

NicheBOT 2 QuickStart Guide

"Get on the *fast track* to dominating your niche market!"



NicheBOT - "Finds exactly what people search for."
NicheBOT.com is fully owned by
Full Throttle Enterprises, Inc.

Make sure to use the "Search" function in Adobe
Acrobat Reader to find your answer even quicker.

INTRODUCTION

Many people arrive at NicheBOT 2 with all different levels of knowledge about keyword research as well as diverse experience about internet marketing.

Whether it was education received from a mentor, a personal coach or a training from an informational product, here's the #1 issue.

Each and every person has their own unique spin, understanding, interpretation and translation of how things work. And when a mentor or teacher passes on information or an understanding onto someone else, sometimes concepts are not expressed clearly or just simply misunderstood.

What tends to happen is that some people arrive here with a lot of misconceptions about keywords, keyword research, and think that this is an exact science.

And while we are unsure what you were taught by others about internet marketing, keyword research, search engines and search engine optimization, there is one thing we know for sure and hope to make clear here.

We put this QuickStart Guide together in such a way that makes certain you are armed with the proper foundation before you use NicheBOT 2 (or any other tool) so you truly can go onto dominate your industry or niche market on the web.

As you will immediately notice, the [NicheBOT 2](#) left-hand navigation on the site was designed and organized to be a **step-by-step** process.

From top to bottom, you start with Step 1 and work your way down to Step 5 where you end up with a refined, working set of keywords you need to promote your online business and **show your competition you mean business**.

Before we begin, there are some common questions people have that can be cleared up right away. Like...

“What exactly is the main purpose of using NicheBOT 2?”

The main purpose of using NicheBOT 2 is to uncover ALL the keywords that have demand but little competition. These keyword phrases that people type into engines have simply gone unnoticed by your competition. NicheBOT 2 allows you to do this by giving you access to multiple keyword sources without requiring multiple subscriptions to WordTracker, Keyword Discovery and Google's Paid API.

Sure, you can acquire the same data from every provider that NicheBOT does, but it would cost a minimum of \$1,500 in monthly licensing fees, including at least \$150,000 just to create the user interface that makes things run smoothly at NicheBOT. Instead of you having to pay the cost of acquiring the licensing and data from all the major keyword services (databases), NicheBOT has set it all up for you in one place with unlimited project management.

“Is NicheBOT’s keyword data fresh and is it accurate?”

NicheBOT 2 has API contracts in place with WordTracker, Keyword Discovery and Google to **retrieve the data directly from their database right at the time you conduct the research**. It’s like getting the data from the source.

As far accuracy goes, we need to get a few things straight.

The major keyword databases like WordTracker and Keyword Discovery represent a mere sliver of the entire Internet search pie (like 1%-2%). Considering this about keyword research data, you are able to glance in at a tiny fraction of what everybody on the planet searches for. It is literally impossible for a service to contain every keyword search done by every person on the planet.

And this is one of the reasons why you should absolutely check out Jay Stockwell’s article entitled “[Keyword Data Lies](#).” Very enlightening! In fact, go read it now.

It’s reported that approximately 50% of every search done on the net is brand new and unique. So while **there is no way any of the data can be scientifically accurate, it is WAY BETTER than guessing what people search for**.

“Does NicheBOT 2 keep my searches and my data private?”

Absolutely! Anything and everything you do within your NicheBOT 2 account is held to a level of privacy much like secrecy is to the [Secret Service](#).

None of your activities will ever be harvested, revealed and the data is stored on a private dedicated server which no one else has access to other than the founders and the hosting company itself (which is simply for administrative purposes).

Your data is backed up nightly, so if anything crashes, you will only be out the today’s work. We are, however, pretty confident about the safety of your data because our hosting company, [RackSpace](#), has not had down time for over 5 years.

So if any downtime were to be encountered on NicheBOT, it would most likely be a result of maintenance of the site itself.

“What are all the particulars about the different keyword databases and what does all the keyword data mean?”

It is quite often asked where all of NicheBOT’s data comes from, what it means and how to use it in your site promotion.

The founder, Jim Morris, explains in non-tech talk where all the keyword data comes from and what it means to your [website promotion](#). (click the blue link)

The article above will bring you up to speed and give you an immediate understanding of how to understand the keyword data without having to be Einstein. Let’s go straight to the Overview where your foundation will be laid...

OVERVIEW

by Jim Morris, Founder

It could be taken somewhat arrogantly when I say something like...

What you are about to read in this QuickStart Guide will give you insight into how to use NicheBOT 2 to the fullest extent. I will attempt to take years of knowledge, condense and distill it down to hopefully have a huge impact on your overall understanding of how things work online.

