



Thirty Day Challenge 2009 – Training – Day 02

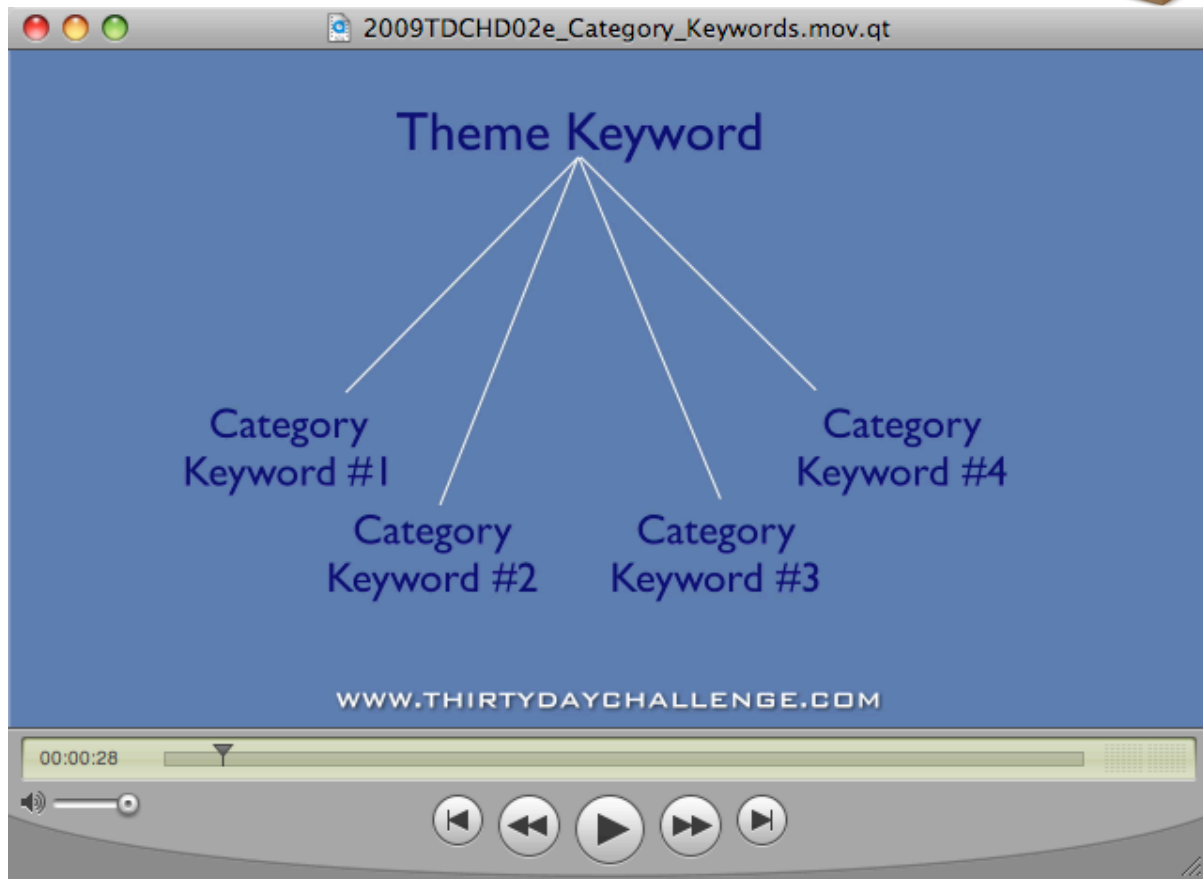
2009TDC02e: Category Keywords

Running Time: 8mins



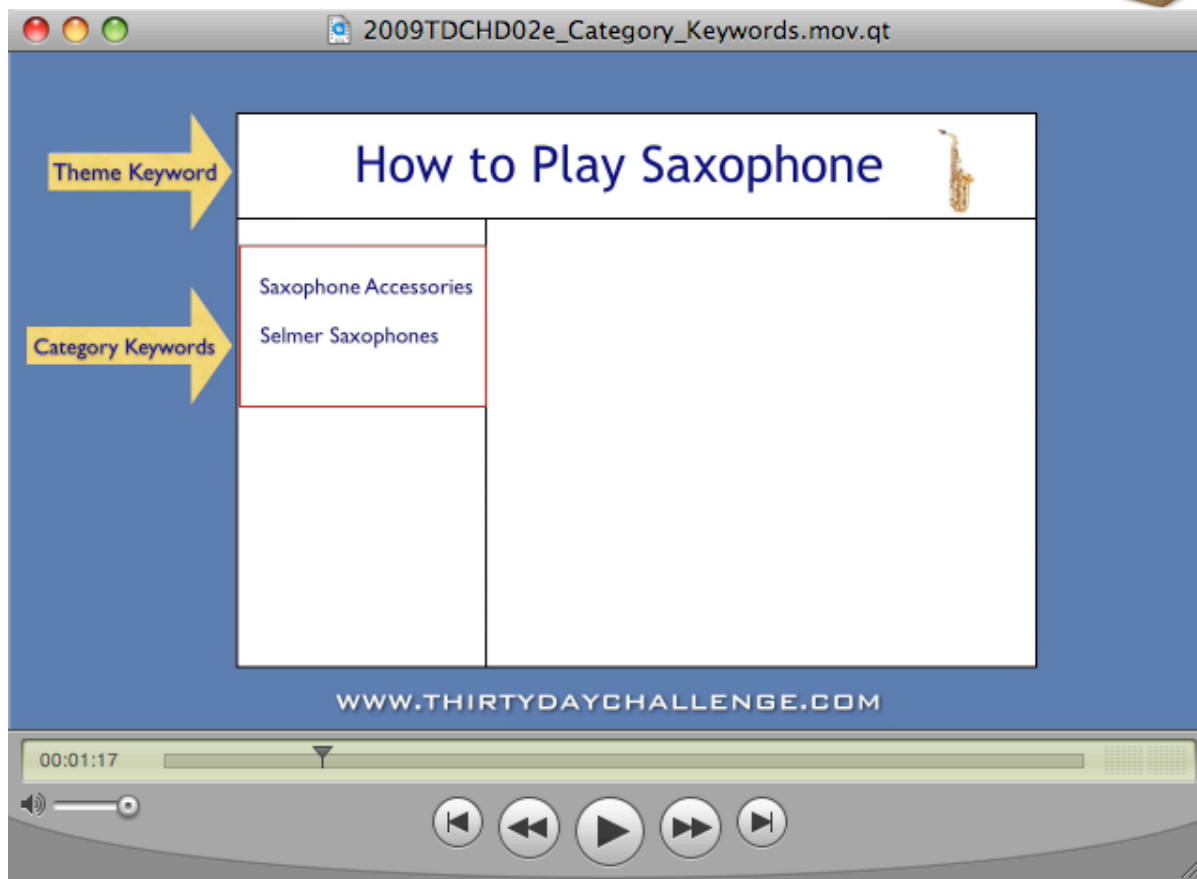
Intro

Hi Everyone. In our last video we looked at the process of drilling down into a Market in order to find a Theme Keyword. The example we used was looking into the "Saxophone" Market and drilling down to find the "Tenor Saxophone" Niche and then drilling down even further to find the "How to play Saxophone" Micro-Niche.



In this video, we're going to look at the next step of the process, which is to use our Theme Keyword to find a series of Category Keywords.

An easy way to understand the difference between your Theme Keyword and your Category Keywords is to imagine that your Theme Keyword describes the overall theme of your website, while the Category Keywords describe the categories of information contained within your website.



For example, if I was to create a website targeting the "How to play Saxophone" Micro-Niche, my Category Keywords might include phrases like "Saxophone Accessories" or "Selmer Saxophones" which is a type of saxophone.

From an SEO perspective, Category Keywords are phrases that are related to your Theme Keyword and also meet the same SEO criteria as your Theme Keyword, which you'll remember was, as follows: They have an SEO Traffic (**SEOT**) value of **greater than 80**; they have an SEO Competition (**SEOC**) value of **less than 30,000**; and they have a Phrase-to-Broad-Match (**PBR**) ratio of **greater than 15%**.

So let's go to Market Samurai and take a look at how to use our Theme Keyword to find related Category Keywords.

