

The Internet Entrepreneur Club's

# INTERNET PROFIT REPORT

JANUARY 2009 EDITION

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Your monthly Internet marketing update: insider tips — industry news — expert knowledge

## Increasing your sales, clustering, and more!

Dear Club member:

Happy New Year to you! I hope you had a pleasant and relaxing holiday season, and are ready to tackle the challenges of 2009. I think it's going to be a great year!

In this first Internet Profit Report of the year, we've got all kinds of useful articles for you. First off, we'll be talking about how to create landing pages that rank high in the search engines and turn click-throughs into customers! Creating unique landing pages for your products can be a very effective way to drive highly targeted traffic to your site. Check out this article for a ton of tips.

We've also got an article on clustering. Now, don't panic! This might sound a bit confusing... but when you're doing keyword research, this is just a logical next step in the process, where you organize similar keywords into groups, or "clusters" so you can zero in on potential "niche" markets. Remember — keyword research is a cornerstone of successful Internet marketing, so you don't want to neglect it. This article will

show you how to cluster your keywords to maximize their value.

To help you keep on top of what's happening in the Club member community, we're featuring a couple of really useful Q&A samples this month, and an article on driving traffic to your site with your keywords.

Of course, we've also sifted through the junk to find Industry News items for you. And to wrap things up, we've included a fun crossword puzzle — it's not too hard, but it'll get you thinking.

For our Elite club members we've included an insert on long-tail keywords... something we get a LOT of questions about.

This month's interview is with Jason Potash. Jason is an expert at generating free traffic through article marketing and leveraging web content. He runs several thriving membership sites and through his training and powerful software such as Article Announcer and Content Composer, has taught thousands of entrepreneurs how to use content as the cornerstone to drive

more traffic, get higher rankings and boost profits.

Here at IMC, we've always recommended writing and distributing articles in your area of expertise as a great strategy — it's one of the most effective methods of improving your search engine ranking, and establishing your credibility as an expert in your field. But Jason says it's a strategy that just keeps getting better and better!

So put that CD on right now, get a pen, and listen as Jason spills the beans about making the most of article marketing on the Internet.

That's it for this month — I look forward to working with you to make 2009 your most profitable year yet!

To your success,

Derek Gehl, CEO  
The Internet Marketing Center



# How to Create a Landing Page that Ranks at the Top of the Search Engines... and Converts Click-Throughs into Customers!

homepage, you risk losing that sale!

It's a proven fact that if your potential customer lands on your landing page and *sees the search phrase they were looking for*, they will stay longer on your site — which means a greater chance of them becoming a customer, lead, or opt-in.

Always remember that your visitors are looking for INSTANT gratification. If you can't answer "What's in it for me?" within the first eight seconds of their visit, you will likely lose the sale.

And as PPC advertising prices climb higher and higher, you need to make the best use of each click-through to increase your ROI!

So how do you create a landing page that sells?

## **STEP 1: Create keyword "groups" for each landing page**

The first thing you need to do is some keyword research. You can do this in your pay-per-click search engine of choice, or using a tool like Keyword Discovery or BeBiz.

Make a list of your best keywords for your subject — the keywords that your target market is searching for.

Then group your keywords by similarity, making sure each group

you create solves a particular problem for your audience. You'll want to create a separate landing page for each problem.

Let's say, for example, that you sell an eBook on dog training. You do your keyword research and come up with the following list:

- how to train a dog
- why train your dog
- how to train your dog
- how to potty train a puppy
- how to train a puppy
- gravy train dog food
- how to potty train a dog
- how to house train a dog
- train dog to sleep through the night
- how to train a puppy
- how to leash train a puppy
- how to house train a puppy
- how to train you dog
- how to crate train a puppy
- how to train a lab puppy

The next step is to go through this list and pull out the keywords that are similar, and that would make good landing pages. For example, you might decide to focus on three keyword groups like this:

### **Dog Training:**

- how to train a dog
- why train your dog
- how to train your dog

### **Puppy Training:**

- how to train a puppy

**A** landing page is one of the most effective tools you have for converting your click-throughs into sales. It's a page specifically designed to act as the page your visitors "land" on after clicking through your pay-per-click ad (or other kind of ad).