Things like your overall understanding about keyword research, search engines, and what needs to be done in order to dominate your niche and get excessive traffic to your website(s).

That's right – I said **excessive traffic**.

When most online business owners talk about their website traffic, it's about what little they have and feeling like their website is out in the middle of a desert with nobody around. How can I know this? Well, I surveyed over 16,000 individuals at the beginning of 2007 only to find this out for myself.

And you know what? Nobody should feel like their website is in a desert.

Hopefully, this little QuickStart Guide will clear up a lot of things for you.

Even if you are an intermediate, giving this a read-over will reinforce some of the things you already knew – which is extremely helpful in truly solidifying your own online business concepts.

A lot of detail will be skipped as this is a QuickStart Guide. Some stuff is purely suggestive. There will be active hyperlinks throughout this document that will take you to websites to further educate you on matters. The point here is to get you on your way (get on with business), make use of the data and prosper!

“People Hear the word ‘Search Engine’ and freeze”

There are authors that shutter at putting the word “search engine” or “search engines” for fear of scaring away newbies. Search Engines aren't that hard to understand, in fact, they are much like something we already know about.

Have you ever used a phone book like the Yellow Pages?

You know – when you need a plumber, you grab that big heavy, thick, yellow book and thumb through the pages to reveal the plumbers in your neighborhood.

You either have to two decisions to make. Do you cheap out and call the numbers that have the small, tiny classified type ad, or do you call the people with the huge half page ad with the friendly looking guy standing by the car?

We all know who wins out most of the time – (it's those big ads that get the lion's share of the calls).

But what's the point of this? The point is...

Search Engines are very much like the Yellow Pages.

If you look for a plumber, you look under "plumbing" – right?

Well – if you go online to find a local plumber in your area, you would most likely type the following right into a Search Engine (like Google):

Search Box: **plumbing, Oceanside, CA**
([click here to see](#) what the search looks like on Google.)

If you visited the link above, you would have noticed that Google even suggests a number of plumbers I could call in my area, much like a phone books does.

EPIPHANY #1

A Search Engine Listing is much like a Yellow Pages ad with the ability to have multiple listings in the same phone book.



Much like a plumbing category in the a phone book, when a web surfer types in a keyword like "plumbing Oceanside California" into a search engine and finds your business listing, that is just like a having a listing in your local phonebook.

Now here's where it gets wild.

In a phone book, you are usually restricted to occupying ONE LISTING in one category, that is, unless you pay more for a second listing. But usually, you are limited to a handful of listings in each phone book.

And while you are somewhat limited to how many listings you can have within one phone book, that is not so in a search engine.

Each and every single keyword variation that a web surfer types into a search engine can be much like a Yellow Pages listing. So for example, let's say I type each of the following keyword phrases into a search engine:

1. plumber Oceanside
2. plumber emergencies

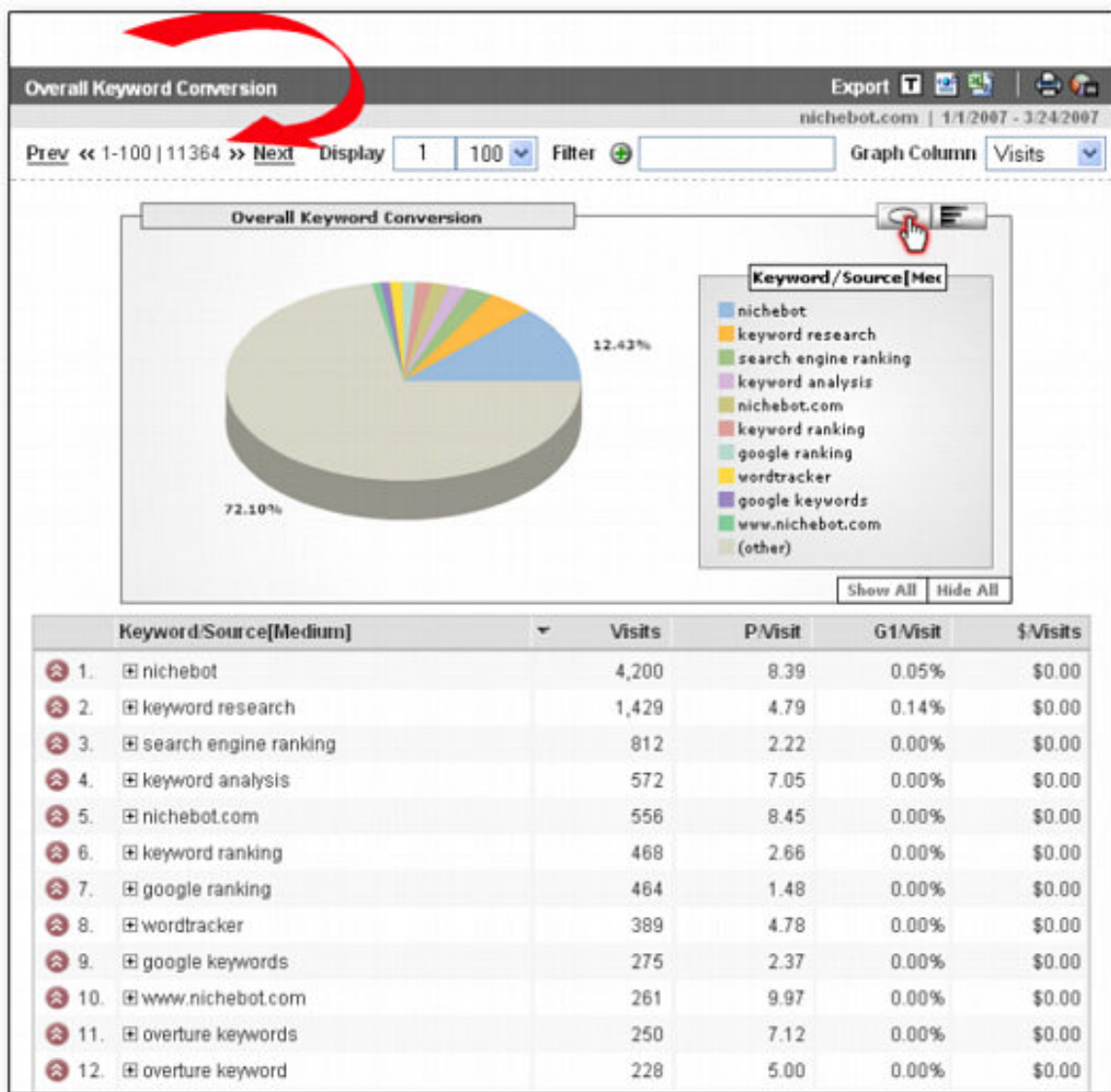
3. plumber open Sunday
4. plumber unclog toilets
5. plumber root cleaning

Most likely, after entering each of the above keyword phrases into a search engine, the **website listings** would most likely be different from keyword to keyword.

So what would the smart plumber do?

The smart plumber would want to be listed under every keyword above. That is, if the keyword phrases directly relate to his website. He would conduct his research, identify the “in-demand” keywords with low competition and go after them.

If you look at this snapshot of NicheBOT’s traffic summary from January – March 2007, there were over 11,364 various keyword listings web surfers clicked on.



Looking at NicheBOT's most recent [Google Analytics](#)' snapshot shows exactly which keywords people are clicking on. If you are unsure how to track your website traffic, you should immediately sign up for a [Google Analytics](#)' account and begin tracking where your visitors come from and how they interact with your site.

It can be quite insightful and the reports will show you what keywords people used to reach your website. And that, my friend is critical information you need to know.

Anyways – the most important question you have to ask yourself is...

How Many Multiple Yellow Pages Type Listings Would You Like to Occupy in Google or Other Search Engines?

That's all it really comes down to once you find your keywords.

You pick how many you want and there are simply TWO ways to get these listings.

Sure – you can get a [Google Adwords](#) account and begin **paying** Google to send you visitors and pay for every click.

But that's NOT the kind of search engine listings I am talking about.

For one, those paid listings do not give your site much credibility or prominence or power, and if you don't know what you're doing, you can easily spend your budget.

NicheBOT 2 is here to save you from having to ever advertise or pay anyone for traffic ever

I can tell you as the Founder of NicheBOT.com, I have not personally EVER paid for a single dollar of advertising since NicheBOT was conceptualized in April 2004.

Yet, everyday, there are 1,000 new people that are somehow introduced and make it to NicheBOT by clicking on a Search Engine Listing.

So how exactly is it done? Perk up your ears and listen up – this is very important.

There are two basic constant and solid ways to obtain hundreds, even thousands of Search Engine Listings:

- 1. Build or create new web pages or content that uses the keyword phrases you wish to focus on; and**
- 2. Place content on websites outside your network using hyperlinks that contain your preferred keyword phrases that point in toward your site (preferably interior pages and not the main home page).**

That's it. Those are the two basic fundamentals that you must get grounded in.

You must continually grow your website's content, and add web pages that use the keywords you find at NicheBOT.

Let me share something with you...

