

PRESENTED BY STARK SOCIAL MEDIA AGENCY

the Social Life Podcast

EPISODE 10: HOW TO OWN YOUR KEYWORD RESEARCH

Deanna: Welcome to The Social Life. I'm Deanna Miller, marketing director, all around awesome social media person for Stark Social. With me as always, Nate Imhoff.

Nathan: Hey.

Deanna: He changes his title all the time.

Nathan: No, it's the creative director.

Deanna: I know but like, it's not consistent.

Nathan: I'm making it consistent right now

Deanna: Alright, consistency is key

Nathan: True

Deanna: Yeah. So we are The Social Life podcast. We have our website at starksocial.com. We are a boutique marketing agency. We specialize in...

Nathan: Boutique sounds fancy.

Deanna: It does sound fancy, like when I'm going to walk in there's going to be like fancy curtains and champagne glasses.

Nathan: just so everyone know I'm wearing a top hat and a monocle right know.

Deanna: he is, and he's looking very silly.

Nathan: I'm rockin' it

Deanna: so if you want to subscribe to the podcast, you can go to thesociallifepodcast.com you can do it from a bunch of different places. We'll talk a little bit more about that throughout the program today.

Nathan: yes

Deanna: we are talking about a subject that is near and dear to our pained hearts today, Keyword Research.

Nathan: Yes.

Deanna: we need some sort of dun-dun-dun.

Nathan: I know right? Every time

Deanna: Right there. Because that's... it's a subject that I get, it's a subject that you get.

Nathan: what most people don't understand it at all. Smart people don't understand it.

Deanna: I have to be perfectly honest, it still makes my brain explode a little bit. Because it feels like it's constantly changing. But I think there's like a base, there's a foundation of things you need to know to be successful in keyword research and those things don't change.

Nathan: well I think you got to start from like some of the pitfalls and experiences we've had with various clients. And I think there's probably a lot of smart people that we've dealt with. We have one, a client, a few years ago that told us that... he gave us a list, he gave you a list...

Deanna: right

Nathan: and you know we were under pressure, we were doing some research for this and you went and said like "hey nobody is searching for this things" like literally you're typing it and no one is searching for it.

Deanna: exactly. Well I think the hard part is when I first start studying to become a Google partner, there's a lot of misconceptions and you think that the

obvious thing is the answer and it's not.

Nathan: right.

Deanna: so you know 90% of the time you're thinking, I'm a social media company, so I'm going to optimize for a social media company. And what you're not taking into account when you're optimizing for that as a keyword is there's thousands of social media companies. So you're competing against that pool basically in the United States if you're not optimizing for your area.

Nathan: or whatever you're targeting

Deanna: so there's a lot of difference

Nathan: it's different for every business

Deanna: right

Nathan: basically

Deanna: absolutely.

Nathan: marketing in the past has always been sort of a theory-hypothesis and you kind of capture. Like if you're going to make a commercial, it's either as huge hit, it could be a complete failure. But you'll never really know. So you have to go and put all this money, you have to produce it, you have to put it out into the market, and maybe it's a success and maybe it's not.

Deanna: right

Nathan: you don't really know. You're sort of guessing based on surveys and whatnot that have been out there with the internet, with digital marketing. In the history of marketing there there's never been such a low barrier for understanding the motivations of customers.

Deanna: Okay.

Nathan: so basically you have all kinds of data ahead of time that you're able to use to select your keywords. Whereas if you were to do like what I'm saying, like a commercial, you have to pay for bunch of research.

Deanna: well I think, yes I agree with you and I have like a spin on that. So I think yes with a commercial you pay a bunch of money. But I think the people miss with marketing in general is that you don't have to spend a lot of money upfront to figure things out and if you're going to produce a commercial, you're going to have done research previously before that. That's the same for example using keyword research to run a Google AdWords campaign. You're not going to just go, okay I'm going to make an ad and here's 2,000 keywords I'm going to put this AdWords campaign out for and then \$2,000 goes on that. That shouldn't be the way you jump in to anything. So there's layers to what you are trying to do with your keywords, whether with putting together a google AdWords campaign, developing a Facebook campaign, building a website, writing a blog post, keywords come into play in all of these things.