The reason landing pages work so well is that they focus on the EXACT problem your customer is trying to solve by clicking through your ad.

Think about it: you put all kinds of work into creating a great PPC ad, filling it chock full of exactly the right keywords to catch the attention of your target market and drive them through to your salescopy.

You bid on the targeted keyword phrases that your potential customers are searching for, and you pay that bid amount every time a visitor clicks through your ad.

And then what?

Well, if they simply go through to your

**Potty Training:**

- how to potty train a puppy
- how to potty train a dog

Then, all you need to do is create one landing page for “Dog Training,” another one for “Puppy Training,” and a third for “Potty Training.”

Of course, these keywords should also be the keywords you are bidding on in the pay-per-click search engines.

Always make sure the content of your landing pages reflects EXACTLY what your visitors will be looking for. If they click through an ad about “puppy training” and arrive at a landing page about “potty training,” they are likely to leave right away! (More on this “clustering” process on page 5.)

**STEP 2: Build your landing page with a specific action in mind**

When you’re building your landing page, focus all of your energy on getting your visitor to take ONE action.

Do you want them to sign up for your newsletter, buy your product, enter a contest, or give you feedback?

**Don’t complicate your page by attempting to do too much at once.**

Focus on the specific desired action, and use everything on the page to drive your visitor to take that action.

Make sure your navigation is not distracting or overpowering. Keep the process simple, and remove all clutter that detracts from your focus.

Imagine your potential customer is reading your landing page copy over your shoulder, and saying, “So what? What’s in it for me?”

Every step of your landing page should drive this potential customer toward the desired action. That means including plenty of benefits, and always including a call to action that TELLS your visitor what to do next.

**Step 3: Optimize your landing page for the search engines**

The very first thing your customers should see when they get to your landing page is your main keyword phrase as part of your headline. Of course, this is beneficial for search engine optimization — but try to make it as compelling as possible, too!

The key is to couple your keyword phrase with the biggest benefit your site has to offer. For example, if your main keyword phrase is “how to train a dog,” your headline could be...

**How To Train A Dog to Do Anything You Want — in the next 48 Hours!**

You’ll want to focus on your main keyword phrase (“how to train a dog”) in your copy, too, but try to work in some of the other keyword phrases in your group. That means you’ll want to use “why train your dog” and “how to leash dog” throughout your salescopy as well.

Here are some more great tips for optimizing your landing page for the search engines:

- Use your main keyword phrase to name the page location. For example, the page could be uploaded to [www.mysite.com/howtotrainadog](http://www.mysite.com/howtotrainadog).
- Include your keyword phrases

in your title tag and your meta description.

- Don’t forget about keyword density! Your copy should sound natural, but make sure you’ve got enough keyword density so the search engines will find you.
- Include some fun images — but don’t distract your visitors from the desired action! — and use your keyword phrases to name your images. Use the same phrase in your alt tags as well.
- Use formatting to emphasize your keywords! Use bold, italics, and highlighting to feature your keywords. This will help improve your SEO... but don’t forget to emphasize the benefits for your readers, too!
- HOT TIP! Use your keyword phrase in your call to action. For example, your call to action could say: [Click here now to order “How To Train A Dog to Do Anything You Want”!](#)

So now that you know what you SHOULD include in your effective landing pages, let’s have a look at what you need to avoid...

**Conversion killers: What NOT to do on your landing pages!**

There are a few simple mistakes that people often make on their landing pages... and they pay for them dearly. If you can avoid these four mistakes, your landing pages will be FAR more effective at converting your click-throughs into sales!

**Mistake #1:** Do NOT make users have

to register to see more information. Google AdWords frowns upon this practice, and will usually either disallow your keyword, or raise your cost per click on that keyword.

**Mistake #2:** Do NOT use duplicate content on your landing pages! Make sure all the information on your landing page is unique — NOT duplicate content given to you from affiliate sites

or manufacturer descriptions. Duplicate content can severely damage your search engine rankings.

**Mistake #3:** Do NOT forget to have an opt-in offer to collect email addresses on your landing page! Offer your visitors an incentive, like a newsletter, eBook, or email course so you can collect their email addresses and market to them again and again

after they leave your site!

