



[Home](#) > [Tutorials](#) > How to do Keyword Research into 2015 and Beyond

How to do Keyword Research into 2015 and Beyond

 Neil
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Today I thought that I would go into a good method I have used and currently use as part of my keyword research process. I never rely on this method %100 but it is a great way to add into what you are already doing for some extra traffic and hopefully extra sales.

WHAT YOU WILL NEED

- Google Keyword Planner
- Google News
- Plenty of Time

THE KEYWORD RESEARCH METHOD

During my time in Internet Marketing, I have been able to rank some very tough terms. As anyone who has been in the game for a while knows, sometimes this takes a big chunk of money and is usually a pain to go for. I have since switched my focus to "low hanging fruit" or keywords with little to no competition that are easy to rank and make sales. They are extremely easy for me, and therefore easier for you! Not only are they easier to rank but they require less money spent on SEO and if a particular site you have built gets hit, you can have multiple thus diversifying your risk. Remember, never put all your eggs in one basket (I have learned this one too many times!)



So I am going to guess that you have heard of launch jacking. If you have not heard of this method, you essentially use the buzz of a product that just launched to rank for terms that people have not gone for yet before there is any competition, create and rank a site around the search terms of this new product, and then rankings/money follow.

This method essentially uses the same mechanics. You may see people talking about launch jacking JVZoo/ClickBank products (which still works incredibly well) but today we are going to be launch jacking Amazon products (or really any affiliate network offer that could work).

Alright, lets dive in!

STEP 1: VISIT GOOGLE NEWS ([NEWS.GOOGLE.COM](https://news.google.com))

When you get to Google news, you want to type "Announced" into the search bar and hit enter. Essentially we are looking for a product that has just been launched or announced and therefor not a single Internet Marketer has gone

for this product yet. I typically like to look for products that I could link to Amazon for a few reasons. Amazon is extremely trusted by people world wide and you also get a commission on ANYTHING sold within 24 hours. Not bad!

Now realize that the amazon product may not be out yet, but there might be a previous version sold, which is okay! As an example, I went over to Google news and had to go through 37 pages before I found something that looked like it may work.



Just Cause 3 to be **announced** next week?

Videogamer.com - Nov 7, 2014

Avalanche founder thanks fans for their patience following leak, asks them to "enjoy the silence for a couple of days". Facebook Share
Twitter ...

Best Of Mass: Judging starts this week, burger guidelines **announced**

The Republican - masslive.com - Nov 5, 2014

Five Guys - West Springfield. A look at some of the burgers restaurants that participated in the 2014 Best Of Mass Burger contest. (Shaina ...



ISAF Rolex World Sailor of the Year Awards **Announced**

Scuttlebutt Sailing News - Nov 4, 2014

Palma de Mallorca, Spain (November 4, 2014) – ISAF and Rolex **announced** that the male and female winners of the 2014 ISAF Rolex World ...



Xiaomi Mi 4 Limited Edition and 16000mAh Power Bank **An...**

NDTV - Nov 6, 2014

Xiaomi has **announced** it will sell a limited edition of the Xiaomi Mi 4 with 2GB of RAM instead of 3GB, at a lower price of CNY 1799 ...



Honorees **announced** for the 57th Annual Weiss Awards

The Times-Picayune - NOLA.com - Nov 1, 2014

The New Orleans Council for Community and Justice has **announced** its honorees for the upcoming 57th Annual Weiss Awards.

Stay up to date on results for **"announced"**.

Create alert

< **G**oooooooooooooooooooooooooooo **g**le >
Previous 27 28 29 30 31 32 33 34 35 36 **37** 38 39 40 41 42 43 44 45 46 Next

As you can see, Just Cause 3 has not been announced yet but it sounds like the announcement is right around the corner. I then headed over to Amazon.com and noticed that Just Cause 2 (the previous game) was being sold for about 15-40 dollars. This is not that expensive, but if you have ever created an Amazon Affiliate site before, you will know that you can make sales on all sorts of goodies if you just drive traffic, so this is a great place to start.

STEP 2: DOES THE PRODUCT OR PREVIOUS PRODUCT HAVE GOOD SEARCHES A MONTH IN GOOGLE?