Nathan: but I think a lot of small businesses are sort of have a passive like fill the dreams type thing. Where they think if I build it or if I do an ad I'm going to have success.

Deanna: right and their disappointed when they run the campaign...

Nathan: then they just say "oh well that's doesn't work for my business"

Deanna: and we've come across that and it's tough when you launch a website and people are like two weeks into the website and like "what? I'm getting no sales, you guys suck"

Nathan: right

Deanna: and then we explain it and go through the motions and...

Nathan: Just way too many parts for you to say one whole part isn't working

Deanna: right and sometimes you do get genuine success if you're launching a website or a campaign for a product that is totally like niche market and people need that, there's nothing else like it. But if it's not, if it's something that is already in existence in the world, you really need to do some outstanding

promotional activity to get noticed.

Nathan: right. I think when you're doing a keyword research you want to make sure that you're getting the right traffic. You know, not just any traffic. And that's what comes down to looking research. Because a lot of times we've had like the client I was talking about earlier, he gave us a bunch of words and you're like "no one's searching for this" so then you're like "well let me do some tweets here and try with this" and I was like "why aren't you doing what I told you to do?"...

Deanna: right. And that's the frustrating part because there's a bunch of different tool out there where you can do keyword research and one of the ones that I think is the easiest to use because they keep evolving it for the purpose of Google AdWords is Google keyword planner. It's really easy to use, it's free.

Nathan: free is good

Deanna: I can use it. There's a lot of paid tools out there too. So you can actually just... what I recommend doing if you're getting them to do when doing keyword research, I would just, I would do a Google search for keyword planner tools. And then look for some blog posts. I would check out and see if I can find any trainings or tutorials that would be useful on the basics. Because you really have to master the basics.

Nathan: Right.

Deanna: before you jump in and deepen into the pool.

Nathan: well I think like there's probably be two types of listeners here. You have people that have tried this and failed or somebody's looking like a DIY person. And then somebody who's probably going to hire somebody but we want to be able... you should be able to ask the right questions. Somebody called cause you... I'm trying to slang this, they're going to do SEO or whatever

for you, you should be able to ask the right questions and know right away whether they are telling the truth or they like blonde smoke basically.

Deanna: right. So you know pro tip number 1 is you know check out a keyword planner tool and any of the tutorials that go along with it. I think pro tip number 2 is don't answer those emails that you get.

Nathan: yeah I got one today.

Deanna: if you've signed up for any marketing webinars or any of those, free this, free that, free download, if it's likely that your email address is then going to get sold to a third party vendor. Who's then going to distribute it to people who want to pay for email list and that's not a genuine legitimate way to build an email list, just you know a side note. But you're probably going to get people that are going to email you and say I can do your SEO for \$49 a month and on the extreme we've seen people who have said I can do your keyword SEO for like a thousand dollars a month.

Nathan: you know they usually say like "I can get to the top of google"

Deanna: yeah. Google number one research.

Nathan: yeah I could get you on top in no time. And it doesn't work that way because if it did then everybody would be on the top of Google and no one would be on the top of Google.

Deanna: yeah something that someone pointed out to me in a training that I was in earlier this week was that if you click on a lot of those links on those emails, it goes to a landing page and they usually want all your information. You know they want your name, they want your email, they want your address, they want to know where you are so they can go target market you.

Nathan: right

Deanna: so it's not a bad plan for them. But in terms of your pocket book and spending quality money...

Nathan: if I really want that, whatever they're giving away, I might fill it out.