[Click here to see what NicheBOT looked like](#) back on June 25, 2004. That snapshot from years ago reveals that NicheBOT had about 3-4 different web pages. NicheBOT actually started off as one single web page – that is it.

So what's the point? Had NicheBOT not grown, NicheBOT's traffic and user base could not have grown without expanding the content to get more visitors.

This understanding literally points you to use the data you collect at NicheBOT 2 and not sit on your hands.

Resource Pointer

If you need help on understanding how to place content outside your network and get hyperlinks pointing in toward your site for Search Engine power, here are two free resources (one is an 8 day course):

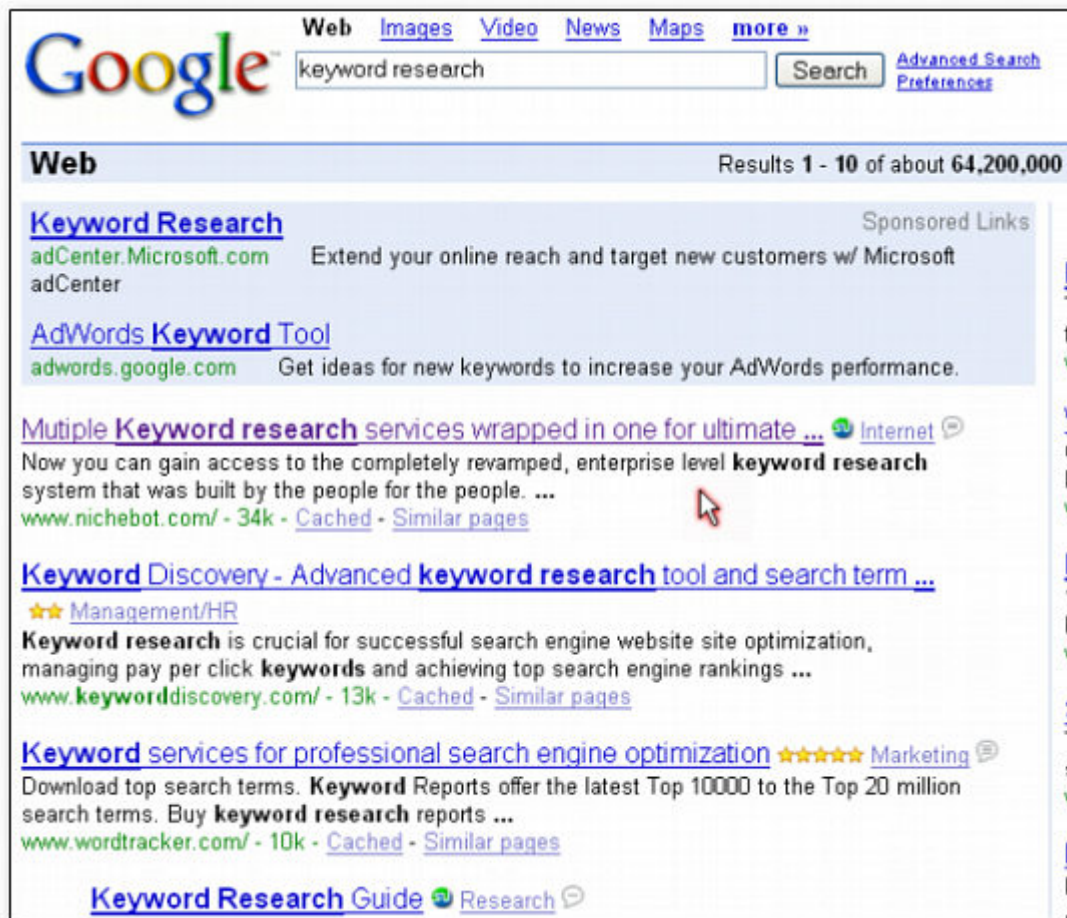
1. My 8-Day Course That Teaches You Reciprocal Linking called "[Total Niche Market Domination](#)." And yes, **reciprocal linking still works if done right**. So if you believe the SEO crowd that say it's dead, you can then turn to my Article Marketing Consultant and read...
2. [The Ultimate Website Traffic Funnel](#) – All meaty content and over 2 hours of audio and 17 minutes of video.

EPIPHANY #2 Your Search Engine Listing is Very Much Like A Yellow Pages Advertisement!

One thing many webmasters do not consider – worse yet, some don't even know – that your Search Engine listing is literally your Yellow Pages advertisement.

Certain portions of what you say on your web page gets taken by the search engines and used as part of your listing that actual web surfers see.

