them with quality content - you'll get quality links as a result.

**Ken McGaffin,**  
CEO, Linking Matters

Ken McGaffin is author of The Linking Matters Report. He provides training workshops and consulting on link building, online public relations, content development, and writing for the Web.

<http://www.linkingmatters.com>



# The Wordtracker Breakthrough

By John Alexander

## Email

**From:** John Alexander, Search Engine Workshops

**To:** Susan Webster, Virginia Veg

Susan,

## Initial Challenges

Wordtracker's instruction guide explains that the higher a KEI (Keyword Effectiveness Index) value is, the better the "window of opportunity" for optimization. You need keyword phrases that relate to either "dog food" or to the "benefits of being a vegetarian."

***“The Top 1,000 report identifies the busiest search terms within the last 60 days. Here, right before my eyes I spotted the word “puppies”*”**

Upon exploring vegetarian-related keywords being searched for on the Internet, it does not appear that there is much of an opportunity. Our objective is to find some way of attracting the right audience to your web pages within the major search results, but early results show no evidence of a demand for vegetarian dog food. You may feel a little disappointed but don't worry – many site owners "call it a day" at too early a stage. Let's persevere and see what we can find.

After the initial disappointment, I tried another strategy. I went to Wordtracker's Top 1,000 report and spotted something very interesting. (The Top 1,000 report identifies the busiest search terms within the past 60 days.) At position 190, I spotted the word "puppies" – which had a count of almost 20,000 from the database. Obviously it appears people are interested in puppies. Let's explore this aspect further.

## A Perfect Strategy Emerges

STEP 1: Take the keyword “puppies” from the Top 1,000 and do a Comprehensive Search for the term “puppies.”

STEP 2: When the results come up, you can see a lot of search terms in the results. Now, scroll to the bottom of the page and click on the link that says “Click here to perform a competition search.”

The competition search identifies a perfect strategy to attract your target audience.

The keyword phrase that I found was “puppy names.” People must be using the Internet as a tool to help them pick out a name for their brand-new puppy.

To attract these puppy owners to your business, add some resources on “puppy names” to your website. Further exploration finds more phrases with high KEI values in the 200-to-400 range, for example, “female dog names” and “girl dog names.”

What better time to begin establishing a relationship with a pet owner than when they have a brand-new puppy just joining the family? As you advance in conducting Wordtracker research, you’ll be able to research further topics that are not too competitive, such as “homemade dog diets,” which has a KEI of 225.

Now that you’ve got some keywords and ideas for content, I’d advise getting some quotes from well-known veterinarians about the value and benefits of having a healthy diet plan for your new puppy.

You could think about writing an educational e-book which would teach people the specific benefits of having a balanced, vegetarian diet for their dog. How about finding a chain of veterinary clinics to advertise your free e-book for you? The e-book in turn would advertise your products and educate the public on how they could have a happier, longer life for their new puppy.

Much of this train of thought pivoted on the discovery through Wordtracker that people were searching for “puppy names.” Now that I’m comfortable with the initial research, we can explore some further strategies.

## Further Wordtracker Strategies for Virginia Veg:

- Use Wordtracker for initial research, then create a Pet Name database and allow dog owners to choose an appropriate name for their pet. Terms: “puppy names,” “girl dog names,” “female dog names,” “boy dog names.”
- Create a resource page featuring “dog illnesses” so owners could look up common illnesses in specific breeds of dogs. Ultimately, the goal would be to write articles describing how a vegetarian diet might prolong a dog’s life or combat specific symptoms. This would need advice and input from a vet but you can use Wordtracker to research a few topics.
- Create an ad campaign to run in large vegetarian e-zines to increase awareness of your pet food products among the vegetarian-conscious crowd.
- Research effective keywords for use in optimization of media releases. Wordtracker could be used for researching popular phrases for writing newsworthy stories which in turn could go out for

exposure in daily news feeds using the promotional services of a company like [www.prweb.com](http://www.prweb.com).

These could feature general health articles and topics of interest to vegetarians as well as interviews with prominent veterinary doctors. Press releases would gain exposure through Yahoo!, Google, and other major news feeds and would also be picked up by other publishers for publication. Wordtracker would be valuable for researching which keyphrases to optimize for.

