

Keyword Research: How Many Searches Is Enough?

This is the single most common question asked when researching keywords and possible niches: "How Many Searches Is Enough??"

There are a lot of free tools that will tell you how many searches a keyword or keyword phrase gets every day across the major search engines. This is the one I use & recommend:

<http://www.easynicheblueprint.com/freekeywords.htm>

Bookmark that link, because you're probably going to use it quite a bit ;)

When you are searching for niches to create new websites, new products, or set up new affiliate campaigns - whatever it is you are doing - you start out by typing a general word or idea into your keyword research tool.

You might see keyword phrases that get 100 searches a day, 1,000 searches a day, or 10,000 searches a day.

Most people get stuck here, scratch their head, and ask "What is it I'm looking for, exactly? Big numbers, little numbers... What's the magic number?"

Unfortunately there is no cut 'n dried answer.

What you are really looking at is the overall size of the niche, and the various angles in which you might approach that niche.

You want to find either broad interest in the topic, so that you can reach a large market with a variety of specific angles ... or a micro-niche to create mini-sites, products, and PPC (pay-per-click) affiliate campaigns.

When creating a content site, or even a product-based site, you have to keep in mind that each page of your site will be optimized for a different keyword phrase - one that is specific to the content on that particular page.

The main page of the site is optimized for the most general term, with categories optimized for slightly more specific terms, and internal pages optimized for very specific terms.

So combined, you will be targeting a larger number of daily searches with your website as a whole.

NOTE: General phrases (usually 1-2 words) are going to convert at a much lower rate than specific phrases (3+ words). This is because the longer phrase is more specific and reaches a much more targeted market. A less targeted market is going to equal lower conversion rates. Period.

It's also generally MUCH easier to rank for the longer keyword phrases in the search engines ;)

Let's take a look at a live example. If you want to follow along, pull up the WordTracker tool in a new window:

<http://www.easynicheblueprint.com/freekeywords.htm>

We'll start with a very general word and analyze the niche. I pick "movie" (you can't get much more general than that!).

Why did I pick that word? Because I was thinking of watching one later, and so it's the first word that popped into my head. Seriously - keyword research can start just that simple.

Obviously there are plenty of affiliate programs, and plenty of material to work with in that general theme. Netflix and Amazon come to mind first. For an example, see this recent blog post of mine:

<http://www.clicknewz.com/981/watch-movies-online-free-through-netflix/>

A quick search for the keyword movie shows that there are over **24,000** searches a day for "movies". Of course, that keyword is entirely too general. If you optimized a website for that term, and managed to get decent exposure in the major search engines, you would get a lot of clicks from people who want to download free movies, read movie reviews, buy tickets, etc. No matter what you offer on that site, most of your traffic would be completely untargeted.

The key is to find out what the general interests are within that niche. Using the free keyword tool I linked to above, you get the Top 100 results related to "movie". Here is a sample:

Keyword: movie

372,178 searches (top 100 only)

- 24123 movies
- 14760 free movies
- 13017 movie trailers
- 9920 movie times
- 8608 celebrity movie archive
- 5869 movie reviews
- 5516 simpsons movie
- 4978 movie
- 4689 transformers movie
- 4345 free movie downloads
- 4213 movie downloads
- 4054 download movies
- 3835 new movies
- 3788 epic movie
- 3666 the simpsons movie
- 3649 movie quotes
- 3636 transformers the movie
- 3144 harry potter movie
- 3075 movie posters
- 3017 movie theaters
- 2627 free online movies
- 2220 300 movie
- 2109 movie tickets
- 2105 watch movies online
- 1523 movie soundtracks

Now we're seeing some actual niches 😊

At this point you want to pick something from the list and “dig deeper”. In WordTracker you simply have to click on the keyword phrase to do that. It will open a new search for all phrases that include the one you chose.

For example, if I click on “movie tickets”, I see:

2112 movie tickets
382 movie tickets sales
134 buy movie tickets
95 free movie tickets
89 movie tickets online
68 buy movie tickets online
58 discount movie tickets
52 cheap movie tickets
45 online movie tickets
44 discounted movie tickets
38 purchase movie tickets
37 harry potter movie tickets

(the above list is only a sampling of the results)

These 3-4 word phrases are great for Pay-Per-Click campaigns, or for optimizing individual web pages on your site. As you can probably see, keyword research is a great way to help you brainstorm all of the pages you should include on a site to deliver exactly what your target market is looking for online.