Deanna: you know it depends like if it's like coming from, you know, a [Hubspot](#) or [Moz](#) or somebody who's got reliable content on their blog where I feel like they're actually doing their work so they have subject matter experts then I might fill out and give them my information, you know. But if they're asking you like for your first born, you know, maybe run the other direction.

Nathan: yeah.

Deanna: so that's good. We've got two tips for today. So check out a good keyword planner tool and avoid the snake coil. It's really the second tip right?

Nathan: yeah.

Deanna: It's not as easy as give me your money and I'll get you to the top of Google. 'Cause how long did it take us?

Nathan: maybe 24 months?

Deanna: right.

Nathan: 18 months?

Deanna: it takes some effort

Nathan: yeah it takes work to get to top of Google. I mean, in order to... on the second half of the show we'll going to go over to how do you select a keyword? Like the mindset. And understanding how it works for your business. But in order to understand SEO and keyword. You have to understand, basically how search engines and whatnot work and if you think of it you think of the internet as a big unorganized bookstore where there's no signage. And basically, the search engine is when you walk in the guy you say "hey I'm looking for this book"

Deanna: and then they stare at you like "what?"

Nathan: or I'm looking for a book on you know origami or something like that.

Deanna: and then they go like "what's that?" "What's origami?"

Nathan: if your website is like a book basically

Deanna: “is that a restaurant?” [chuckles] just a funny joke.

Nathan: it used to be a restaurant

Deanna: it used to be in our area. Anyway it’s a joke. Hashtag inside joke.

Nathan: we’re talking about you know, your website is a book. The Search engine is the clerk that’s going to help you find that book. So if your book isn’t marked well and if it has clever name that is not origami related the clerk may not know where it’s at.

Deanna: right

Nathan: I mean understand it that’s what it comes down to keywords.

Deanna: yeah. Totally.

Nathan: But I think one of the big pitfalls that people do in this show or on the show when coming into keyword is I think, everyone thinks like me. And this is the words I would type in to find “me”

Deanna: Well I think like when I first started in marketing, I think the thought process is what do I do and what would people search for to find what I do and it’s not that easy.

Nathan: Right

Deanna: So saying like I’m looking for a real estate agent, I’m not just going to type in “real estate agent”

Nathan: Right

Deanna: In my mind...

Nathan: you must be local too.

Deanna: in my mind I’m going to say “Santa Clarita real estate agent”

Nathan: Santa Clarita

Deanna: or San Diego, or Los Angeles, or whatever it is. You going to want to

search for somebody who's in your area to represent your business.

Nathan: exactly

Deanna: You don't want to bask in real estate agent because what the heck do they know about anything?

Nathan: [laughing] wicked cool audio

Deanna: wicked cool audio. But you know I think that's the thing, when your business, your mindset isn't those things because you're in your snow globe. It's like a snow globe, your community. And you think people in my area are just going to search for the things they need and I'm going to pop up.

Nathan: like 7 billion people on the planet and there's 7 billion ways of thinking about something.

Deanna: right and you've got to think about... really what we're worrying about is how the Google algorithm thinks and sorts things based on what you put on your website.

Nathan: right. I mean we had a meeting a while back and we had somebody who... they were just sure that a certain term was huge on the search engines, remember?

Deanna: yeah totally.

Nathan: and it was like Oprah uses this word. And I go "Okay". My gut said this isn't very good but I let the data speak and I looked at it and I was like "Okay, so 30 people are looking for this word on Google in a given quarter"

Deanna: I think that's pro tip number 3 then. You really need to know that the research you are doing is solid. So what Nate's referencing is, we had a potential client whom we met with, and honestly we won't work with someone if the education process isn't a give and take. So they basically sat there at their desk and typed in the word that they thought was a hot keyword.

Nathan: yeah "this is great on SEO"

Deanna: “this is great on SEO because it’s popping up when I type in” That’s not a legitimate way to find out whether or not a keyword is going to work for your business.

Nathan: you can literally just take your fingers and go over the keyboard.

Deanna: you can type anything you want

Nathan: just random stuff and something might come up.