**Mistake #4:** Do NOT forget to TEST your landing page! Testing is the key to the success of any online endeavor, and with PPC advertising and landing pages, it's absolutely crucial! Test different headlines, different keyword groups, different salescopy, and different offers until you get the results you're after!



## **A Member Forum Question**

### **“I Have Multiple Domains... What Should I Do?”**

*Question: I recently purchased 9 domain names that all contain the main search keywords in my area. I am wondering what the best strategy would be to use all of these domains.*

*For example, should I use 1 for the main sales site, 1 for the blog (should I have multiple blogs?), should I have several other sites with opt in and free reports, other sites with unique sales copy, or other? I just want to make the most of these domains.*

*I have a tremendous amount of articles, tips, videos and other resources available... should I split up that content or use all on one site?*

*Thanks,  
Ocphysique*

Hi Ocphysique,

Excellent work being on the ball enough to snap up domains for your main keywords so they can't be taken by competitors at a later date! I can see you're serious about SEO, which is fantastic.

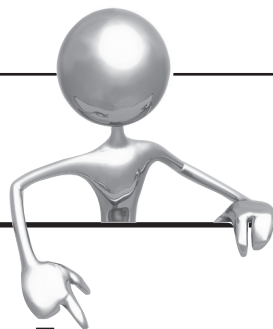
So, what to do with your domains? If the domains contain *similar* keywords (e.g., marketingtips.com; marketingtipsletter.com; greatmarketingtips.com), then you will want to set up **one** domain as your main sales site and have all the others redirect to that site.

This is because each of those domains will be in competition with each other for your keywords. If you use them all independently, you'll be in competition with yourself! And that makes no SEO sense at all.

Running many sites is also much more labor intensive than running one. For instance, getting links for nine domains is going to be much less effective than putting all that effort into a single domain. However, if your content is quite varied then you may use more than one domain.

Keep your articles, tips, videos and other resources under the one main sales site (giving each one a dedicated landing page) so you can optimize each piece for your keywords.

Thanks!  
Geoff D



# Keyword Clustering 101...

**Y**our keyword research data is like a bowl of jelly beans. Each topic (or intention) is like one color of a jelly bean. If I asked you how many of each color there are in the bowl could you tell me?

What you would do to count them is lay the jelly beans out and put all the reds in one pile and blue in another and so on. That way you'd know how many you have of each.

You can do the same thing with your data. Here's an example of a cluster:

Keyword Searched	Monthly Searches	Cluster
how to build a dog house	703	dog house
how to build a dog kennel	300	dog house
how to build a dog box	140	dog house

These phrases above all state the same problem and that is to build a place to keep your dog. Even though the questions are slightly different *they all have the same intention*. That means we have found *one very specific problem that we can solve*.

## Build a strong business by keyword clustering

Remember, the reason we do keyword research is to determine:

- What are people seeking solutions to when they go to a search engine?
- What phrases or words do they use when searching?

By clustering we can further uncover:

- What specific problems can we identify?
- What is the level of demand for these problems?

In other words, is there a group of people out there searching for the solution to a specific problem? That's the key to finding a *niche market*.

The problems you discover by clustering will be the **foundation of your business**. They will:

- Shape your product
- Shape your salesletter, since what could be better than knowing exactly what your audience is searching solutions to?
- Shape how you plan to deal with the search engines
- Shape all your online marketing

Clustering is the last stage of your keyword research. But clustering — and keyword research in general — is problematic for a lot of people. So I'll briefly review the process, then I'll show you how to get all those "jellybeans" in separate piles... and see which piles are the biggest and tastiest!

## Start with keyword research

We'll start with an interest: dogs. We

know a lot about them and would enjoy being in a business that deals with them in some way.

### Step 1: Find problem statements

Go to the Google AdWords Keyword Tool at <https://adwords.google.com/select/KeywordToolExternal>. Enter your interest along with "how" (how dog). In other words, you're asking the keyword tool to look for actual Google searches that have asked *how to do something in the area of dogs*.

You'll get a huge list, including:

- draw a dog
- dog breeding
- measure a dog
- make dog food
- choosing a breed of dog
- identify dog breeds
- dog training
- sell dogs... and hundreds more!

### Step 2: Find an area

The variations are nearly endless! But at least now we can narrow our search down to one or two specific areas that appeal to our interests and skills.