- Create some genre-specific sites that are dedicated to specific breeds of dogs. These might range from Jack Russell Terriers to German Shepherds. Many people “love” a specific type of dog and Wordtracker could be useful in identifying those niches and the search phrases most likely to appeal to each audience. In the meantime couldn't those audiences benefit from knowing about your products too?
- You could use [www.CJ.com](http://www.CJ.com) to research a list of related pet products and although these would not be your central focus, you could monetize all of the links on your Web site and earn monthly affiliate commissions from traffic on everything from dog T-shirts to retail products like coffee cups that you can have your pet's picture printed on. Then you could use Wordtracker to find the hottest promotional phrases to market these product pages on the Web.

### **John Alexander**

Co-Director of Training with

[Search Engine Workshops](#)

John Alexander teaches hands-on SEO workshops together with his partner Robin Nobles as well as [SEO Training courses](#) online. John is also author of the world-famous e-book guide to performing [Wordtracker Magic](#) as well as co-author of the [TNT Guide](#).





# Adopt a Healthy Position

By Neil Davidson

## Email

**From:** Neil Davidson, Freelance Writer

**To:** Susan Webster, Virginia Veg

Susan,

Hello. You have come up with an interesting idea for your company and I hope that my thoughts on how to position this new product will help. My background is in advertising and direct marketing, and because of that my focus is on consumer insight, data, targeting, and the power of words.

One of your biggest challenges will be finding data to test the validity of your idea. Mass-market data, such as the Target Group Index data held by media agencies, usually has limited information on niche areas such as this. Proprietary agency tools on consumer segmentation are often based on TGI data, so the same issues apply to any insights you would normally gain from these.

Because of that, a good place to start would be with Wordtracker. Anybody can use it and it gives great insight into what words potential customers use when they search on the Web. I think that it also reflects how potential customers think generally about products, not just online.

I went into the Wordtracker website and decided to define your potential business venture as “vegetarian pet food” rather than “dog food,” as I could not see any reason to restrict the opportunities for the product. Some unexpected related keywords came up on Wordtracker as soon as I started:

- healthy
- organic
- nutrition.

They were surprising, as you seemed to be thinking about positioning the product as something for vegetarian dog owners with a conscience. These words seemed to challenge this thinking.

It made me consider whether a product positioning based around the healthy properties of vegetarian dog food might be more appropriate. Of course, you must already have a large database of existing customers who buy vegetarian food for themselves, but maybe they are buying it for health reasons rather than for reasons of conscience.

I also remember reading a piece of research that said that pet trends generally follow human trends, with a time lag of five years. People have been obsessed with healthy eating for quite a few years and the world is full of obese pets, so you could be ahead of the game! A health positioning could be more inclusive and more positive and could potentially connect with a larger number of consumers.

***“We defined your potential business as vegetarian pet food, rather than dog food, as we cannot see any reason to restrict the opportunities for the product.”***

I did further work on Wordtracker, which seemed to back up my thinking in terms of the popularity scores of certain keywords:

- holistic dog food – 199
- healthy pet food – 91
- vegetarian pet food – 7.

So, merely from the viewpoint of popularity it is interesting. However, as I am sure you know, popularity alone is not enough. When devising positioning strategies for products, you need to think about relevant differentiation. A product has to be relevant to a customer but also offer something that the competition does not. Wordtracker’s KEI rating gives a real insight into this – it balances a keyword’s popularity and competitiveness so it can indicate needs consumers have that the competition is not delivering. Our keywords turned up some very interesting KEI scores:

- holistic dog food – 15.385
- healthy pet food – 3.046
- vegetarian pet food – 0.348.

It seems to me that positioning pet food as being vegetarian is not enough, but consumers are really excited by holistic food for their pets!

Of course, more work needs to be done on this, perhaps including some qualitative research, but I believe that it would be smart to consider positioning your products as benefiting the pet in some way, rather than clearing the owner’s conscience.

My four recommendations for you are:

- Broaden your offer to other pets.
- Emphasize the benefits for the pet, not the owner.
- Consider targeting healthy-minded people, who may or may not be vegetarians.
- Look at “healthy” media options, online and offline, to generate brand awareness for a potential launch.