Deanna: you can type in Santa Clarita aardvark and something might pop up but that doesn’t mean it’s going to help your business at all just because you’re in Santa Clarita. Unless you are really selling aardvarks in Santa Clarita.

Nathan: that’d be great

Deanna: that’s a great keyword right there.

[sneeze]

Deanna: he sneezed I’m sorry.

[Sneeze]

Deanna: oh he sneezed again. I only said aardvark because we were watching Alf last night.

Nathan: Oh I love that show.

Deanna: so that was like freshened my mind

Nathan: that was the one when he was...

Deanna: he’s an anteater, he’s an aardvark

Nathan: it was the one when he’s going to go in the bathtub and called it like a whirlpool and he had the little...

Deanna: yeah it was like their version of you know let’s get everybody caught up on what Alf has been doing. It was like all this hot pieces from different episodes.

Nathan: he hit his head he thought he was like an insurance salesman and he

thought “where’s my pants?”

Deanna: I love that guy, seriously he’s the best. They should do an Alf reboot.

Nathan: oh they would ruin it

Deanna: on Netflix

Nathan: they would ruin it.

Deanna: Netflix should do it. I’m just putting it out there

Nathan: no, no way.

Deanna: hey if you guys do it I want residuals or something

Nathan: yeah good luck with that

Deanna: yeah it’s out there, it’s in the inter webs, it must be true

Nathan: so back to the keyword. When you have the keywords in your mind, I would think of those as the starting point. I would not say you want data to be able to support what you’re actually going to be... what’s going to get you to your customer. So when you put those in its going to give you words that’s like that as well. So you say like, alright lets search this words and this other words.

Deanna: right.

Nathan: And also you want to be studying your competition.

Deanna: right. And also back to the Google Algorithm I think that’s one of the things people don’t realize. They think that if it’s typed in it must be something that’s awesome. So you know with the algorithm and the way the things get set up, if your typing in whatever it is, like for example what we just say “real estate”.

Nathan: okay.

Deanna: okay, so that doesn’t mean just because you optimized for real estate that you’re going to get found. Because here in the city of Santa Clarita we have like 800 real estate agents or something. It’s a ridiculous number. So whoever

has properly optimized for the area is going to pop up first.

Nathan: right

Deanna: or whoever is Google AdWords and is properly optimized in the area they're going to pop up first.

Nathan: right

Deanna: so you can't just say I'm a social media company, I'm a real estate agent, I'm a bakery, you have to really understand that there's an algorithm that you are competing with. And you're competing with all these other businesses too.

Nathan: alright we'll go on that in the second half a little bit more in-depth. But yeah you have to be more targeted than from a real estate agent you don't want to just put real estate agent because 800 is just a small community and then you're competing with the rest of the world. I mean how many real estate agents are just in a country or in a state?

Deanna: Absolutely. So, so far we've got 3 tips for our fantastic listeners. The first one being, use a keyword planning tool. You can start with what you said like your foundation of ideas of keywords that seem obvious, that are obviously there as part of your business. The second thing to do is just don't fall for the snake coil. If somebody offers you to optimize your keywords and all you have to do is pay me...

Nathan: pay promises.

Deanna: well blah blah x amount of money. And usually it a pretty chunky huge amount of money ...

Nathan: \$1200 a month

Deanna: right. So just avoid that. And then the last thing... what do we say the last thing was? Oh don't just type in keywords and go like "it popped up so it must be awesome!"

Nathan: right. It's clearly doing good on Google I typed it in.

Deanna: Have a plan. In the second half of the podcast this morning, this evening, this afternoon wherever you're listening at we're going to talk about how to select keywords. We've got some tips and ideas that are going to be a little bit easier for you to put together your keyword plan based on the things that we know work and the things that we know don't work.

Nathan: Right

Deanna: So make sure you come back and join us. Grab a cup of coffee, a glass of wine, champagne, take a shot, whatever makes you feel better. Don't forget to subscribe to thesociallife.com. We will be right back.

