



Thirty Day Challenge 2009 – Training – Day 26

2009TDC26b: Keywords And Google Analytics

Running Time: 7mins



Intro

Hi everybody, it's Guru Bob, and welcome to Day 26 of the Thirty Day Challenge. We're on the home stretch, and by now you should have decided whether your Micro-Niche is a Go or a No-Go.

Yesterday we talked about some of the things you need to do if it's a No-Go, and today – and over the next couple of days – we're going to be covering some things you need to consider if you decide to go forward in your Micro-Niche. Specifically on Day 26, we're going to be discussing how you can find additional Keywords that have traffic potential within your niche, for which you can publish unique content on to your Blog.

Today, I'm going to be talking a little bit about the context of the next couple of days, and also showing you **how to find some additional Keywords using Google Analytics**. In the next video the Noble Samurai guys are going to show you how to use Market Samurai to find those additional Keywords. Before I go into Google Analytics, I just want to give you a bit of the context about things you need to be thinking about once you've decided to go forward.



Going Forward in Your Micro-Niche

[Starts at 00:01:02]



Now that you've decided to go forward in your Micro-Niche, there are **a few things I want you to be considering** - Particularly as we go through the content we're going to be giving you over the next couple of days.

Essentially, now that you've decided to go forward, there are 2 or 3 things you need to keep in the back of your mind.

The first is that **we want to try and expose our Blog to the widest range of Keywords within your Niche that have traffic**. So we're going to want to find additional Keywords - over and above the Theme and Category Keywords that you've already found - that have traffic potential within your Micro-Niche. Day 26 is largely focused towards that activity (in this video I'll be talking about finding those Keywords using Google Analytics, and in the next video we'll show you how to use Market Samurai to find those Keywords).

Of course, once we On-Page Optimise for the widest range of Keywords, **we want to rank as high as we possibly can in the SERPs** (Search Engine Result Pages) for those Keywords. Hopefully by now you should be ranking reasonably well for the Theme and Category Keywords that you've already identified (and hopefully published content for). Over the longer term, the way to increase



your ranking is to establish the largest – and the highest quality – Backlink network that points to your Blog.

If we're getting traffic to the Blog, we're also going to **want to convert that traffic** to realise the commercial outcome that we're promoting on the Blog. So, we also want to be continuously utilising strategies and techniques to enhance that conversion.

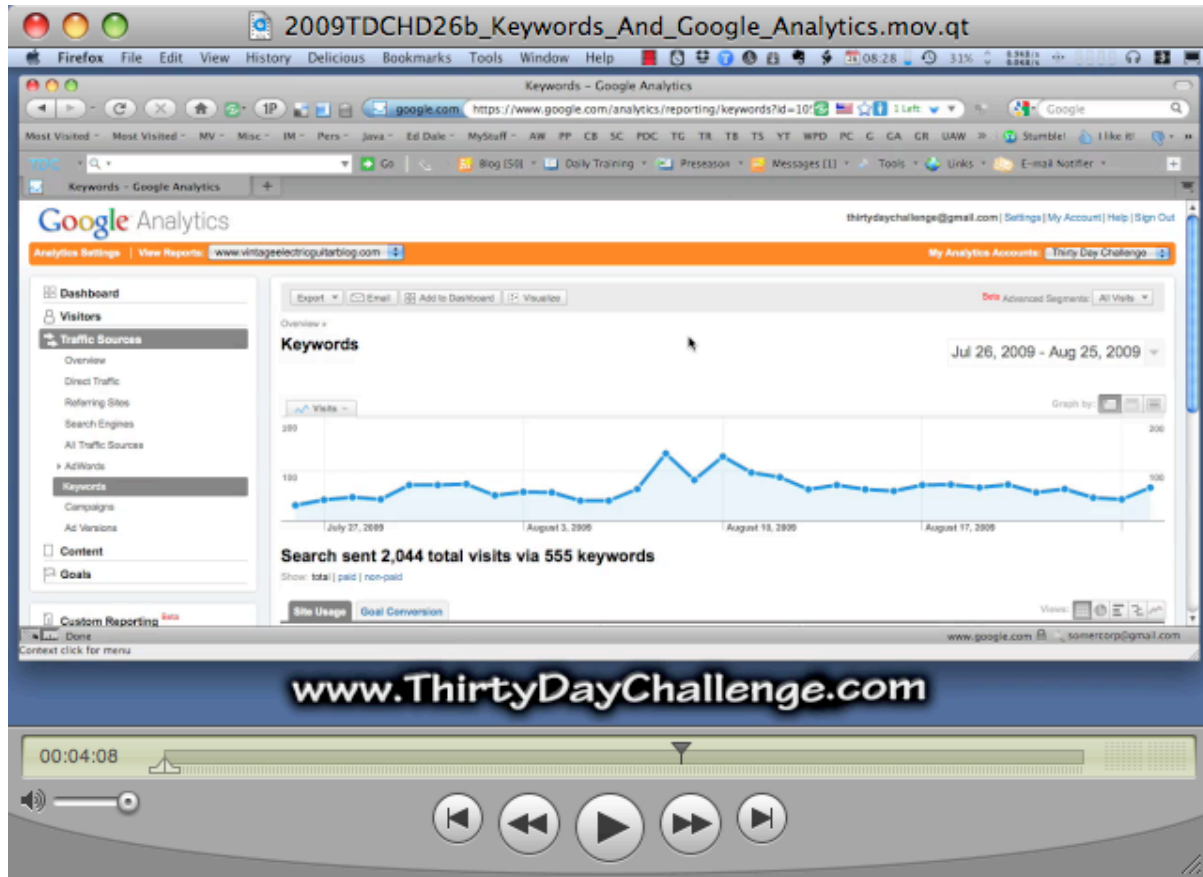
As far as the **ranking** is concerned, we're going to be talking about that in quite some detail on **Days 27 and 28**. We don't have an awful lot of time to talk about some of the conversion strategies, but we will be covering that a little bit on one of the Days just before the end of the Challenge.