Let's choose "dog training." Is that a niche? No way.

The *first problem* with "dog training" is that there's **far too much competition** for the phrase. If I want to get into the market of "dog training" I would be

competing with 8.62 million pages on the Internet. Yikes!

I would rather *dominate a small market* than get a tiny slice of a huge market. This is a very important point if you are new Internet marketing.

The *second problem* with “dog training” is that it is still a very broad phrase. When I say too broad, I mean **this search term is too unfocused**.

The keyword phrase “dog training” is only scratching the surface because it is hard to understand the true *intention* of the searcher.

This is a very important point! You have no idea what a person searching for “dog training” really wants, so it is nowhere near specific enough for you when you’re looking for a market.

But it *is* a great way to test that you have drilled down far enough into your keyword research. There are *many* specific problem statements under the topic of dog training.

What makes people want to search for this in the first place? I want to know *all* their problems. Do they need to train their dog to stop barking? Do they only want to housetrain their dog? Are they looking to train their dog for competition? Do they want to become professional dog trainers? Etc.

You could easily create a different product for each of those problems. So let’s look for a **small market with very specific needs**.

### ***Step 3: Generate keywords***

There are millions of searchers out there, all with different ways of saying the same thing.

Now that you have identified an interest (dog) and an action (training), you will want to consider how many ways you can state that problem so you cover all the unique types of searches your market does.

By using a thesaurus or your keyword research tool (BeBiz, Keyword Discovery, or Wordtracker) you can find synonyms for both your interest word and your action word. Eg:

- Dog = puppy, doggie, canine, doggy, small dog, hound, coon dog, show dog, old dog...
- Training = teaching, teach, instruct, obedience, obey, housebreak, stop, prevent, skills...

When you plug those variations into your keyword tool, you get an enormous list of the live searches that have been done in the search engines using these keyword combos. These are the problems that people are actually looking to solve online.

NOW you’re ready to cluster.

### ***Step 4: Cluster to find a niche market***

Take a look at the list on page 7. These are the exact problems and intentions of the people searching, and you’re also seeing how many searches are done monthly for each problem.

The purpose of clustering is to sort all the problem statements that mean the same thing, and then add up the total monthly searches for each problem cluster to see which ones show the most potential.

In BeBiz you can do this within the program. In Keyword Discovery or Wordtracker you need to export your list as a CSV file (comma-separated values) to a spreadsheet, and follow these three steps.

1. Assign each problem statement an “intention” in the Cluster column
2. Sort the list by intention so you have all related problem statements “clustered” together
3. Total the monthly searches for each cluster to see which ones have the most searches

At this stage you might see that some of your results could be broken down even further to get at even more specific problems. For instance, you still have a lot of searches for “how to train dog to hunt” questions. But within that list you can see more-focused possibilities, e.g., how to train a bird dog.

Remember, the more specific the problem, the more effectively you can market your solution.

So continue to “drill down” when you spot a potential niche market. Go back to Step 3 and generate more synonyms for the cluster you’ve identified. Run them again and group the results into smaller, more-focused clusters.

Don’t worry too much about the monthly numbers. Look for clusters with a lot of different problems. Identifying a niche market and generating product ideas that can solve that market’s problems is challenging, but it’s also rewarding! By clustering, you can find where the DEMAND is. But keep in mind *you need to find a market that is not being serviced properly* or at least has room for you. In other words high demand, low supply.

So, after clustering, the next step is to check out the competition! When you have discovered a market that needs something you can offer them, and a product or service that will fulfill that need, you’ll be well on your way to establishing a profitable business! ✕