[Plug]

Deanna: welcome back to the second portion of the social life podcast. Today we are talking about keywords, and how amazing, and fun, and confusing they are. We're talking about keyword research and how you can do a few things to help your business become more successful with optimizing your marketing strategy whether it includes a website, a landing page, Facebook, YouTube, twitter, whatever, all of these things revolving around the keyword research world are really important. So far we've already talked a little bit about some of the pitfalls, confusion, and frustrations that happens when clients have a preconceived idea about what it is to create a keyword list. So when you're optimizing your website there are certain things that you need to take into account and we're going to talk about next how do you select a keyword, and how do you select keywords. And one of the things that we talked about in the last one was having a planning tool, so Google keyword planners are great free tool. So it doesn't have to cost a Bazillion dollars to do your research. You want to avoid those snake oil type of emails that we get. We get them too, we get a bunch...

Nathan: yeah I think everyone does.

Deanna: through our contact form and also emails you are fielding one this morning that was like on our really cool handy customer service pop-up on our website. What's that again? Messaging.

Nathan: Olark we use Olark

Deanna: So we've got a cool messaging tool. So avoid the snake oil and then the last one, just because you typed it in to a browser doesn't make it an optimizable keyword.

Nathan: right.

Deanna: it could be something completely wacky and of base and it doesn't necessarily mean that just because Oprah is saying it ...

Nathan: in that case like in that case like literally 30 people had searched for, which is probably like these people. This is the hot new word and I'm like, it is not the hot new word.

Deanna: right. And a lot of times I think people believe because it's maybe represented by a celebrity or it's an uber niche type of keyword that that's going to make them be found faster.

Nathan: Correct.

Deanna: but you might, like you said 30 people who were looking for it. And another 500 who are potentially looking for it but aren't going to use that keyword.

Nathan: right, I mean if you're trying to... you're a real estate agent and you think hey I'm going to use a different word like "property procurement person" or "personnel" or something. Like you come up with a new term and you think like man this is going to score me big. You're probably going to be in for a ...

Deanna: it sounds really cool, property procurement.

Nathan: you can try to rethink, but you're going to spend a ton of money to get people to say something different.

Deanna: that's like another thing that we recently... we come across, we work with a lot of non-profit organizations, and a lot of times they come in and out of funding.

Nathan: right

Deanna: and they will need full time management and sometimes they just need consulting, or they take an in house so that's like can we call you or email you until we can afford to use you again. And we're always happy to help our clients and past clients and people we know do good work.

Nathan: we're also working on a solution for that. But that's for the future.

Deanna: So, until that launches, I'm happy to fill field emails and put words together, like a person.

Nathan: unless you're trying to sell stuff in which case. Just don't waste either of our time.

Deanna: don't do that.

Nathan: go find someone else.

Deanna: But one of the things I noticed and I gave, you know a little side tip to someone who we've been working with is for example hashtags, when you own a hashtag that's based on your keyword research.

Nathan: right.

Deanna: what people are searching for in relation to your business, that hashtag that something you can own and overtime it becomes your special little like...

Nathan: we talked about hashtags in our show.

Deanna: we did talk about hashtags.

Nathan: you change that, all of a sudden they're disconnected from the conversation.

Deanna: right and you have to redevelop that wadiness of that keyword that

you're using as a hashtag. So let's talk about how to select keywords. You have some really good tips that you put together. You want to go ahead and start with that?

Nathan: let's do it. Number one is make no assumptions and ask yourself are people searching for this word?

Deanna: what if people aren't searching for the word?

Nathan: probably we got to look for a different word. We've sort of hammered this point home a lot but what it does is, people approach something you say this is what I would type in. but like I said there are 7 billion people on this planet and they all think differently. And there's different things or different variations that you might want to optimize for the people who are typing in. so you do that through keyword research. Don't just get let's say, I want to optimize for these 10 words, that's it.