If you are selling movie tickets online, then you want to “dig deeper” in many of the phrases under the keyword movie. The term “movie reviews” is a good example. This sounds to me like a searcher who likes to watch movies and is looking for something that had great reviews. They may very well want to buy a ticket and go watch it themselves!

Once you get a website established in the “movie reviews” and “movie tickets” niche, you will be able to capitalize on **Hot Markets**. When a really hot movie comes out, for example, you can add a new page and enjoy great rankings within 48 hours. This is not the case with brand new sites, so it pays to have an aged authoritative site in a particular niche.

I did this a few years ago (2003) when the Cat In The Hat Movie came out right before the Christmas holiday. It was a huge hit, and there were a lot of searches. I created one web page that listed cool movie merchandise, using a great affiliate program. Things like plush dolls, t-shirts, books, etc.

These types of promotions are short but good, so you always want to be on the lookout for the next “Tickle Me Elmo” and put yourself in a position to be able to capitalize on those trends.

In the movie example we’ve been using, every hot new movie would be a new Hot Market for you to capitalize on!

While researching keywords, look at the different phrases that might bring in highly targeted traffic. People who buy movie tickets might also search:

13049 movie trailers
9984 movie times
5902 movie reviews
3818 new movies
3633 movie quotes
etc...

Let’s go back to *choosing* a keyword phrase...

As I mentioned earlier, your main page is going to be optimized for a more general search term, and the internal pages of your site will be optimized for more specific terms.

So just how general is okay? Let’s look at the idea for a website that sells movie tickets again. The keywords look like this:

2112 movie tickets
382 movie tickets sales
134 buy movie tickets
95 free movie tickets
89 movie tickets online
68 buy movie tickets online

Personally, I love action words. They have “convert” written all over them! If it were my site, I would optimize the main page for:

- Buy Movie Tickets Online -

Why? Because that keyword phrase is actually two phrases in one. You have “buy movie tickets online” which gets almost 70 searches a day... and it also includes “movie tickets” which gets over 2,000 searches a day.

By the way, **BuyMovieTicketsTonight.com** is currently available...
(not for long, I imagine ~laugh~)

Getting back to the numbers... 60-70 searches a day is not that many. But 2,000 searches a day is pretty decent. Here's the deal...

The term "buy movie tickets online" is going to be easy to rank for – and there is very little competition on Google Adwords for this term as well. I am not going to go in depth about competition analysis in this report... but the 4-word phrase is going to be easier to rank for (more quickly) than the 2-word phrase.

This is generally true with most keyword phrases.

So if you can rank in the top 3 for "buy movie tickets online" and it only gets around 70 searches a day... that's better than optimizing for the word "movies" which gets 24,000 searches/day - when you probably won't ever get above page 100 in the search results.

The term "buy movie tickets online" (68 searches/day) also includes the phrase "buy movie tickets" (134 searches/day) AND "movie tickets" which gets over 2,000 searches a day.

This is important when looking at keyword phrases, as you can optimize for both terms (the shorter phrase and the longer). You simply use the longer phrase on your actual web page, and then vary the way you link to that page with each of the 2 or 3 phrases. If you need help with that part, see:

<http://www.clicknewz.com/634/keyword-placement/>

You'll likely achieve faster results in regards to search engine rankings with the longer phrase, and over time work your way up the results with the shorter (more competitive) phrases.

As you can see, it's less about the individual numbers for each phrase, and more about targeting a specific niche market with a specific offer or product. The relevancy factor needs to be as high as possible, a perfect search-to-offer match.

Obviously if you can achieve top rankings relatively quickly, and enjoy higher than usual conversion rates... a keyword phrase with 500 searches a day is more valuable to you than the keyword phrase that gets 50,000 searches/day and will be practically impossible to rank for or to convert...

It took me 5 MINUTES to go from "I think I'll watch a movie tonight" to laying out an entire business idea for BuyMovieTicketsTonight.com!

Ready to find your own niche? Go to:

<http://www.easynicheblueprint.com/freekeywords.htm>

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