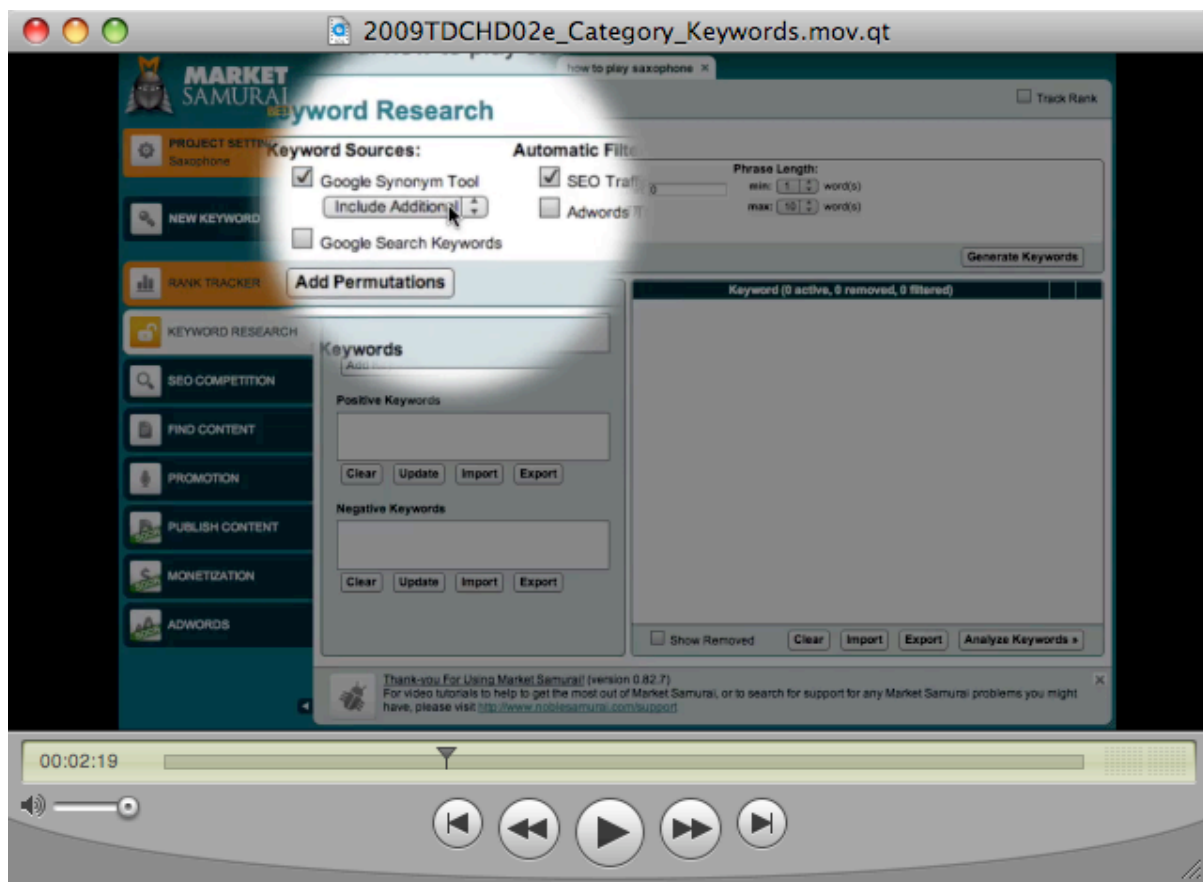


Using Market Samurai to find Category Keywords

[Starts 00:01:44]

The project I created in my last video is still here, so I'm just going to click on it to bring up my previous results [clicks on "**saxophone.msam**" under "Open a Recent Project" on the right-hand side of the Market Samurai screen].

Now just to recap, the **Theme** Keyword I selected at the end of my research last time was "**How to play Saxophone**". Now what I want to do is to find as many other keywords as possible that are related to this Theme Keyword.



The first step is to go to the Keyword Sources area of Market Samurai [highlights "Keyword Sources" heading at the top of the "Keyword Research" page of Market Samurai] and make sure that I've checked the "Include Additional" drop-down [selects "Include Additional" from the drop-down menu below "Google Synonym Tool" option] and that I've checked the "Google Search Keywords" box [clicks the box to select "Google Search Keywords"].

This ensures that behind the scenes, Market Samurai will generate a comprehensive list of related keywords using multiple keyword sources. Now all I have to do is to go over here and click the "Generate Keywords" button [clicks "Generate Keywords" button on the right-hand side of the screen]. I enter a "CAPTCHA" and Market Samurai brings back the data.

In this example Market Samurai has found 168 related keywords.



Analyzing Keywords

[Starts 00:03:06]

Now I want to explore these keywords in more detail, so all I have to do is come down here and click the "Analyze Keywords" button [clicks the "Analyze Keywords" button at the bottom right-hand corner of the Market Samurai screen].

One thing I should point out is that at any time I can sort these results by clicking on the heading of any of these columns. So if I wanted to rank my potential Category keywords by the average daily search volume, all I have to do is click on the "Searches" heading [clicks on the column heading "Searches"].