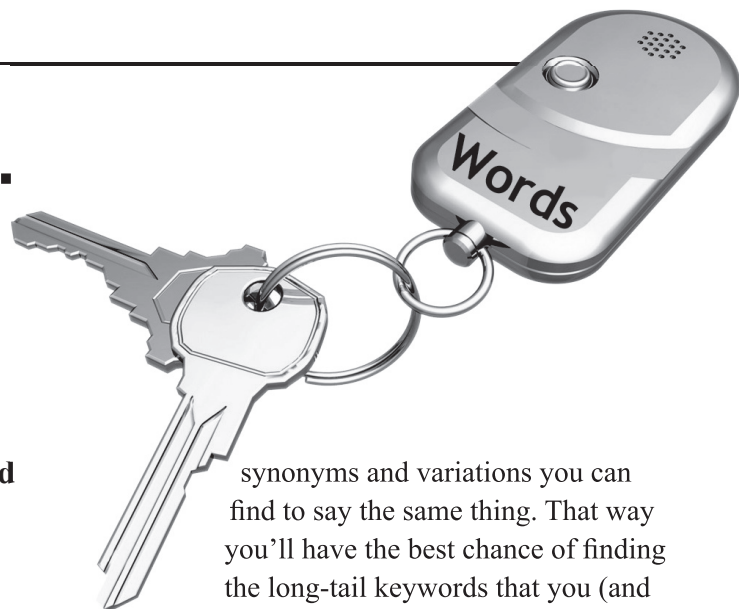
# Clustering Example

(Note: this list is far smaller than would actually be returned to you)

Keyword (How to)	Monthly	Cluster	Keyword (How to)	Monthly	Cluster
train a hunting dog	22	hunt	train a hunting dog	22	hunt
stop a dog from barking	17	bark	train bird dog	42	hunt
stop dog barking	30	bark	teach a dog to blood trail a deer	17	hunt
teach a dog to sit	20	basic	train a dog to hunt	17	hunt
stop dog from shedding	42	shed	<b>Total = 98</b>		
train bird dog	42	hunt	stop a dog from barking	17	bark
train a service dog	42	service	stop dog barking	30	bark
potty train dog	28	housebreak	teach a dog not to growl	17	bark
stop a dog from playful biting	42	play	stop dog from barking	22	bark
stop dog from eating feces	20	habits	stop my dog from barking	20	bark
house train a dog puppy dogs	20	housebreak	stop your dog from barking	22	bark
train a puppy to be a guard dog	40	guard	<b>Total = 128</b>		
teach your dog to play fetch	17	play	stop dog from shedding	42	shed
teach your dog to be protective	29	guard	<b>Total = 42</b>		
teach a dog to roll over	17	play	train a service dog	42	service
teach a dog to blood trail a deer	17	hunt	<b>Total = 42</b>		
teach a dog not to growl	16	bark	potty train dog	28	housebreak
whistle train your dog	27	whistle	house train a dog puppy dogs	20	housebreak
house train your dog	56	housebreak	house train your dog	56	housebreak
train my dog	27	basic	house break a dog	49	housebreak
house break a dog	49	housebreak	potty train an elderly dog	42	housebreak
stop dog from biting	42	bite	house train an adult dog	28	housebreak
potty train an elderly dog	42	housebreak	potty train a small dog for free	29	housebreak
house train an adult dog	28	housebreak	<b>Total = 252</b>		
train a dog to do tricks to a whistle	42	enclosure	stop a dog from playful biting	42	play
teach a dog not to chase chickens	20	chase	teach your dog to play fetch	17	play
stop a attacking dog	17	dog attack	teach a dog to roll over	17	play
potty train a small dog for free	29	housebreak	<b>Total = 76</b>		
become a police dog trainer	17	trainer	teach your dog to be protective	29	guard
stop dog from barking	22	bark	train your dog to attack	18	guard
train a dog to hunt	17	hunt	<b>Total = 47</b>		
leash train a dog	30	basic	whistle train your dog	27	whistle
stop my dog from barking	20	bark	train a dog to do tricks to a whistle	42	whistle
stop a dog from biting	42	bite	<b>Total = 69</b>		
train a deaf dog	42	disability	stop dog from biting	42	bite
train your dog to attack	18	guard	stop a dog from biting	42	bite
stop dog from chasing bicycles	17	chase	<b>Total = 84</b>		
stop your dog from barking	22	bark	teach a dog not to chase chickens	20	chase
			stop dog from chasing bicycles	17	chase
			<b>Total = 37</b>		
			train a deaf dog	42	disability
			<b>Total = 42</b>		
<b>SORTED LIST</b>					
teach a dog to sit	20	basic			
train my dog	27	basic			
leash train a dog	30	basic			
<b>Total = 77</b>					

# Driving Your Traffic...

## How Keyword Research Keeps Working Long After You've Found Your Niche!



“**K**eywords are not *key words* unless you know how to use them.”

