

# From the keyword-idea to the top ranking

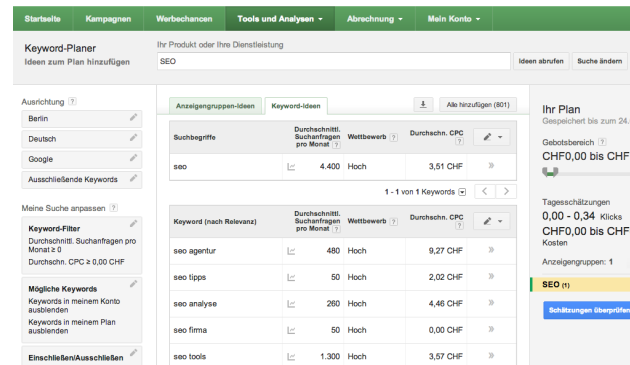
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## Find keyword inspiration with the Google Keyword Planner

It all starts with thorough keyword research. Choosing the right keywords is critical to the success of your web project. Search for keywords that would attract potential customers and that are searched for at least 200 times a month. In addition, the amount of strong competitors for that specific keyword should be as low as possible.

**Note:** The term «Keyword» also refers to groups of words, i.e. keywords that consist of several words. E.g. «Cheap holiday hotel Mallorca» is a keyword.

**Link:** You can find the Keyword Planner in the menu under "Tools and Analysis" at [adwords.google.com](https://adwords.google.com)



The screenshot shows the Google Keyword Planner interface. The search term is 'seo'. The results table is as follows:

Suchbegriffe	Durchschnittl. Suchanfragen pro Monat	Wettbewerb	Durchschn. CPC
seo	4.400	Hoch	3,51 CHF

Keyword (nach Relevanz)	Durchschnittl. Suchanfragen pro Monat	Wettbewerb	Durchschn. CPC
seo agentur	480	Hoch	9,27 CHF
seo tipps	50	Hoch	2,02 CHF
seo analyse	260	Hoch	4,46 CHF
seo firma	50	Hoch	0,00 CHF
seo tools	1.300	Hoch	3,57 CHF

### It's faster with SEcockpit

SEcockpit is our high level keyword research tool. Find new keyword ideas and corresponding competition faster than with any other tool.

**More information:** [secockpit.com/ltam](https://secockpit.com/ltam)

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## Buy a domain

Once you have compiled a selection of 5-10 keywords, purchase a domain for your website. Ideally, this domain should contain your main keyword - but that's not mandatory.

**Link:** To purchase domains we use [www.lawrencetam.net/nc](https://www.lawrencetam.net/nc)

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## Create a website and optimize it, for example with Wordpress

Now we create a website. Wordpress is a free website editor which we can recommend for this. Make sure that your keywords are included in the page titles and page descriptions (meta description). Of course, keywords should also be included in the texts on the website. Pay special attention to the exact spelling of the keywords or keyword groups.

**Link:** [www.wordpress.com](https://www.wordpress.com)

### Empower Network

Provides affiliate blogging with mobile integration

**More information:**

[www.33andRetired.com/?pdfsec](https://www.33andRetired.com/?pdfsec)

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## Publish the website and have it indexed

Is the main content ready? Then what are you waiting for? Publish your website! In order for it to be cleanly indexed in search engines right from the start, you should set up a profile in «Google Webmaster Tools» for your website (link: [www.google.com/webmasters/](http://www.google.com/webmasters/)). This tool provides useful suggestions for optimizing your website, and also for statistics. Additionally, you can click on the gear icon in the top right corner of your website's profile, then click on the menu item "Site Settings" to set up the following basic settings:

**URL with or without 'www':** Make a choice between one of the two options, so that Google will always index and show your address in the same way. In order to do that, you need to create a profile for both versions, one with and one without 'www'.

**Geographic target:** If your website is multilingual, you should create a separate profile for each language option, and assign each the corresponding geographical target. Then Google will show the most suitable search results in the different countries.

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## Promote the website, build backlinks

Now we need to make the website well-known in the internet. The best way to do that is still to build backlinks, i.e. to spread links across the internet that link back to our website. In order to find out where our competitors get their links, we use our tool «Backlinks Spy». By doing that, we can get an idea of where to start with our own link building. As a free alternative, you can also use the «Bing Webmaster Tool».

### Links:

Analyze existing backlinks: [www.bing.com/toolbox/webmaster](http://www.bing.com/toolbox/webmaster)  
Backlink Spy can be found here: [swissmademarketing.com/ltam/b/](http://swissmademarketing.com/ltam/b/)



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## Analyze traffic and uncover potential

In time, more and more visitors will find their way to your website. Now it's important to analyze your visitors (especially their origin), in order to discover potential ways to get even more visitors.

Install the free analysis tool «Google Analytics». This provides you with a detailed evaluation of your visitors. In the menu, under

**Traffic Sources > Sources > Search > Organic**, you can see which keywords led your visitors from search engines to your website.

**Link:** [www.google.com/analytics/](http://www.google.com/analytics/)

### With Traffic Analysis against «not provided»

Unfortunately, Google Analytics doesn't show all of the origin-keywords but hides them behind the entry «not provided». For this reason, we have developed Traffic Analysis. This tool reveals many of these «not provided» keywords, thanks to additional data sources.

### More information:

[swissmademarketing.com/ltam/t/](http://swissmademarketing.com/ltam/t/)