## **Neil Davidson**

### **Freelance Writer and Marketing Consultant**

Neil Davidson was previously a Managing Partner at WWAV Rapp Collins and a Board member at Rainey Kelly Campbell Roalfe/Young & Rubicam. He is now a freelance writer and marketing consultant, specializing in improving written communications produced by organizations. To contact him:

[neildavidson65@gmail.com](mailto:neildavidson65@gmail.com)

or call 0790 666 8077.



# Designing an Online Marketing Strategy

By Robin Good

## Email

**From:** Robin Good, Master New Media

**To:** Susan Webster, Virginia Veg

Susan,

Let me say straight away that I am not a professional search engine marketer, nor a “black hat” online marketing wizard. I am a generalist; I look at the whole picture and from it I draw interesting insights.

***“It may appear that vegetarian dog food is a unique niche market with no competition, but try a Google search on the subject and you will see that is not true”***

Helping your online marketing strategy in a new, fast-growing niche market like the one for vegetarian dog food is definitely a tough challenge.

It may appear that vegetarian dog food is a unique niche market with no competition, but try a Google search on the subject and you will see that is not true.

So, I’d first scope out the market to understand the opportunities available to Virginia Veg without trying to compete head to head with the established leaders.

Wordtracker helps identify “keyword sets” and “keyphrases” that are both in high demand yet have few “suppliers” using them. This will help you reach significant, targeted visibility on the Web in a relatively short time.

## First Steps

By utilizing the Wordtracker Keyword Universe it’s easy to identify an initial group of complementary keywords

that could provide great value to the online marketing strategy later on.

I first searched for alternatives to the keyword “vegetarian.” Wordtracker started computing, searching, and aggregating, returning hundreds of good alternatives, from which I chose:

- a. vegan
- b. health
- c. organic
- d. meatless
- e. veggie
- f. veg
- g. whole food
- h. organic food

Then I used Wordtracker to find good alternatives to the keywords “food” and “dog.”

Wordtracker suggested some more interesting ones including:

- a. pet
  - b. animal
  - c. perro
- and
- a. meal
  - b. diet
  - c. snacks.

By mixing these different sets of keywords I created quite a number of new, unique, short keyphrases. For example:

- dog health food
- meatless dog diet
- organic pet food.

I entered these phrases into Wordtracker’s Exact Search, saved my newly identified keyword combinations, and emailed them to my teammates for their ideas.

Internally I placed the brief for the assignment together with the identified keyword sets on a password-protected “wiki” where all my online marketing colleagues can directly contribute new ideas and variations.

## Honing the Research

After collecting responses from my colleagues, I have 24 different “keyword sets” or “key phrases” that are complementary alternatives to the key competitive terms “vegetarian dog food.” These include:

- organic dog food
- dog diet
- organic pet food
- recommended holistic organic dog food

- vegetarian dog food
- holistic organic dog foods
- holistic organic dog food
- dog food health
- dog food organic
- vegetarian pet food
- organic dog food reviews
- organic dog food statistics
- healthy dog diet
- organic cat and dog food
- certified holistic organic dog food
- dog diets vegetables and fruit
- organic dog foods
- benefits of organic dog food
- organic dog food analysis
- homeopathic dog diet
- vegetarian diets dog
- certified holistic organic dog food
- healthy dog foods
- all vegetarian dog food

Next, I wanted to identify the ones that are not only in demand, but which have the least competition.

Wordtracker makes this part of the job the most enjoyable, as it does the heavy lifting in calculating – for any major search engine – the number of actual searches compared to the number of existing websites competing for that very keyword set.

The ratio that can be calculated by dividing those two values (KEI) provides any Wordtracker user with an immediate sense of which are the competitive niches that are still available.

In a matter of minutes I was able to test my 24-keyword set across major search engines including MSN, Google, Yahoo!, ODP, Overture, FindWhat and several other ones.

## Finding Niche Markets

As I repeated the competitive evaluation task multiple times across all of the different search engines, it rapidly became clear that there was a set of unique key phrases that had much greater chances of competing on the major search engines than the typical ones I would have come up without the use of a tool like Wordtracker.