That's what a client once told me after we had discussed the strategy behind the extensive research he had conducted for his business.

I'd explained that his keyword research was not only going to be the basis behind finding a great market, but also to attracting that market — from his salescopy to his search marketing.

And that's when he had one of those amazing AHA! moments, when it all became so clear and his future started to look brighter than he could imagine. So let me tell you what I told him.

### 1. Type and quantity matter

When we say *keywords*, we're talking about whole phrases. And we don't mean just one or two words per phrase, nor do we mean one or two keywords in quantity. We are usually referring to phrases containing three to six words or more... and *many* of those phrases.

These “**long-tail**” keywords (**phrases with 4 or more words in them**) are and always will be your golden eggs. They are easier to take claim over when it comes to search engine marketing, because the majority of your would-be competitors are NOT focusing on them the way you will.

### 2. Strategic keyword research makes the difference

Your keywords must be researched properly if you expect to find any that will go to work for your business. Wherever possible you should aim to find **niche keywords** as your first priority. Niche keywords clearly indicate that you have found a “**group of people looking for a solution to a problem and not finding many relevant results.**” This way you have narrowed the competition and enabled an easier climb to the top.

### 3. Synonyms open up the field

Because the Internet is open to the WORLD, there will be many people seeking the same information, but in various ways. “Common speak” is different everywhere. Not to mention, there are singulars, plurals, irregular formations for noun plurals, as well as many adjectives and superlatives, verbs and adverbs and so on.

The good news is, you don't need to be an English major to find these differences... use [www.thesaurus.com](http://www.thesaurus.com). Any common word you enter into the thesaurus should return a multitude of synonyms to match.

Your duty then, when querying the keyword tools for data, is to use all

synonyms and variations you can find to say the same thing. That way you'll have the best chance of finding the long-tail keywords that you (and your competitors) might not have thought about.

Then... you concentrate on the long-tail keywords with the lowest competition but the highest number of searches.

THOSE keywords will be your TOP keywords.

### 4. Keywords belong absolutely EVERYWHERE

You will interlace your top keywords **throughout your salescopy and content** as frequently and as naturally as possible. You'll put them in **strategic places in your HTML code**. You'll create **pay-per-click ads and corresponding landing pages** around them. AND you will use them to anchor **external links back to your site** from your articles, blog entries, and any social networking you do online.

So in short... your keywords are a HUGE deciding factor behind your site copy and Internet marketing strategy. Use the right keywords the right way and you'll see a surge of targeted traffic.

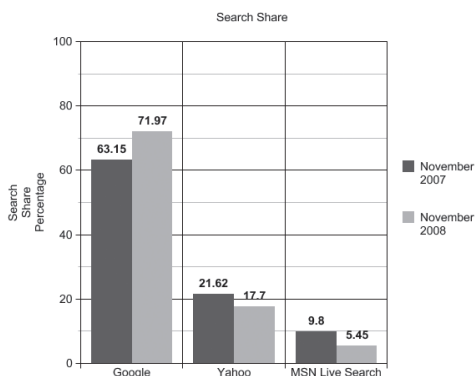
Is it time to review your keywords? ✕

# Industry News

**W**e always want to make sure you're ahead of the curve, so here are the top industry news stories from the last month...

- **Google's search crown gets bigger, shinier**

Google continues to grow its massive search share, accounting for almost 72% of all searches conducted in November 2008, according to [a new report by Hitwise](#).



Google's continued rise is at the expense of Yahoo search and MSN Live Search, which both saw their numbers drop as compared to November 2007.

The Hitwise report is from a sample of 10 million Internet users.

- **Chat with your customers online**

A recent report by OTX Research shows that people *really* like to communicate online with brand representatives. The people surveyed in the report said

that after a chat with a brand representative:

- » 67% would pass info from the conversation along to others
- » 63% would share their opinions about the brand
- » 62% value the information from conversation with a representative more highly than information from ads
- » 57% were likely to take action

...so fire up your blog, set up those social networking profile pages, and engage with your customers!

- **YouTube adds Sponsored Videos**

YouTube has added a "Sponsored Videos" section to the front page. Currently available only to users in the US, Sponsored Videos are like AdWords for YouTube videos.

