



Easy 5 Step Keyword Research...for FREE!

Plenty of people get stuck trying to find good keyword to either use to build out a new site or to build out a current site with additional content. It's really not difficult at all and too many of the "Guru's" can make it sound even more confusing than it needs to be. What I want to do in this email is briefly explain to you how you can perform keyword research for FREE, without having to use tools like [Market Samurai](#). (Once you understand the concept you can move on to paid tools to save you a ton of time)

Step 1: Think of a concept

This can literally be anything. Maybe it's the car seat you strapped your kid into to go to the store yesterday. Maybe it's the fencing you never finished in the backyard. For me in this example, I'm going to use "dog food" (My buddy has a Rottweiler and was complaining about the cost of dog food recently)

Step 2: Google Keyword Tool

Head over to the [Google Keyword Tool](#), make sure you're logged into your account for Google AdWords, and use the search for the keyword you're looking for. This will give you a bunch of results. You now need to look on the left side under MATCH TYPES and make sure [Exact] is selected and Broad is de-selected.



Now go to the results and click on "Global Monthly Searches" so that it's sorted by exact match search volume, highest to lowest. You're going to want to go to Page 2 or 3, until you see global searches in the 3,000 range or less. (More is better, but most of the keywords with more than 3,000 exact match searches will already be taken and have high seo competition!)

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Ad Share	Search Share	Local Search Trends	Approximate CPC	Extracted From Webpage
<input type="checkbox"/>	<input type="checkbox"/> ☆ [nutrisource dog food]		1,600	1,600	-	-		\$0.71	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [dog food advisor]		1,600	1,300	-	-		\$3.56	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [natural cat food]		1,600	1,000	-	-		\$2.18	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [free dog food samples]		1,600	880	-	-		\$3.28	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [all natural dog food]		1,600	1,300	-	-		\$2.80	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [holistic select dog food]		1,600	1,300	-	-		\$1.92	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [home made dog food]		1,600	1,000	-	-		\$1.17	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [instinct dog food]		1,600	1,300	-	-		\$0.99	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [natural balance dog food coupons]		1,600	1,600	-	-		\$1.03	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [blue buffalo dog food coupon]		1,600	1,300	-	-		\$1.22	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [best dog food for allergies]		1,600	1,300	-	-		\$3.03	-
<input type="checkbox"/>	<input type="checkbox"/> ☆ [timberwolf dog food]		1,600	1,300	-	-		\$1.13	-

At the bottom of the page, select Show Rows: 100 so that you get 100 results on the page. Then go back up to the top and select all of the keywords you see on the page and select Download > Selected and you'll have your keywords in a spreadsheet. (You can also check each keyword from here manually)

Step 3: GoDaddy Domain checking

[Head over to GoDaddy](#) and take all 100 results from the spreadsheet and copy/paste into the form and search for available domains, only looking at .com, .net and .org EXACT match domains!

Make a note of the domains available back on your spreadsheet and delete those that were not available.

Also delete any keywords that do not have a cpc value from the GKT of \$0.80 or better and delete those where the green bar for “competition” is less than half full, left to right. (Remember this green bar represents ADVERTISER competition...those that will pay you for the clicks. You'd like this to be high!)

Step 4: Search for Google Competitive Pages

Go to Google and search for your keywords in quotes. For my example, I've found freedogfoodsamples.org available, so I'll search Google for “free dog food samples” Make sure that you have less than 200,000 results when the search is in quotes. (I found 49,200)

"free dog food samples" X Search

About 49,200 results (0.08 seconds) Advanced search

▶ [Nutro® Dog Food Offers | nutro.com](#) Q Ads
Register Now & Get Dog Food Offers with MY NUTRO REWARDS™ program!
www.nutro.com

[Dog Care, Food & Supplies | ayosdito.ph](#)
Find Dog Care Products & More At AyosDito - the Phils.' Marketplace
www.ayosdito.ph

[Free Dog Food Sample - Request a Free Sample of Whites Premium Dog ...](#) Q
Whites Premium, naturally healthy, complete dog food. Request a Free Sample, Dog food free sample.
www.whites-premium.com/request-a-free-sample/ - Cached

[Free Dog Food Samples](#) Q
Free dog food samples are great for a number of reasons. It allows a pet owner to monitor the way an animal will respond to his free dog food samples before ...
www.freedogfoodsamples.co.uk/ - Cached

[Free Dog Food Samples - Savings.com](#) Q
The following is a listing of all free dog food samples you can request. Simply click the link and follow instruction to fill out your request form to ...
www.savings.com/free_product_samples/free_dog_food_samples - Cached

Step 5: Check First Page Competition

Now, search Google without the quotes for the main keyword you're targeting. This is the “subjective” part of determining whether a keyword is worth going for or not. You're going to want to look for holes in the competition. This could include article directories, general sites that aren't specifically about dogs, etc. (Sites like Buzzle, Amazon, ezinearticles, goarticles, squidoo, etc.) You're going to want to also look to see if there are any other exact match domains on the first or second page. If they are, take a look at Yahoo Site Explorer to determine how many backlinks they have.

Getting good at this comes with time and if you've done everything else right, it's only a part of the overall process. You'll want to “rank” your chances of getting on the first page based on the competition. For “free dog food samples” I'm giving us a 3/5, due to the fact not all the titles have exact match, not all the main websites are related, etc.

Our Results:

:
free dog food samples
freedogfoodsamples.org
1,600 exact match searches
\$3.28 estimated cpc
49,200 competing pages
3/5 chance to rank

How much will this site earn? It's really hard to estimate. This is what we do:
10% of searches will hit our page (Assuming we'll get in the #4 - #10 spot)

AdSenseFlippers.com – Easy 5 Step Keyword Research

Estimate 5% CTR

Estimate 50% CPC

Add 50% for long-tail searches that will find your site.

That means we guess that this site will earn us \$19.68 applying the formula above.

We hope that helps you in your keyword research!

Like what we had to say? Check us out at AdSenseFlippers.com or [feel free to subscribe to get more useful information like this on a regular basis!](#)

Note: You won't be able to find available keywords on your first try. I worked backwards, meaning I found the keyword first and went back to fill in the numbers in this report.