In particular, by looking closely at the results, I realized that there were a few interesting sub-niches that appeared to have a strong potential. They were:

**a) Organic / holistic dog food:** the terms “organic” and “holistic” offer some characterization that very few competitors used. The use of the terms could be inverted, as in “holistic organic dog foods,” and still provide an apparent opportunity for competitive positioning.

**b) Recommended/certified holistic organic dog foods:** the use of the words “recommended” and/or “certified” appeared to be a powerful unique identifier that many potential customers would be attracted to. You could work around this competitive intelligence info and design a marketing and promotion strategy that leverages these traits.

**c) Statistics on vegetarian/organic dog food:** the term “statistics” appeared to offer the perspective of many searches with very few sources providing information on it. Again it is a scouted opportunity that can give you good ideas on how to tailor and customize the profile of the site and the type of information to be provided next to the products sold.

All in all, Wordtracker really helped me open a trail in a jungle in which I would have otherwise ended up doing what everyone else was already doing. With Wordtracker, I instead unrolled the niche marketplace that appeared to me and helped me “see” the many complementary sub-niche marketplaces available within and around it.

## Recommendations

With the data collected, I suggest you design an online marketing strategy centered around:

1. Marketing vegetarian dog food as “organic/holistic dog food” and therefore taking a slant to the health-conscious buyers in that marketplace;
2. Offering certified and authoritative recommendations on vegetarian dog food by partnering with veterinarians and related associations and promoting their own suggested certified/recommended diets; and
3. Stretching and testing the marketplace with targeted products and information pages on “homeopathic dog food” and “vegetables and fruits” to get a pulse for complementary emerging opportunities.

Today there is no better and more useful alternative than Wordtracker to help me strategize an effective online marketing campaign that can leverage the reach and visibility provided by search engines.

Wordtracker gives me the pulse of what people are searching for, the terms they use, and the amount of competition already existing for each one of those terms.

It is then up to me to leverage Wordtracker to explore, research, and scout smart alternative and complementary keyword sets that help me position my product, not head to head with established industry leaders, but on the tip of new, unnoticed niche markets that few or no others have yet been targeting directly.

**Robin Good**

What Communication Experts Must Know

Publisher

<http://www.masternewmedia.org/>

<http://www.kolabora.com/>

<http://www.masterviews.com/>





# Only People Buy

By Nick Usborne

## Email

**From:** Nick Usborne, Copywriter

**To:** Susan Webster, Virginia Veg

Dear Susan,

I imagine you are leafing through pages and pages of advice from people with numerous areas of expertise. The data dump can be overwhelming. So here is my first piece of advice: give all this some time to settle in your mind.

Don't rush into creating or adjusting your site every time you read another piece of great advice. Give it time. Let all the pieces settle in your mind until, like a jigsaw, everything comes together and you see the full picture.

Then it's time to act.

## **Before we get to incorporating keywords in your copy...**

A search engine will never buy a product from your site. Only people will buy.

So while every page must address the priorities of search engines, the primary purpose of the text on every page is to help, engage, and sell to your visitors.

Keep that sense of priority in mind. Pages that are written with search engines as their primary audience do not work well with real people, and they convert very poorly.

## **Three steps to address before optimizing for search engines:**

Keeping in mind that our primary audience is prospective customers, here are three steps to address.

### **Step 1: Make your text helpful**

A website is a hard place for people to find what they want. In a physical store, you can usually take in the whole place with a single glance. With a catalog, you can leaf through the pages from beginning to end. But on a website, you have dozens of pages linked together, you can see only one page at a time, and it's much harder for people to find what they want.

***Pages that are written with search engines as their primary audience do not work well with real people and convert very poorly***

Keep that in mind and write text that helps people find what they are looking for. Anticipate what kind of help your visitors want. Figure out what three or four things 80% of your visitors will be hoping for. Then make those three or four topics prominent on your homepage and write text to take visitors by the hand and walk them through a simple pathway of pages that culminate in the order page.

### **Step 2: Engage your visitors and help them to like you**

If your visitors quickly come to like you, they will feel more comfortable. They will feel safer and will be more likely to buy - not just once, but many times.

In your case, you already have a likeable subject...dogs.