That's the basic context I want you to be thinking about, now that you've decided to go forward, and now I'm going to move into the Browser so we can take a look at **Google Analytics** and I'll show you how to find some additional Keywords you might publish some content on.



Using Google Analytics to Find More Keywords

[Starts at 00:03:43]



OK, I've Logged In to:

<http://www.google.com/analytics/>

I'm looking at the account for the **Vintage Electric Guitar Blog** (which I've used as an example in earlier videos).

To get to where we want to be, we need to click on **View Report** next to our Blog Name, then click on **Traffic Sources** [in the navigation on the **left** of the page], and finally on **Keywords** [below **Traffic Sources**].

In this example, I'm going to expand the list of Keywords displayed to incorporate **50** Keywords [scrolls to bottom of page, and changes the **Show Rows** drop-down from **10** to **50**].

What Google Analytics shows us - after a period of time - is the Keywords that people are typing in to the Search Engines that ultimately cause them to find their way to the site that's being monitored by Google Analytics.

30 Day Challenge

there is no charge for awesomeness



	Dimension: Keyword ▾	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits
1.	vintage electric guitar	898	2.40	00:02:46	63.14%
2.	vintage electric guitars	165	2.21	00:01:43	78.79%
3.	vintage electric guitar blog	63	2.16	00:01:13	58.73%
4.	vintage guitar blog	41	2.63	00:02:27	56.10%
5.	vintageelectricguitar	34	1.85	00:01:44	17.65%
6.	vintageelectricguitarblog	29	1.48	00:01:00	20.69%
7.	electric vintage guitar	25	2.96	00:03:29	52.00%
8.	"vintage electric guitar"	24	3.29	00:02:15	70.83%
9.	guitar blog	15	1.53	00:01:48	100.00%
10.	vintage electric	12	1.83	00:02:45	100.00%
11.	fender duo sonic	11	1.00	00:00:00	100.00%
12.	electric guitar vintage	9	2.67	00:04:33	88.89%

You can see that for the Vintage Electric Guitar Blog, the bulk of the clicks are coming from Keywords that are directly related to the main Theme Keyword of the Blog (Vintage Electric Guitar).

However, over a period of time, and particularly as you begin to receive traffic over a wider range of Keywords for the Blog, Google will start to send you traffic for Keywords you are not specifically optimised for. It does this because Google is constantly assessing the relevance of your Blog for various Keywords, and you will appear in the Search Engines for those Keywords, even though you might not be specifically optimised for them.

You begin to get a sense of that by looking at the sorts of Keywords that Google is sending you traffic for [this is the purpose of the Keywords panel in Google Analytics].

Once you can find what Keywords Google is sending you traffic for – like this example, **Fender Duo Sonic** (11 clicks over the past month) – I can then **create and publish content specifically optimised for that Keyword**, and by doing so (particularly if I get some **targeted Backlinks** also optimised for that Keyword) then I will probably begin to **rank higher in the Search Engines** for that Keyword.

Of course, **when you rank higher for a Keyword, Google will send you more traffic.**

So this is a bit of an **iterative exercise**, over a period of time, and particularly as you begin to rank for a wider set of Keywords, Google will start sending you traffic for Keywords that you don't expect. By publishing unique content on your Blog for those Keywords, you will rank higher for them in the SERPs, and ultimately receive more traffic.

It can be a very nice way of continuously getting Keyword [and article] ideas, for you to publish on your Blog.

If you haven't received very much traffic yet from the Search Engines, don't worry if your Keyword list is fairly limited. As you begin to rank better in the Search Engines and publish more content on your Blog, this Keyword list that Google Analytics shows will begin to expand.



Wrap Up

[Starts at 00:06:39]

All right – this video was fairly straightforward. I just wanted to show you how the Keywords area of Google Analytics works, and in the next video, the Noble Samurai boys will show you how to use Market Samurai to find a wide range of Keywords for which you have traffic potential in your Niche, and which might be candidates for Themes of new posts on your Blog.

This is very likely going to be my last video for this year's Thirty Day Challenge. I'd like to thank you all very much for participating in the Challenge, and I wish you very well for the completion of the Challenge and, more importantly, for your Internet Marketing activities going forward.

Summary:

Going Forward in Your Micro-Niche

- You will want to:
 - o Find more related Keywords
 - o Rank higher for your existing Keywords
 - o Improve your conversion rate

Using Google Analytics to Find New Keywords

- To find the Keywords list:
 - o Log in to <http://www.google.com/analytics/>
 - o Click **View Report** next to your Domain Name
 - o Click **Traffic Sources** on the left
 - o Click **Keywords** below Traffic Sources
 - o Consider expanding number of rows displayed
- To Find New Keywords
 - o Look in the list for Keywords that you are NOT optimising for right now
 - o Look for ones that are driving traffic (more than 5 clicks)

Links:

Google Analytics - <http://www.google.com/analytics/>
Click here to log in to Google Analytics.