Deanna: right. And I think that's the thing as I have done, we come across with people that say we're number one already I don't need keyword help, it's so awesome already. And this has been like three or four years' worth of hearing this from a variety of different people who we want to help and we want to make sure that everything, all their basis are covered.

Nathan: limiting themselves.

Deanna: but what you do then if you're only optimizing for a handful of keywords, you're really are, you're limiting your potential reach in terms of the audience that you can find. So if people are searching for the keyword then that's fantastic. But that might not be the only keyword that their searching for.

Nathan: well then the opposite is you want to sure that the keyword isn't too competitive, that's number two.

Deanna: right, so explain that. Because that's when we first started doing google AdWords and working on our Google partner program, I was like "whoa,

huh? What?” but this one is like competitive and that one... what does that mean? Explain it.

Nathan: so it sort of goes back when we're talking about your example of a real estate agent. Have you tried and go and say “I'm a real estate agent I want to be successful in the internet so I'm going to optimize for the word real estate” that is a very, very, very hard thing to do. Because you're not only going to spend probably maybe a couple of million dollars to be competitive in that market.

Deanna: so because it's a common term it's too competitive?

Nathan: too competitive and I got to make an impact.

Deanna: okay so I think in terms of terminology when I first started learning about keyword research and SEO, my thought process was “you want to be competitive” but in the world of keyword research and SEO, too competitive is not a good thing?

Nathan: yes. It's too hard. Unless you have some kind of crazy budget you know when somebody in Iowa types in real estate you're going to be on top of the list. I mean it's just very hard, it's going to be very very large companies that already own this and that have already develop this strategies ... and that comes on anything, I mean like landscaper, same thing. You put in landscape, that's going to be a very big realm. Very competitive word. Because it's very plain so what you're going to do is get specifics. So if you're in an area like Phoenix, Arizona you're going to want to be in one of the suburbs or something like that or in an area like Pasadena for instance. You know, that small, even if you can get even smaller that would be ideal because now you're just looking at landscaping in general vicinity and the competitiveness comes down.

Deanna: okay so if you're searching, if your doing like if you're doing a Google keyword planner tool search and you put in “real estate” and it shows you that its super competitive but it will give you suggestions based on your website.

So in a Google keyword planner tool, you put in the keyword, you put in your website, and then you hit go and then it gives you the term you searched for and then here's suggestions based on [inaudible] site, we looked at your keyword and here's what we suggest.

Nathan: right

Deanna: so you want what type of keyword then?... like high, medium, low

Nathan: it really depends on the business, you know. Because if you're an ecommerce store that's completely different than if you are a local business that generally you know it's like you walked in or you're selling something or you're selling a service. Those are two different things. You might have to just abandon SEO altogether as far as like that being a major strategy and go with some like paper click. And we'll talk about that towards the end the value of figuring out how much a keyword is worth to your business. How much money brings in for you, before you need to be under that in order for you to make a profit.

Deanna: so that rolls in to the next point that you've got. What kind of business are you?

Nathan: yeah, what kind of business are you? What type of business are you determines what type of customers you are looking for. So if you are a Froyo shop in your town, you're not going to be looking to optimize to get people from Froyo in like Boston or Detroit because that's highly unlikely that's going to become a customer of yours. So you want to be...

Deanna: well maybe if they see you've got a wicked good Froyo,

Nathan: wicked good come across all over the country.

Deanna: they're going to leave and come and have some Froyo. I'm not personally a Froyo fan but...

Nathan: I just used that as an example. I forgot you're not a froyo fan, or chocolate for that matter. We're just talking about that audio gurus ...

Deanna: toss me some sour patch kids and I'm a happy lady.

Nathan: that's true sour patch kids

Deanna: so you want to optimize for what type of customer is going to be looking for your business?

Nathan: right

Deanna: Versus what you think people might be...