To get started, just choose one of your uploaded videos. You can fill in your promotional text, and choose keywords for your video (the keywords have to match the video you're promoting, of course).

YouTube offers keyword suggestions based on your video's description, any comments it's received, and the search terms other people have used to find it.

As with AdWords, you can control your daily budget and the maximum cost per click you're willing to pay for the promotion.



- **Microsoft's Live.com getting sociable**

If online socializing is a big part of your marketing, Microsoft just made it easier by adding an all-in-one social media manager to the Live.com search engine.

Live.com users will be able to add third-party (i.e., non-Microsoft) Web 2.0 services to their Live.com profiles, such as Flickr, LinkedIn, Twitter, Photobucket, and over 40 others.

You can interact with and **manage your social media profiles for those sites directly from Live.com**, and as you share photos, update profiles, and write posts, your activities are published to your Windows Live network feed.

You won't be able to do everything, though. The outside social media sites determine what shows up on your Live profile and what doesn't, so you may still have to go directly to LinkedIn or Flickr to see what your friends are up to.

## A question from the member forum... "I'm confused about density!"

It can be tricky to know just what keywords you should be optimizing, and how many times your phrases should appear on the page! SEO Expert Nicole E discusses keyword similarities and density with club member Elisa to clear up some of the confusion.

**Question:** Hi Nicole,

A quick one (3 actually):

1. I know we are supposed to optimize a page for 2 - 4 keywords tops, but here is my doubt... Wordtracker came up with a bunch of VERY similar good keywords for me (e.g.: "management software," "software of management," and "software for management"...).
2. Should I consider each keyword different from the other and count each of them as one of the 4 allowed? Or should I consider the 3 keywords above as just one?
3. Also, what is the deal with spelling mistakes? Does it pay to optimize for a misspelled word?

Last bit: if Wordtracker comes up with extremely long keywords (up to 15 words!), can I still optimize for that phrase, or can you think of any pitfalls with doing that?

Elisa

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**Answer:** Hi Elisa,

Google does count each of those keyword phrases as different phrases, so I use two per page even if they are similar.

Also, Google counts words that are capitalized and uncapitalized as the same.

I would only use a misspelled word once in your copy with something like "commonly misspelled as..." And don't forget to add the misspelled word to your meta keyword tag!

With regard to the long keyword phrase Wordtracker suggested, I'd be willing to bet that phrase was computer generated not a real keyword phrase at all.

Best regards,  
Nicole E

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**Question:** One more question:

What is the ideal density of keyword appearance on the text of my page... I vaguely recall a 7% but I'm not sure, could you please confirm?