Now it's time to filter my potential Category keywords to find out how many of them meet our SEO criteria. As you might remember, from my previous video, the first filter you should apply is the "Traffic" filter. So, to do that, I'll go up here and set the SEO Traffic (SEOT) value to eighty [types "80" in the box under the "SEO Traffic" option] and then click the "Refresh Filters" button [clicks the "Refresh Filters" button].

As you can see, this has reduced my active keyword list to just 68. Now with this reduced list, I can ask Market Samurai to obtain my SEO Competition data (SEOC). Just to re-iterate, it's very important to reduce the size of my keyword set before I do a Competition Analysis, so that I minimize my impact on Google. To conduct my Competition Analysis all I have to do is to click the "Analyze Keywords" button, up here [clicks "Analyze Keywords" button on right-hand side of Market Samurai screen]. Market Samurai now brings back the Competition data for these potential Category Keywords. And you'll see that the SEOC column has now been populated.



Now that I have my data I can set a Competition filter of thirty thousand. To do this I just go up to the SEO Competition filter, click the plus sign (+) and enter the value of 30,000. And the final filter I'll add is to set the PBR to 15 [clicks check-box next to Phrase-to-Broad (PBR) and enters "15" in box below, then clicks "Refresh Filters"].

So the keywords that are now left in my list are all related to the "How to play Saxophone" Micro-Niche and they have an SEO Traffic (SEOT) value of **greater than 80**, and SEO Competition (SEOC) value of **less than 30,000** and a **PBR** of **greater than 15%**.

Deleting unrelated Keywords

[Start 00:05:43]

As you can see, in this list there are a few terms that aren't really related to playing saxophone, so I can delete these keywords by clicking on the crosses (x) over here, so I'll get rid of "how to play flute", "how to play recorder", "how to play trumpet", "how to play clarinet", "how to play F", "how to play notes", "how to play high", "how to play ocarina", "how to play double" [clicks on X at far-right of each row to be deleted].

Keyword	Searches	SEOT	PBR	Trends	Actions
swimer saxophone	1,332	559	24%	[Bar Chart]	[X]
how to play flute	1,088	456	20%	[Bar Chart]	[X]
how to play recorder	730	306	16%	[Bar Chart]	[X]
how to play trumpet	595	249	30%	[Bar Chart]	[X]
how to play saxophone	398	167	30%	[Bar Chart]	[X]
how to play clarinet	398	167	24%	[Bar Chart]	[X]
how to play f	398	167	45%	[Bar Chart]	[X]
how to play notes	325	136	16%	[Bar Chart]	[X]
how to play high	325	136	45%	[Bar Chart]	[X]
how to play ocarina	266	111	20%	[Bar Chart]	[X]

This leaves me with four Category Keywords, one of which is my original Theme Keyword: In this example that may or may not be quite as many as I'd like, although the traffic values may still make this worthwhile pursuing. While there are no hard and fast rules here, generally speaking, the more Category Keywords you can find in your Micro-Niche, the better. For the Thirty Day Challenge we'd suggest that you have at least three or four Category Keywords before you select a Niche to work



with. If you only have one or two Category Keywords your Niche is probably a little "thin" and it may be time to investigate another different Niche.

What we're really trying to achieve here is to build a website that is optimized for our main Theme Keyword and also contains additional pages that are optimized for additional Category Keywords. This kind of structure maximizes our chances of achieving a high ranking in the Search Engines.

Recap

[Start 00:07:10]

Just to recap, in this video we've looked at the process of using our Theme Keyword to find related Category Keywords that also meet our main SEO criteria. For the Thirty Day Challenge we'd suggest that you have at least three or four Category Keywords before you select your Micro-Niche to work with.

Summary:

Theme vs Category Keywords

- Your **Theme Keyword** describes the **overall theme of your website** and
- Your **Category Keywords** describe the **categories** of information **contained within your website**
- **Category** Keywords should meet the **same SEO criteria** as your **Theme** Keyword

Using Market Samurai to Find Category Keywords

- In **Keyword Research** remember to select **Include Additional** from the drop-down menu below the **Google Synonym Tool** option
- Check the **Google Search Keywords** box
- Click the **Generate Keywords** button to generate a list of possible **Category Keywords**
- Click the **Analyze Keywords** button to view the details of your list of possible **Category Keywords**

Remember

- You can sort your results by clicking on the column heading you want to order them by
- You can remove unrelated keywords

Links:

Download Market Samurai: <http://www.marketsamurai.com/thirtydc>

Market Samurai Knowledgebase, Forums, Tutorials - <http://www.noblesamurai.com/support/>

Market Samurai Support Email: support@marketsamurai.com