Nathan: right, if you're an ecommerce and you sell widgets, you'll be able to know if people is going to be searching for blue widgets or red widget and how successful those are. If you are a froyo place for instance you know if somebody typed in, in our case Santa Clarita Froyo or frozen yogurt or ...

Deanna: yeah widgets are hot this season I hear. Widgets are a big thing. But you also want to take a look at your competition.

Nathan: right. Correct.

Deanna: and that's analyze the website you're looking for in now. So you want to look at your competition, you don't want to ignore what they are doing and just go like "I'm going to do it better"

Nathan: right. Don't fight the data. The data doesn't lie. It always tells you the truth. It tells you what people are searching for. It tells you how competitive it's going to be if it's going to be realistic you know otherwise you're going into battle. Like you're going to try to be ranked for frozen yogurt the word, you are going to have a bad time. You just be setting yourself up for failure. You're going to put a lot of money to it.

Deanna: that's going to be a bad time.

Nathan: you're going to have a bad time. Yeah

Deanna: well that also plays into something else that I noticed. A conversation that comes up a couple of times with clients and also in the trainings that I'm doing is people shy away from wanting to be found when people are searching

for their competitors. So let's talk about that a little bit. Let's say for example in a Google AdWords campaign, right, you've got your keywords in Google AdWords, and not to confuse everyone, but you have keywords that you optimize and Ad campaign for. But then you also have negative keywords.

Nathan: yes the negative keywords

Deanna: that you can put into an Ad campaign on Google AdWords and that means that when Google is taking to look at your Ad they're going to make sure that your Ad doesn't show up.

Nathan: correct

Deanna: so you can optimize and like anti-optimize

Nathan: right. Well one example, I did work for a client a few years ago, that was called Atlas braces and basically what those were like motorcycle, like you have the helmet, off road, they're almost like shoulder pads but they basically keeping you from breaking your neck if you fall off.

Deanna: that's awful.

Nathan: yeah so

Deanna: note to self

Nathan: yeah you want this guys. But the thing is they're looking for a particular customer. Motocross somebody's interested in, somebody who is looking for Atlas' maps, you know, they don't want that.

Deanna: what? But you need safety when they're looking at your Atlas so you could get a brace so you don't whiplash.

Nathan: well that's one way of looking at it, I think you're going to waste a lot of money knowing...

Deanna: I'm just saying. You have to think outside of the box Nate.

Nathan: so they would want to say "hey if you're looking for Atlas maps or anything in that realm were not what you're looking for because you don't

want to waste your time, you don't want to spend dollars putting ads in front of people that aren't the audience". So that's one to use it, but for instance your competition or something like that that you know you would not want that at all. Somebody is looking at your competition and you want to come up.

Deanna: you want your Ad or your business to pop up. Because you want... I forget what the business was and I think I took notes on it but I totally don't remember, but I was searching for something and one the ads popped up and it was, give us a try before you use - and I forget who it was. I think I was looking at landing pages or something like landing page tools, and I can't remember who it was did it well so I don't want to give false credit to someone who didn't do it well. But it was the top ad that popped up. I was actually looking for another tools, blog post on something that they had put up and I wanted to share it with one of the Facebook groups that I run. And I was so excited I was like that's so cool I should take a screenshot of this and I think my phone ring and I walked away. So, that type of thing when you're optimizing an ad to help you, that keyword research can you be found when people are looking for your competition and for the blog things like that. So be very thoughtful about like Nate's example where you don't want to be found on something that has nothing to do with your business so that's totally acceptable. But also you want to be found when somebody is looking for your competition.

Nathan: right, you're selling apple pies and you don't want come up when somebody's looking for an Apple iPad.

Deanna: or maybe because a lot of these people are hungry. I personally would prefer a cherry pie so I won't have that problem because I don't like apple pie. I don't kind a lot of things that people are...

Nathan: we're learning all kinds of stuff

Deanna: I'm just, I have a lot of food dislikes.