Thanks!  
Elisa

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**Answer:** Hi there,

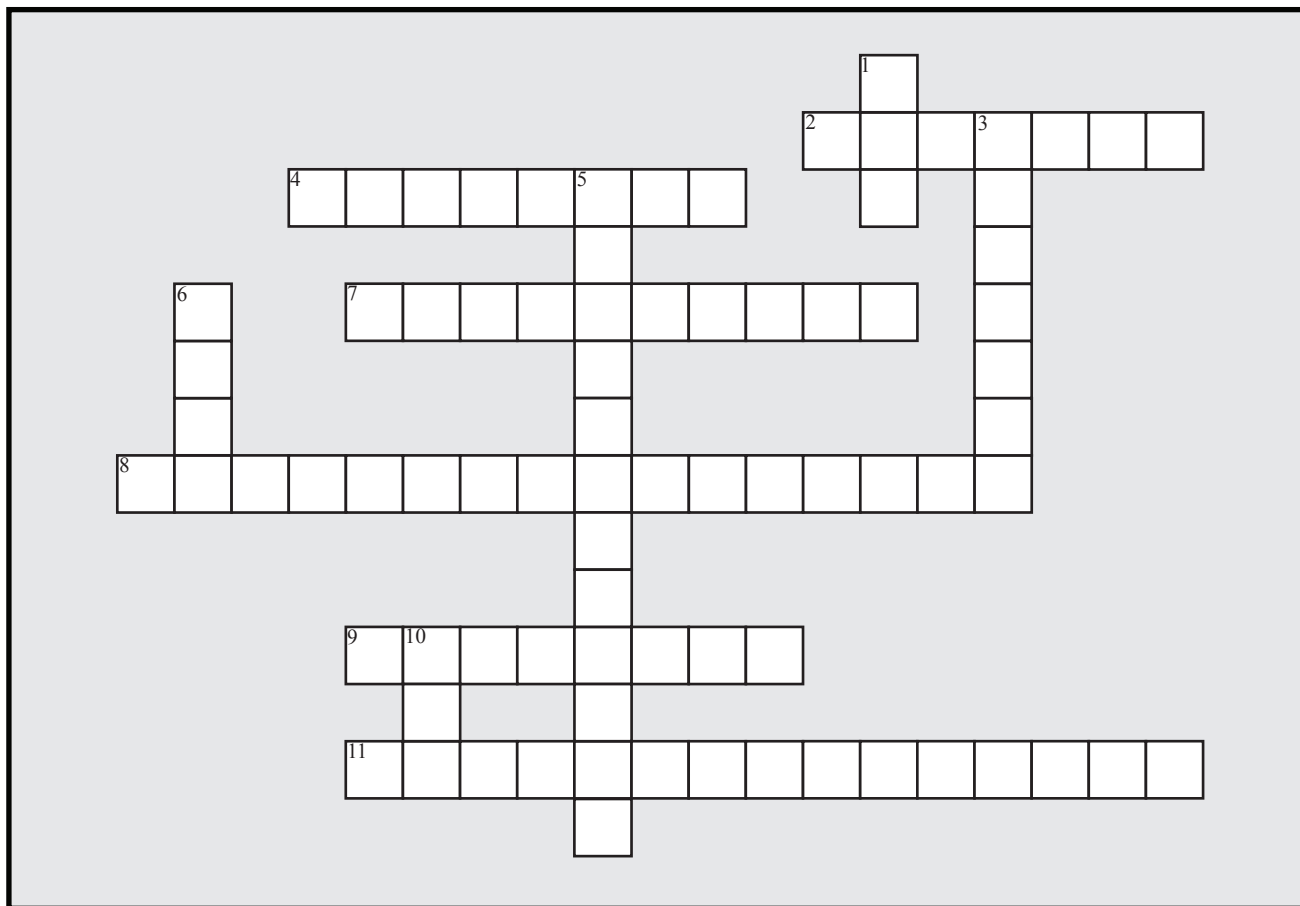
I would aim for a more natural density of your keyword phrases than trying to focus on a specific number.

Just keep your phrase in the back of your mind as you write your copy and you should be fine.

But to answer your question... around 2% - 7% is fine.

Best regards,  
Nicole E

# Test Your Knowledge...



## Across

2. Your keywords are crawled and indexed by the search engine \_\_\_\_\_. (7 letters)
4. This invisible part of your site is a great place for optimizing your keywords. (2 words; 4 letters and 4 letters)
7. Keyword \_\_\_\_\_ helps you see patterns emerge in what people are searching for on the Internet. (10 letters)
8. A research tool, like BeBiz, that you can use when you're researching keywords (2 words; 7 letters and 9 letters)
9. When your keyword is more than a couple of words, it's called a \_\_\_\_\_ keyword. (8 letters)
11. This is how you find out what people are searching for on the Internet. (2 words; 7 letters and 8 letters)

## Down

1. Keywords are vital to your \_\_\_ campaigns. (3 letters)
3. Keyword \_\_\_\_\_ is how many times your keywords appear throughout the text on a web page. (7 letters)
5. When you sprinkle your keywords throughout your site, it's called Search Engine \_\_\_\_\_ (SEO). (12 letters)
6. True or False... you need to frequently check that your keywords are still relevant because they change all the time.
10. Each landing page should be optimized for this many keyword phrases. (3 letters)

\* Answers on page 12



\*Page 11 Crossword Answers...  
Across: 2. Spiders; 4. HTML Code; 7. Clustering; 8. Keyword Discovery; 9. Longtail; 11. Keyword Research  
Down: 1. PPC; 3. Density; 6. Optimization; 6. True; 10. One

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*in the Internet Profit Report...*

February's issue takes an in-depth look at how you can make sure you keep your online reputation squeaky clean. We'll show you:

- The dos and don'ts of online etiquette
  - Making sure your email marketing isn't spam
  - What to do if someone reports you as a spammer
- ...and much more!