So write in a style that will make vegetarian dog owners feel comfortable. Write to them in the same tone as you would speak to them over the kitchen table, sharing a cup of coffee together.

And don't forget your great-grandfather! How wonderful to know that the roots of this vegetarian dog food business lie in the work of your family from three generations before. Do you see how well that ties in with the fundamental values of a vegetarian?

Write a whole section and use multiple pages to address the history of your business. Show your visitors how your values as a family and as a business tie in with their own beliefs and priorities.

### **Step 3: Make the sale**

Once you have helped people find what they want, and made them feel comfortable about buying from you, now is the time to make the sale. Don't be shy. When you get people to the sales page, you want to maximize conversion rates. Write copy that sells.

### **How do keywords figure into all of this?**

Once you have your complete site figured out, and have outlined pages that are designed to attract, engage, reassure, and sell to your human audience, it's time to optimize those pages for the major search engines.

Look through the subjects of the pages you plan to write, and use Wordtracker to find the best keywords for those pages. Make a note of the best keywords for each page. Pick a secondary keyword...and also make a note of related keywords.

Now comes the interesting part. Now we are going to set you apart from people who write their pages for search engines instead of for humans.

It isn't hard to find keywords with Wordtracker. Mostly it's a matter of putting in the hours. What is harder is to incorporate those words and phrases into a web page without compromising the message to your human audience.

## **How to use your keywords without spoiling your copy:**

If you want the "secret" to incorporating great keywords into the flow of your content and copy, here it is: forget about the search engines.

I mean it.

This is where most people stumble in their efforts and produce second-rate text for their pages.

People think they are including the keywords for the benefit of the search engines. They are not. Sound confusing? Step back for a moment and think about this. When you use Wordtracker to find great keywords, Wordtracker isn't finding words that search engines "like."

How can a search engine have a preference for a particular word or phrase? What Wordtracker does is find the keywords that people frequently type into search engine search boxes when they are looking for something.

So banish the search engine spiders and bots from your mind. These great keywords Wordtracker has found for you are valuable hints as to what and how your prospective visitors are thinking. They give you clues about what people want and the kind of language they are using.

And, of course, Wordtracker identifies keywords that are frequently used by your prospects but are yet undiscovered and unused by your competitors.

## **Finally, it's time to write.**

Use the keywords as your guide to writing pages that meet the interests of thousands of prospects.

When you include these words or phrases in your page titles, headlines, sub-heads and text, it's not to "please" the search engines, but to say to each reader, "Yes, you're in the right place. This is where you'll find what you're looking for."

In other words, with every step, you are writing the text to please, help, and serve your human readers.

You are writing pages that are intensely relevant to your prospects' interests. And when you do that at every level,

including the addition of those phrases people are using in their searches, the major search engines will reward you.

Why? Because, to serve the needs of the people who use them, search engines look for pages that are highly relevant to people's searches.

### **In conclusion...**

Use Wordtracker to find the best keywords for each topic and page on your site.

Then forget all about the search engines.

Simply use the keywords as part of the process of writing content and copy that helps, engages, and sells to your visitors.

### **Nick Osborne** Copywriter

Nick Osborne speaks, writes, and consults on strategic copy and content issues for business online. He is one of the world's foremost experts on writing for the Web as well as the author of "Net Words - Creating High-impact Online Copy." Find out more about Nick at <http://www.nickusborne.com>.

# Appendices

<b>I.</b>	Sign Up for Wordtracker	<b>46</b>
<b>II.</b>	Where To Use Your Keyword Phrases – a Checklist	<b>47</b>
<b>III.</b>	Vegetarian Dog Food – Useful Sites	<b>50</b>

# Appendix I

## Sign Up for Wordtracker

**Sign up now and start optimizing with the best keywords for every page.**

Amateurs guess. Professionals know. With Wordtracker you'll know which are the best keywords to drive more traffic to your sites.

Every subscription allows you full access to Wordtracker's powerful features – the only things that change are your subscription period and the price you pay.

We have the following subscription options:

### **One Year**

For SEO firms, design agencies, advertising agencies, and consultants who recognize that SEO is a daily, ongoing task.