Let's take for instance the screenshot I took of NicheBOT's current #1 spot on Google for the search term "keyword research." (Go to next page)



As you can see by the search above, Google even **highlights** the search terms that pertain exactly to the keyword phrase you type into the engine.

Notice that the Search Engine listing above consists of four lines:

1. **“Multiple Keyword research...”** -- this first line is the <TITLE> tag of your web page and one of the primary places to put your target keyword phrase you want to optimize a page for.
2. **“Now you can gain access to the... for the people”** – the next two lines are taken from the body of the web page. What Google and Yahoo normally show is the “Meta Description” of your web page code. However, it appears Google showed the text here because it found another instance of the keyword.
3. www.nichebot.com/ - the fourth line reflects the URL or the exact web page address of the Search Engine listing.

The Main Goal of Your Search Engine Listing is to Make the Biggest Impact On the Web Surfer

On a search engine page, you are competing against 9 other sites on the page along with the advertisements (Google Adwords) along the right side of the page. You have a split second to get someone’s attention with the WORDS in your listing. So your Search Engine listing must be interesting to the web surfer or other sites on the page will get the click. [I teach my students exactly how to do this...](http://www.nichebot.com/)

USING NicheBOT 2

Now that you've received the basic understanding of what you are trying to accomplish, it will be easier to use NicheBOT 2 and acquire exactly the keyword data you and your website so desperately needs.

Keyword phrases have much more use than just building content on them. In fact, we use NicheBOT 2 for everything, including:

1. Before we ever purchase a domain name
2. Before we ever write a blog post (hint: the title of the post ends up as the <TITLE> tag for the web page – first line in your Search Engine listing)
3. Before we ever create new reciprocal link text on NicheBOT 2.
4. Before we ever write a title tag (which is the first line of your search engine listing)
5. Before we ever write a meta description tag (which is often the 2nd and 3rd line of the search engine listing)
6. Before we ever write a title for an article
7. Before we ever make a judgment of whether there is enough demand for a topic or niche market.
8. Before we ever try to read a prospect's mind, we login to our NicheBOT 2 account and look up what search engine's report. (Never try to guess!)

Again – keyword research is not a science, but it is way better than trying to guess (in your own mind) what the most popular keywords are.

Your keyword research will also take some mental effort. Although some of the tools will find you related keywords, you really need to take some effort in discarding and filtering out keywords that make no sense to your site.

There will be some weird results with funny characters that make no sense. Obviously, you will discard and discredit those.

You want to make sure the content is fitting to the keyword phrases you choose to target. And no one better knows your topic, market or website theme than you do!

Step-By-Step Videos Online

If you would like to watch how to proceed going from Step 1 through Step 5, we have over 50 minutes of video that will show you how and then a [library of over 50 isolated videos](#) that show you how all the individual tools work (click the blue hyperlinks to go there). Click the following links to view the videos:

<http://www.mywebvideoservices.com/nb2/step1.html>

<http://www.mywebvideoservices.com/nb2/step2.html>

<http://www.mywebvideoservices.com/nb2/step3.html>

<http://www.mywebvideoservices.com/nb2/step4.html>

<http://www.mywebvideoservices.com/nb2/step5.html>

(the videos are also available for download on each page – for dial-up users)

THE 5-STEP SYSTEM

Step One – Create a Project Folder

The first thing before you start any keyword research project is to have a Project Folder ready to place your results in. Otherwise, your saved results will get filed in the main folder and clutter will begin to develop in your main folder. The more clutter, the harder it will be to find your important projects at a moment's notice.

First thing – click on the **“Keyword Basket”** link and you'll be taken to the Main Folder of your personal keyword basket. This is where ALL of your data gets saved (stored) and where you can choose to export your data onto your hard drive.

Once inside the **“Keyword Basket” (Main View)** – click on the **“Folder Management”** link which will unfold an area to create a New Folder.

Enter a folder name for your project using ONLY dashes, numbers and letters.

An example for a project name could be: **2007-03-31-dog-collars**

Giving your Project Folder a date or using a numbering system will allow you to easily identify your project once you have 20+ project folders created. Click the **“Add”** button to add the Project Folder.

Import Function (not required)

Some users may wish to import their previously obtained keyword data. Before moving onto Step 2, the Import function is under Step 1. If you wish to import your own data, please click on the **All In One Import** tool link and follow the instructions on that screen before moving onto Step 2 and beyond.

Step Two – Quick-Digging

Now that you've created a keyword research Project Folder, you are now ready to begin your preliminary look at choosing the types of keywords you will target.

That is why we call the Step Two Tools... Quick-Digging.

