

KEYWORD RESEARCH, HOW TO DO IT RIGHT FOR YOUR PRODUCTS



How come Im not making sales, Yet we sell the same product...! This **Niche Marketing** Thing isn't as easy as They Made Out!!!!

KEYWORD RESEARCH FOR NICHE MARKETING WITH COMMERCIAL INTENT, HOW TO DO IT RIGHT!

Did you know that physical product niche marketing is one of the easiest methods to get started online BUT if you don't do your Keyword Research you just might be one of those sitting around wondering why Don is selling like crazy & you are not! In this post we'll have a look on how to do keyword research to figure out profitable keywords for physical product niche marketing & also briefly for websites. For keyword research we'll use the following 4 tools:

[SEO KEYWORD TOOL](#)

[TRAFFIC TRAVIS](#)

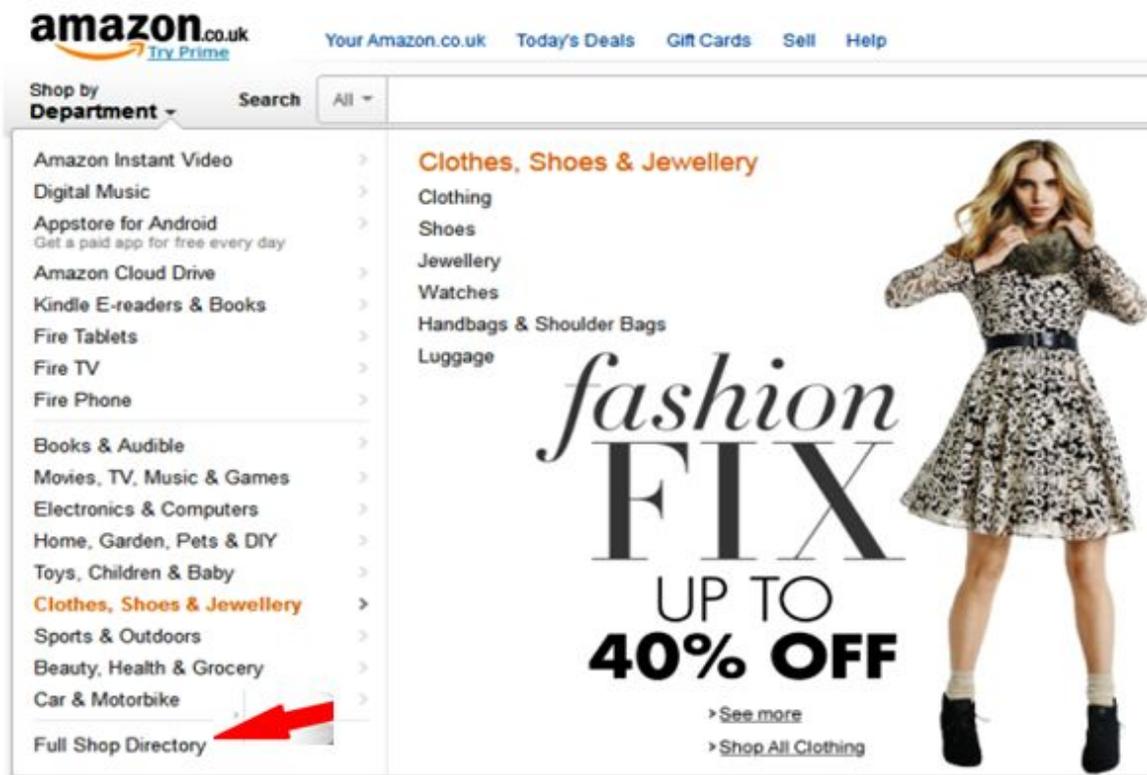
[AMAZON](#)

[SERPS](#)

All above four tools are 100% free and easy to use, sweet!

When most people think about physical product niche marketing, they think Amazon, some may think eBay or other websites but we'll use Amazon.co.uk to find our profitable products. Just know that this is applicable to any other physical product online. We also said we will use SEO Mozilla Keyword search tool, to figure out keywords which people might be typing in search engines to find products. And while not many may have heard of this, we are happy to share with you Traffic Travis keyword research tool to figure out SEO competition for keywords. You should Note that if a keyword is too competitive, your product promotion effort will mostly likely to go waste, and that where Traffic Travis comes in handy!
So without further ado let's head to Amazon.co.uk to find out profitable products.

Open [Amazon.Co.uk](https://www.amazon.co.uk) in your browser → Click On “**Shop by Department**” → Select “**Full Store Directory**”



What Other Customers Are Looking At Right Now

You should end up on [amazon.co.uk](https://www.amazon.co.uk)'s product category page, where you can select any product category you want. Scroll through & dig deep to find a profitable product. In our opinion and experience we suggest you look on a product landing page to ensure your choice product is really profitable. And you could use the following criteria:

1. Detailed Product Description Page – because by default 99% of people are hard-wired to look for details before buying. So details on product landing page** do improve conversions. A detailed description with images and videos usually makes more sales than another product which lacks them.

2. Product Must Have At Least 20 Reviews and Average 4star Rating or a Detailed customer review – because it assures you and your customer that a product is actually selling. Minimum 4star rating will assure quality of product in eyes of customers, leading to more sales.

3. Product Cost Must be above \$100, Why you may ask...Because Amazon.co.uk & .com pay only 6% to 15% commission on sales of products (this condition is valid for almost all physical product affiliate programs). Which means you'll get only \$6 to \$15 on sale of \$100, hence to make sure that you make a fair profit, you must target products with cost range of \$100 or more.