### **One Month**

For SEOs and marketers who are working on short-term projects only, with a clear end date.

### **One Week**

For webmasters and marketers working on the one-time optimization of a small site with no plans to add additional content.

**One Day** Use the one-day subscription to test-drive Wordtracker to see how it can transform your SEO efforts by identifying the best keywords for each page you optimize.

[Sign up for Wordtracker now](#)

## Appendix II

# Where To Use Your Keyword Phrases - a Checklist

Keyword stuffing – overuse of keywords - creates copy that turns people off and may even bring a penalty from the search engines.

So how can keyword phrases be incorporated seamlessly into website copy so that it pleases both your visitors and the search engines?

In his article, Nick Osborne gives some very good advice – be aware of your keyword phrases and then forget about them. Let your subconscious take over and concentrate on writing for the people that visit your site.

But of course the subconscious can always do with a little help and you should educate yourself on where you can place keyword phrases to good effect.

Here is a checklist that covers three areas:

- Where you must use keyword phrases
- Where you can use additional keyword phrases without artificial stuffing
- How you can get external sites to link to you using keyword-rich linking text.

It's also important to remember that a web page can't be optimized effectively for multiple keyword phrases. If you try to optimize for too many, you're efforts will be diluted and you'll end up not ranking well for any. It's much better to focus your optimization efforts on just a primary and a secondary keyword phrase for each web page.

### (i) Where you must use keyword phrases

These are the standard features of an optimized web page:

- **The title tag.** The title is particularly important and should include your primary keyword phrase and if possible your secondary phrase.
- **The description tag.** If your description contains the search term people enter, and it is the first text that Googlebot comes across, then you've a good chance that Google will

display your description in the results.

- **Headings and subheadings.** The <h> tags that are used throughout an article should contain keywords. So a heading of “Our new product range” is poor; “Our new range of vegetarian dog food” is better.
- **Body copy.** The writer should understand what the keyword phrases are and use them in natural language on the page.
- **Links on the page.** The words used in live links tell the search engine what “this page” is about and also what the “linked-to page” is about.
- **Alt text.** For every image, write an alt attribute tag, good for both accessibility and optimization.

## (ii) Additional ideas

Here are some ideas for working additional keywords into your copy but use these ideas sparingly.

- **Bulleted lists within the body copy.** Another opportunity to repeat keyword phrases so that they don’t interfere with the reader’s enjoyment of the article
- **Quotations and interviews.** Quotations or pull quotes are short meaningful quotes from key individuals and you can have about 1 to 3 in a standard article of 1,000 words. Interviews, where you report both the question and the answer, give you an opportunity to easily repeat keyword phrases.
- **References at the bottom of the article.** A resource box at the bottom of an article is a good way to mention all the links and resources mentioned in the body copy.
- **Add a takeaway box.** Usually a summary that says, “The main points in this article are ...”
- **Link title.** Using the link title attribute in writing a link also gives an opportunity to repeat keyword phrases. In the HTML code, this looks like `<href="http://www.wordtracker.com" title="Wordtracker - the leading keyword research service">Wordtracker</a>`
- **Testimonials from satisfied customers.** These are mostly used in sales pages but can also be incorporated into article templates.
- **Signature box at the end of the article.** This presents the opportunity for the author to present his or her company and what he/she does for clients.

## (iii) External linking text

While you can’t always control external linking text, there are instances where you can. These include:

- **Listing on subsidiary and partner sites.** Often the easiest way to get keyword-rich external linking text.
- **Directory listings.** You usually have editorial input and can specify the exact linking text that points to your site.
- **Press releases.** You can certainly write the linking text at the bottom of your press releases, and on occasions within the body itself.
- **In by-lines to articles that you publish.** Many sites will allow you to specify not only the linking text but the text that surrounds the link.



- **Reciprocal links.** When you swap links you can ask for specific linking text to be used.
- **Paid-for links.** Links that you buy will always allow you to specify linking text and perhaps allow extra descriptive text.

Writing, by its very nature, is creative and thrives when the imagination takes over. Don't stifle your writing by adhering to a rigid keyword formula. Educate yourself in keyword strategies, immerse yourself in your subject, and above all enjoy yourself as you write.