This first preliminary look is where you will begin to uncover the core keywords your site may focus on. You will then take the core keywords you find here in Step Two and dig deeper in Step Three to uncover 3-5 word keyword phrases, usually the lower competition keywords (known as the long tail).

At this point, looking at the keyword counts is not relevant. You want to really focus in on finding those keywords that tightly relate to the theme of your site.

With each Quick-Digging keyword search you do, ask yourself if any of the words in the results directly relate to your site. The tighter the keyword relates to your site, the MORE interested the web surfer will be.

Ask yourself this question: "If I was searching in Google for the keyword _____ [you fill in] and I clicked on a search engine listing that took me to a site similar like the one I'm trying to promote, would I be a happy visitor?"

The more closely related your keywords are to the theme and focus of your site, the more interested your web surfer will be in your content, products and services.

And this relates to sites on the same topics. Here's an example... Someone who is looking for "wireless dog fences" may not be interested in "dog flea collars."

Pick your keywords wisely. You will gain more impact from a keyword that fits perfectly to the site of your theme than trying to get traffic on an unrelated keyword. It's frustrating ending up on a site that doesn't relate to the search!

Your website will be much more welcoming when the web surfer enters a keyword, clicks on your search engine listing and the content on your websites matches their search exactly. Read that again, make sure it sticks!

It's so important to keep the web visitor's experience consistent. It's usually better to send a visitor to an interior page that has specific information about the keyword, rather than sending the visitor to the home page of your site.

I'm sure you'll agree that there is nothing more frustrating than searching on the major search engines with a particular keyword phrase, clicking on a search engine listing and the information being totally different than what you expected. In return, we should have the same respect for other people searching on the engines.

Let's get some Quick-Digging started:

1. Begin with a root primary keyword (like "car" or "cars") in the WordTracker Keywords or Overture Keywords tool that best describes your site's theme. Just one search will uncover the top 50 to top 100 keywords for the single word you typed into the search box. Save those searches that are directly related to your project in your Project Folder created in Step 1.
2. You can easily move from the WordTracker or Overture tools within the same search. Just click on one of the tools in the lefthand navigation and you can simply move between tools within the same search.
3. Use the WordTracker Thesaurus to find other related keywords your web visitors may be typing in and save those to your Keyword Basket while in the gathering stage to find your core keywords.

At this point, you should be looking for the one or two keyword combinations that your web visitors are using to find you.

Once you feel you have bottomed out and can't find any more RELATED keywords, you should give yourself a HUGE pat on the back. This stage is now complete. You have just uncovered all the core keywords in your industry or market. Now you are ready to take those core keywords that truly matter to your website's online presence and take those keywords to Step Three for some **Deep-Digging**.

Step Three – Deep-Digging

Deep-Digging Tools...

This is where you begin to realize the true power of NicheBOT 2.

When **most people are using one source to look for keywords**, you will have three prime sources to dig from. Google, WordTracker and Keyword Discovery.

While you have these three immense resources, you need to assess your situation and ask why you are doing this keyword research. There are various reasons to do keyword search:

1. Creating web page content (for a blog or website)
2. Theme structure (picking a theme structure for your site)
3. Article marketing (what keywords to use in your articles)
4. Author's resource box (what keyword(s) to use in the hyperlink to your site)
5. Reciprocal linking (what keyword(s) to use in the hyperlink when exchanging link text with other websites)
6. Press releases
7. Social Bookmarking (what keyword(s) to use in your tags when bookmarking or using tags in your site's blog)
8. Pay-Per-Click advertisements

Once you figure out what exactly this keyword research project is for, you need to next ask yourself whether you **are looking for more recent (trendier) keywords** or you are looking for **keywords collected over a whole year**.

WordTracker Keywords – this database consists of approximately 330 million keywords and the keyword data goes back **90-100 days**. This makes WordTracker ideal for finding trendier, more recent hotly searched keywords. The search engine data comes from two search engines which are MetaCrawler.com and Dogpile.com.

Keyword Discovery Keywords – this database is sizably larger at 35 billion keywords and the data goes back 365 days, or one year. This makes Keyword Discovery idea for finding long tail keywords that have 3-5 words per keyword phrase. You can also find seasonal keywords (or high seasons for specific keywords) that are unreachable through WordTracker (only goes back 3 months).

Google Keywords – the Google keyword engine supplies the keywords that Google's own keyword engine suggests through its Paid API (Automated Programming Interface). There is no indication as to how far back this data goes nor the size of the database. When using the Google keyword engine, they also do not show counts, but rather, show a bar graph with a scale from 1–5.