So far we found a product to promote, but we want to figure out if it is even worth our time. If we create a page on this new game that is coming but it never gets any amount of decent searches, we will be doing nothing but wasting time. Essentially you want to prove the concept of this keyword so you know that if you rank, traffic and money will follow.

For this, I go over to the Google Keyword Planner and type in some keywords that are related to the previous version of the game. Take some time to do this step and you will be able to find some golden nuggets.

Ad group ideas		Keyword ideas				Download	Add all (498)
Search terms		Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan	
just cause 2		135,000	Low	\$0.20	0%	»	
just cause 2 review		2,900	Low	-	0%	»	
just cause 2 trailer		880	Low	-	0%	»	

1 - 3 of 3 keywords < >

As you can see, the previous version had a lot of Buzz going on about it and still does. This is perfect! If we rank similar terms for the new game, you will notice traffic will come and it WILL convert into sales/email subscribers/or whatever else you decide to push them.

STEP 3: MAKE SURE YOU CAN RANK

One of the final steps is to make sure again that you are not wasting your time. To do this, open up an incognito window and let's check the SERPs manually. People have asked me over Skype and in emails almost every day what kind of tool they can use to decide how competitive search results are. Every single time, I tell them that no tool can really tell them this accurately and if it does, it is probably lying to you. The best and most simple way is to manually check yourself. Take the extra few minutes, it could make life a lot easier for you. Open up the SERPs in an incognito window, take a look at the top 5-10 results, and use your brain to see if you can compete for that search term.

The screenshot shows a Google search for "just cause 3 review". The search bar contains "just cause 3 review" and the URL is "https://www.google.com/search?q=toy+story+review&oq=toy+story+review&aqs=chrome..". The search results show "About 39,600,000 results (0.22 seconds)". The top results are:

- Just Cause 2 - GameSpot**
www.gamespot.com/just-cause-2/ - GameSpot
 ★★★★★ Rating: 8/10 - Review by GameSpot - Mar 26, 2010
 Great Check out the **review**. Metacritic: 84. User Avg: 8.3 ... creative with those confines. **Just Cause 3** news may be incoming as new domain name discovered.
 Reviews - Just Cause 2 Review - Cheats & Guides - Videos
- Just Cause 2 for PlayStation 3 Reviews - Metacritic**
www.metacritic.com/game/playstation-3/just-cause-2 - Metacritic
 ★★★★★ Rating: 4 - 66 reviews - Game
 Metacritic Game **Reviews**, **Just Cause 2** for PlayStation 3, Developed by Avalanche Studios, **Just Cause 2** finds Rico Rodriguez returning in an epic open-world ...
- Just Cause 2 for PC Reviews - Metacritic**
www.metacritic.com/game/pc/just-cause-2 - Metacritic
 ★★★★★ Rating: 4 - 33 reviews - Game
 Metacritic Game **Reviews**, **Just Cause 2** for PC, Developed by Avalanche Studios, Just ... 3. 2. 1. 0. 0. Log in to finish rating **Just Cause 2**. **Just Cause 2** Image.
- Just Cause 2 for Xbox 360 Reviews - Metacritic**
www.metacritic.com/game/xbox-360/just-cause-2 - Metacritic
 ★★★★★ Rating: 4 - 74 reviews - Game
 Metacritic Game **Reviews**, **Just Cause 2** for Xbox 360, Developed by Avalanche Studios, **Just Cause** ... See all 74 Critic **Reviews** ... 3 of 4 users found this helpful.
- Just Cause 2 Review - IGN**
www.ign.com/articles/2010/03/24/just-cause-2-review - IGN
 Mar 23, 2010 - I've been looking forward to **Just Cause 2** ever since I saw the game demoed here in our office a year ago. ... Although the original **Just Cause** has its fair share of problems, ... The Making of WWE 2K15 Episode 3: MyCareer.

What do we see here? The first thing I notice is that not a single site in the top 5 has optimized for the keyword "just cause 3 review. Not a SINGLE ONE! Can you imagine how easy it is going to be to rank number 1 just by using proper on page SEO? You guessed it, incredibly easy.

Now some people have said that these results look a bit hard and it is only a matter of time before these authority sites come out with their own review and outrank you. That may be true, but, that is why I suggest you use this method along with what you are already doing, and a nice stream of traffic before they even get started on their own review can be good for you and your earnings.