Nathan: best of it she's going to air her grievances on chocolate and apple pie

Deanna: I'm making a list and I'm checking it twice.

Deanna: okay moving on, so are there many ads running for the word?

Nathan: yeah so when you type it in, if there are five or six ads on the side that's probably a tip off that that's a highly lucrative conversion prone keyword

Deanna: okay so is that a good thing or a bad thing?

Nathan: its good but it might mean you're going to have to pay a little bit more for the ads

Deanna: so you're probably looking for like a five dollar...

Nathan: it could be, it depends. And that's the thing, you want to run the experiment to figure out this over a minute. But is it worth it? How much is this keyword worth to your business? Because if it's five box and its worth 10 box to your business, yeah the five box is worth it.

Dean: absolutely

Nathan: totally worth it.

Deanna: okay so we're running out of time so we got to move quickly.

Nathan: okay

Deanna: so you want to run sample campaign for keywords. This is something I talk about regardless if it's Google AdWords, Facebook, Twitter, you don't want to blow you're...

Nathan: right and in order to collect the data you want to use something, you want to use the exact match feature. You want to put it on a relevant page. This way you know you have hard data that like, look this word is converting for my business or it isn't. Like you want to be able to ... maybe you get a thousand impressions and you send a hundred people to the page and you get zero conversions. Maybe you'll going to ask yourself either that one, this word isn't working out for me or two maybe the page I'm sending it to is confusing

or loading slow or not appealing and people are bouncing you got high bounce rate.

Deanna: right. Like when you're optimizing for any type of ad like social media ad or Google AdWord you want to make sure that you're directing the traffic to the optimum place for your client to make the transaction. So if you're selling a variety for different versions of your product on one page don't send them on the homepage of your website. If you have a landing page just send them there if you're looking to do sending lead capture for whatever it is that you are offering. So make sure that you're directing your campaigns to a specific spot and you're testing

Nathan: right

Deanna: people tend to get impatient and they want quick...

Nathan: instant results

Deanna: quick rate of return on whatever it is that they're doing. But you have to remember that if you've done nothing at all and you have no data to say "okay here's what we did before and this works really well" you need to do that research to say "okay here's what we're doing and its working really well" or "hey this is what we're doing it it's just completely just a times up let's just move on to something else". And then the last point that we want to talk about today was possessing the value of the keyword

Nathan: right so...

Deanna: how do you do that?

Nathan: so this is how you do that. So after you're running the sample campaign, you point it to exact page and it's not giving a sort of scattered sort of thing, you know the Ad maybe generates say 2,000 in one day. And then out of that you get a hundred of visitors and maybe five of those convert giving you \$200 in profit. Now, you want to make sure that's profit and not revenue

because those are two totally different things.

Deanna: Okay Marcus Lemonis speed it up.

Nathan: that law of the profit. So this would give you the value, you would take the profit minus the... or divided by the visitors. And that means that word would be worth \$2 to your business. So you want to make sure you are not paying more than \$2 for that.

Deanna: okay so were going to make Nate put that together like a cute little graphic for that one because my mind just went... that's like so much information that I think is really valuable. So we'll find a way to illustrate that one really well so in the show notes we'll have something that you can see that's math, because I don't do math. I'm a creative person.

Nathan: so assuming that its conversion, but at the same time this is where you want to look at am I bouncing? Am I getting no conversions?

Deanna: right

Nathan: Maybe it's not the word. Maybe it's the website.

Deanna: alright so we will have a more in depth information in the [show notes](#) in the [blog](#) post make sure that you're [subscribing to the podcast](#) thesociallifepodcast.com find us online on your social media facebook.com/starksocial, on [twitter](#) and Instagram [@starksocial](https://www.instagram.com/starksocial). If you got questions about the show because that was a ringer for me email us at hello@starksocial.com and if your brain exploded I'm sorry go have another drink. We'll see you next time on the social life.

[Program CBB]

[End]