HINT: Once you acquire Google keywords at NicheBOT, you can switch the Tab View on the **Keyword Reporting Page** (where your keywords are displayed) from "Google View" or "LSI View" to "Normal Organic View." Once you do that, you can hit the "Obtain Counts for all Keywords" to acquire the search demand count(s) for each keyword phrase so you have a better understanding of the keyword's demand rather than just an estimation with Google's bar graphs.

Recommendations:

1. If you were unable to locate all of your related CORE keywords in Step 2, then I would highly recommend that you run a **1-Click LSI Keywords** search for your main keyword. Make sure to boil down the very essence of the topic for your site into one word and use that keyword in your search. You may also elect to use other various keywords to obtain different keyword results. Remember, one keyword uses one Premium Credit, which equates approximately 9-13 cents. So doing 2-3 searches is very cost effective. Uncover your site's Theme Structure according to Google by using this tool as well.
2. If you have been able to locate all of your related CORE keywords, it is my personal recommendation that you **run your related keyword list through the Keyword Discovery 9-in-1 and WordTracker 4-in-1 Tools**. What I mean by running your list through them both is to compile your related keywords from Step 2 into a list, one keyword phrase to a line. **(1)** Then, cut and paste that list into the search box and do a Keyword Discovery 9-in-1 search for all those keywords using only 1 credit per keyword phrase. **(2)** Cut and paste the same list of keywords into the WordTracker 4-in-1 tool using "All keywords popularity." Remember, the entire point of keyword research at NicheBOT.com is to find as many keywords from multiple sources to cover as much territory for the maximum traffic to your website.
3. Once you have obtained keyword lists for each related keyword, I would then merge the like data. In other words, merge Keyword Discovery lists with only Keyword Discovery. Merge the WordTracker keywords with only WordTracker keywords. The way to Merge your list is to make sure you are in the keyword Project Folder you created and where your results are stored. While in the Main View of the Keyword Basket, click on the **"PENCIL ICON"** and merge the keyword list you highlighted with the other related keyword searches. This will compile all the keywords into one big, sortable, filterable list that will keep you from having to refer from one list to the other.
4. **Filter and Refine** – After merging the like keyword searches for Keyword Discovery and WordTracker separately together, you should have one large list for Keyword Discovery keywords in your project and a large list for WordTracker keywords. Inside the **Keyword Reporting Page**, you will now begin to use the **Instant Keyword Filtering** to filter out the keywords that do not fit. You'll want to scan through the list and begin to make notes of keywords that are not appropriate and make sure to filter them out by using "Negative Keywords." In the **box for keywords to exclude**, type in those words that do not fit your site's theme and then apply the filter. OR – instead of using negative words, you can use positive words to make sure you **ONLY** see keywords containing those words you enter into that box.
5. **Obtain Competition Figures and Refine Further** – Now that you have all the keywords you do NOT want to see or are not applicable to your niche, site theme or topic, you'll want to obtain the competing number of web pages for each keyword. This way, you can understand the competition for a particular keyword a little better. [Once you obtain the competition](#) for the

keywords that you want to see, it's time refine even further. You'll be able to sort by competition figures from highest to lowest. You will refine the keywords in your large lists using **Instant Keyword Filtering** by assigning a minimum or maximum number of competition pages you would like to see in your large keyword list. You will ultimately pick the number of competing pages you want to see in your keyword list. All other keywords will disappear in the background. (Don't worry – they have NOT been deleted – they are just hidden. Update your filter and more keywords will be eliminated leaving ONLY those keywords according to your criteria. You can also filter out keywords according to count and other various ways.

6. **Obtain Pay-Per-Click information** if you are optimizing for Google AdSense or need to find out what rates people are paying for specific keywords to get clicks to their websites. You can do this through the same mechanism as obtaining the Competition (or competing number of web pages) in number 5 above.
7. **Export Your Data** – Once you feel you have reached a refined list of keywords that you want to use in your website promotion, you can then export the keyword data to hand off to content writers, virtual assistants or just have a spreadsheet on your hard drive to print out for later use.

Step Four – Keyword Analysis

The competing number of web pages for a particular keyword, the KEI, NBi and Ratio are all great numbers to begin with. But I will readily say that this information is not enough in determining which keywords get promoted first. Especially, when you are trying to pick between 3 to 4 all important keywords and can't decide which ONE keyword phrase to start with first.

Picking which keywords go first is like picking and choosing your battles.

How deeply do you wish to become engaged and invested in ONE keyword phrase before you move onto dominate other keywords? Depending on the competing number of pages and other various data, your website promotion for one keyword may be more extensive than a keyword with very few competing pages.

