

# How To Do Keyword Research In 1 Hour (Without Any SEO Knowledge)

WEBINAR TRAINING ON:

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Thursday, March 21<sup>st</sup>, 10:00PM Eastern  
Thursday, March 21<sup>st</sup>, 9:00PM Mountain  
Thursday, March 21<sup>st</sup>, 8:00PM Central  
Thursday, March 21<sup>st</sup> 7:00PM Pacific

ATTEND THE WEBINAR TO GET THE ANSWERS AND FILL IN THE BLANKS:

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### **Part 1: Introduction**

How To Do Keyword Research  
How to Analyze Top 10 In Google

### **Part 2: Why Is This Important?**

Competition research  
Demand research  
Will you waste your time

### **Part 3: What Are The Components?**

Location  
Matches: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Search Volume  
Cost Per Click  
Google Trends  
Main Keyword vs Long-Tail  
List Of \_\_\_\_\_ Keywords

### **Part 4: On-Site : What Do You Measure?**

URL  
Title  
Description  
H1  
Pagerank - (Average PR #)

### **Part 5: Off-Site : What Do You Measure?**

# of Links PR of Links  
.edu / .gov  
DMOZ directory  
Yahoo directory

### **Part 6: Telling A Story From The Data**

No tool is perfect, there is no right answer  
The growing value in \_\_\_\_\_  
Developing a \_\_\_\_\_  
NEVER build your business based on \_\_\_\_\_

### **Part 7: Tools Of The Trade**

Google Keyword Tool  
SERP IQ