**Note: Not every product you find will have authority sites ranking. I have ranked little gadgets where I remain the number 1 result today.*

STEP 4: RESEARCH THE ANNOUNCED PRODUCT AND CREATE AN ARTICLE

You now have a product that you know you can rank for without it wasting your time. Excellent, now is the final step. You want to go and find as much information on the release of this product as you can. Write a decent article and add in the keywords that you have come up with to the article. You do not need to keyword stuff so just add them in naturally.

Since the product has just been announced, you will obviously not have all the information and if nothing official has been released, it is impossible. However, anyone that can type English will be able to give an overview and include some keywords you want to rank for.

Put in affiliate links to the previous version if the product is not on Amazon yet as some people may want to try out the old version and if it is a game, may want to complete the storyline up until the new game is released. I always make sure I go back to those posts once the new product I ranked for is on Amazon and include those affiliate links.

There you go everyone, a simple and effective method to add to your keyword research arsenal.

Go forth and make money!

**Note: For all of those people that do not think Amazon Affiliates is worth your time, I like to tell them about the time that I was selling 20-30 dollar items on a small affiliate site. The commissions for these were tiny, and almost not worth my time. What did make it worth my time is that I would get large sales on other products since you get commission on anything sold within a 24 hour time window. One day I noticed that I had sold a \$6,000 piano tuner which gave me a nice \$360 commission. Not bad for a site that makes pennies for each commission of the product I was promoting. This is why this method works so great.*

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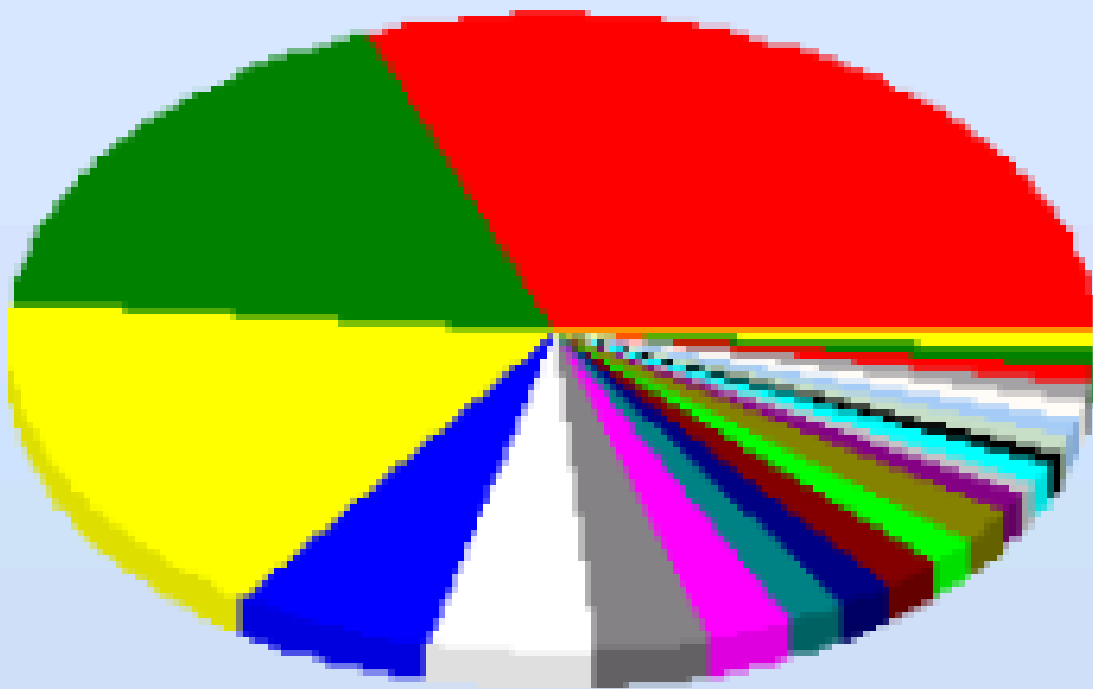


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About The Author



Neil

has been in the internet marketing game for 3 years now. I am here to help you make money online based on my own experiences and experiments. There will be no fluff or BS, just what is working now.

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