## Appendix III

# Vegetarian Dog Food - Useful Sites

In our research, we came across the following sites that you may find interesting.

### Vegetarian Dog Food

This site is dedicated to vegetarian dog information. Find out where to purchase commercial vegetarian dog food or learn to make your own.

<http://vegetariandogs.com/>

### Dog Health Survey

Results of a survey to gather and analyze data on the diet and health status of a large number of vegetarian dogs.

<http://www.helpinganimals.com/h-vegcat-survey.html>

### Vegetarian Dog Food - meat-free, vegetarian and vegan diets for your...

This website is aimed at highlighting the numerous benefits of feeding your dog a vegetarian diet. The practical side, the factual side, and the fun side!

<http://www.vegetariandogfood.co.uk/>

### VegPets.com

Your online source for healthy, nutritious vegetarian diets for dogs and cats.

<http://www.vegpets.com>

### Animal Awareness / Vegan Pet Food

Every person can directly help many animals by making the compassionate choice to buy vegan food for your cats and dogs. Especially if you are vegan – this will cut your last tie to the slaughterhouses. And it's the healthy and nutritionally sound choice too!

[http://www.animalawareness.org/pages/what\\_petfood.html](http://www.animalawareness.org/pages/what_petfood.html)

### **Should you keep your dog vegetarian?**

Vegetarian Treats. Lately, gourmet-vegetarian-dog-treat companies have sprung up, not only on the Web but also in health-food stores and gourmet-food outlets.

[http://www.k9care.com/Tip-Vegetarian\\_Dogs.htm](http://www.k9care.com/Tip-Vegetarian_Dogs.htm)

### **Healthy Organic Vegetarian Dog Cookies, Biscuits, and Treats ...**

Produced by Henry and Sons, the producers of healthy wheat-free, vegetable-based dog cookies and treats.

[www.henryandsons.com/](http://www.henryandsons.com/)

### **Vegetarian Dog Food from VeggiePets - VeggiePets.com for Vegetarian...**

Vegetarian and vegan dog food, organic vegetarian dog biscuits and chews.

<http://www.veggiepets.com/>

### **Dog Food and Pet Food - Home Delivery UK & Abroad for Dog Food & Happidog**

is recognized as the original vegetarian dog food, first produced in 1980 – discover the Happidog range of Vegetarian Dog Food.

<http://www.judgeschoice.co.uk/>

### **Homemade Vegetarian Dog Food / Tykie's Long Life**

Tykie's Long Life Homemade Vegetarian Dog Food – order some for your pet today!

<http://www.tykieslonglife.com/>

### **Evolution Diet - Health Food for Dogs, Cats, and Ferrets**

A premium vegetarian dog and cat food company.

<http://www.petfoodshop.com/>

### **Vegetarian Pet Food**

Mr. Pugsly's Peanut Butter Dog Biscuits made with organic quinoa – free of wheat or corn.

[http://www.healthy-eating.com/pet\\_food.html](http://www.healthy-eating.com/pet_food.html)

### **Nature's Recipe Vegetarian Formula**

Nature's Recipe is an all-natural pet food, loaded with nutrition to meet the special needs of your dog or cat.

<http://www.naturesrecipe.com/pages/dogproducts/allergy/vegetarian.asp>

### **The Dawg's Biscuits**

Natural homemade original dog treats and healthy vegetarian dog treats.

<http://www.dog-treat.co.uk>

## Whole Pet Foods

Whole Pet Foods offers natural, healthy pet food brands and pet products for dogs, cats, birds, fish, horses, reptiles, and small pets of all breeds and sizes.

<http://www.wholepetfoods.com>

## Feed your companion animals a vegan diet!

Feed companion animals with Vegepet products to meet all nutritional needs without animal products. Since 1986 we've supplied supplements to make vegan food for cats and dogs 100% nutritionally complete.

<http://www.vegepet.com/>

## Organic vegetarian dog food launched

With natural pet care products growing at nearly 20% per year, interest in organic and vegetarian pet food has never been higher.

[http://www.k9magazinefree.com/k9\\_perspective/iss19p13.shtml](http://www.k9magazinefree.com/k9_perspective/iss19p13.shtml)