This is where the Keyword Analysis tools come into play. There are two tools:

1. **Keyword Analysis** – this tool will use the keyword you type in and show the top 10-50 sites listed in the search engines for that keyword, including the number of backlinks each site has as well as the number of indexed web pages.
2. **WordTrend Visual Keyword Reports** – this tool uses the Keyword Discovery keyword engine and takes the ONE YEAR (365 day) count data and shows you a monthly breakdown for a given keyword. Simply enter in a keyword and you'll get the monthly search counts for that keyword over the past year from the date of your search.

The first tool will ultimately give you a quick understanding of the types of sites located in the TOP of the search engine results for that keyword. You will soon begin to see whether a keyword has a bunch of competition PILED on or whether the territory looks clearly open and attainable.

The second tool gives you a glimpse at the monthly search cycle and draws out a graph of the actual trend, or pattern, of the keyword. You will also receive WordTrend Visual Keyword charts for 9 of the next most popular keywords containing the main keyword phrase you entered.

Step Five – Search Engine Tools

By this point, you have exported your keywords and began promoting them in the order of priority that you set. You have done one of two things by this point:

1. Created web pages (content) surrounding the keywords you chose
2. Submitted articles, press releases, reciprocal linking, social bookmarking, or some method of getting inbound links using your keyword phrases in the hyperlink that points back to your site (aka getting inbound links).

If you have created content using your keyword, you may want to check the Keyword Density of the page to make sure you are right around 1-3%.

Once you begin noticing some traffic coming in from your promotional efforts, you should check your web logs (or Google Analytics) to find out which keywords people are using and then finding your site.

Once you find out which keywords people are using in the search engines and finding your site, make a point to check your **Keyword Rankings** to make sure what keywords are ranking high and that you are doing is actually working.

Just because you are not seeing results in the first 30-60 days does not mean a thing.

When you least expect, your new content or inbound links will begin to STICK in the search engines and bring you visitors. So don't give up!

As the founder of NicheBOT.com, I can tell you that I was even a candidate to quit when I began doing reciprocal linking. It's work – no doubt – but the benefits can be quite lucrative in the coming months, if you play your cards right.

Conclusion and Parting Words

Much like getting on a bicycle the first time, you are gonna fall while trying to learn to keep your balance.

That's okay.

Go out and have experiences with your keywords.

Make mistakes and learn from them. That's the only way to make distinctions about keywords and how to promote your keyword phrases in connection with your website.

It's all apart of the human learning process. Take small steps now and slowly increase the length and amount of your steps on a daily basis.

Everyone had to start some place, from ground zero. I did. Look...

Even if I hand over every bit of information and expertise about keyword research, you've still got to do it for yourself in order to get the feedback you need to make adjustments. Or, you can shell out thousands of dollars to have other people do it for you.

It is said that any person can self-teach themselves and become a self-appointed expert on any topic by just applying themselves 2 hours a night for one calendar year. You may not want to be an expert, but to be proficient, you have to log some hours.

No need to worry, the understandings will come and so will the rewards of excessive traffic with decent concentration and a commitment to yourself.

One last thing that is very important. Do not – I repeat – do not allow anyone to steal your dreams, get you down, and take away what you believe is possible.

There will be people that doubt you along the way (these people are called dream killers). With a little determination and continually improving your skills, anything you can imagine IS possible. I am living proof of that.

I started out in 2001 knowing only how to use Microsoft Windows and a word processing software called Corel WordPerfect. I had ZERO HTML skills and had no clue where to begin (like everyone starts out). Give yourself time because...

The more keyword research you conduct, the more you get involved with what people are searching for in your market, the more intimate you will be with your prospects and potential customers.

More importantly, the more keyword research you conduct, the more clear everything gets and the more distinctions you make along the way.

If you get frustrated – reach out and ask us. We'll try to guide you the best we know how.

Lastly, just go out and do it.

Don't just collect the keywords and keep them in your NicheBOT 2 account or export them onto your hard drive only to gather dust!!!

You have been supplied more than adequate resources within this guide to help you down the right path for today and well into the future.

Get going – get the keywords – promote them – and reap the rewards.

May you dominate your topic, niche market or industry and surprise and swoop right under your competitors' defenses and right straight to the top of the search engines – instantly becoming a major thorn in their side. ;o)

Please let us hear your story as it develops. We may decide to feature it in a case study and let our 17,000+ subscribers know about you and your website.

Thanks for allowing me and NicheBOT to be of service and guide you in your online goals toward ultimate success.

As Zig Ziglar says – “I’ll see YOU at the top!” ;o)

Success always,

Jim Morris, President/CEO
Full Throttle Enterprises, Inc.
NicheBOT – “Finds exactly
what people search for.”