***Landing Page: Technically it is a page where traffic is sent. In our case our landing page will be the page where a customers end up after clicking on your affiliate link for adding product to their shopping cart.*

Once you've selected a product which fulfills your conditions, it's time to move on to our SEO Keyword Tool see image below you literally type in your chosen keyword and Its as simple as that...you get results as in the image below.

The screenshot shows the Keyword Tool website. At the top, there is a navigation bar with links for Home, Blog, Pricing, Community, Training, SEO Tools, and Videos. Below this is a header with a panda mascot and the 'Keyword Tool' logo. To the right of the logo are social media sharing buttons for Google+, Twitter, LinkedIn, and Facebook, along with a 'Like' button showing 618 likes. Below the header, there are four columns of links: 'Cross References' (Google, Bing, more), 'Displays/Links to' (Related Results, Related Phrases, Easy CSV export), 'More Information' (Learn How it Works, More Keyword Tools, PPC Tools), and 'Free Bing Credit' (with a Microsoft ad). A central banner reads 'Try The Coolest Keyword Research Tool Today!' and includes a search input field with 'niche marketing' and a 'Submit' button. Below the search field is a table of results.

Keyword	Monthly Searches	Daily Searches	Google	Bing + Yahoo!	CPC	Monthly Value	Suggest	G Trends	G B WT KD WS 7
niche market	4,320	144	120	24 B / Y!	\$0.96	\$3,456	Y! G	G Trends	G B WT KD WS 7
what is niche marketing	384	13	11	2 B / Y!	\$4.48	\$1,434	Y! G	G	G B WT KD

Simply click on any of the of the highlighted links in blue for more details, You may have to open an account if you want deeper details with some of the resources.

Now usually when you search for “Keyword Tool” in Google the very first result will be [Google Keyword Tool](#), but we are not using it for this post! You can use it if you wish though! You need to open a Gmail account to use it and since their last changes you now must set up an account and pay to play! So we are using the Free Mozilla Search tool, you don’t need an account nor pay to use it. Below is some guidance:

If you chose to use the GKT you log in, click on “**Advanced Options and Filters**” and from “**Locations and Languages**” select country for which you want to promote product. In our case

we'll select United Kingdom for amazon.co.uk or USA for Amazon.com which predominantly targets United States market.

Type name of product in Search Box and click on "Search". Don't bother with description people don't type descriptive names in a search! For most, product brand name OR model number is enough. Keep in mind whenever you are niche marketing either it be for physical product or digital product, there is always a pattern in keywords to detect which keywords are buyer keywords. Buyer Keywords are keywords which people type in search engines with intention of buying a product. Keywords with buyers intention can be easily recognized if they appear as follows:

Product Name

Product Name Review

Product Name Reviews

Product Name Discount

Buy Product Name

Purchase Product Name

Once you get buyer keywords, check the local monthly volume. If cost of product is less than \$500 check for minimum 800 local monthly searches. If cost of product is above \$500 then 200 and 300 local monthly searches are a good mark. With the Keyword Tool you get similar words or phrases, thus you can get other similar profitable products, they'll appear with your keyword ideas & you can add them to your marketing campaign.

Now its time to **check SEO competition for these keywords**. Open **Traffic Travis**, Click on **"SEO"** Tab → Select **Competition** → Click on **"Keywords"**. Paste your keywords into box; click

on “OK” then click on “FETCH” to get results. Depending on your internet connection speed it might take some time to get results. Your results will appear like image below.

The screenshot shows the Traffic Travis SEO tool interface. At the top, there's a navigation bar with tabs for Dashboard, My Site, Research, SEO (selected), Link Analysis, and PPC. Below this, there are sub-tabs for Rankings, Competition, and Link Finder. The main search area includes a 'Keywords' input field with 'night visions, night visions review', a 'Search Engines' dropdown set to 'Google - United States', and a 'FETCH' button. Below the search area, there's a 'Results' table with columns for Keyword, SE, Location, Difficulty, Page Rank (Avg, Median), Backlinks Page (Avg, Median), Backlinks Site (Avg, Median), SERPs, and InAnchor. The table shows four results, with the first one highlighted in green.

Keyword	SE	Location	Difficulty	Page Rank		Backlinks Page		Backlinks Site		SERPs	InAnchor
				Avg	Median	Avg	Median	Avg	Median		
increase traffic to blog	Google	United States	Medium Difficulty	1	0	7,971	332	7,287,189	3,420,368	309,000	-
night visions	Google	United States	Very Difficult	3	4	856	95	1,543,090,240	377,389,746	552,000	-
night visions review	Google	United States	Relatively Easy	3	3	24	5	490,657,237	1,168,615	10,500	-
night visions reviews	Google	United States	Relatively Easy	3	3	37	4	1,540,371,042	4,424,932	29,300	-

Check difficulty, it must be **Easy** or **Relatively Easy**. Medium Difficulty or anything above isn't worth bothering because it'll make ranking that keyword very difficult and expensive. Now scroll to the left of result and click on “View Report”. From here you'll be able to see why that keyword is easy or hard to rank for. It'll give you all On Page and Off Page SEO weaknesses of other pages.

Research for & Use “Buy Now” Keywords

Here we share a **secret Keyword research Strategy**, search words for **Commercial Intent** if you are to make huge sales in any given niche, or searching for your Blog or website optimization, as opposed to searching for informational keywords. By this we mean; keywords that people use minutes before making a purchase. People searching with Buy Now Keywords may literally have their credit card in their hand. Below are words that tend to be part of Buy Now Keywords:

- Buy
- Coupon
- Discount
- Cheap
- Deal
- Shipping

And guess what, these keywords convert like crazy. They may not get great search volume, but their sky-high conversion rate makes up for it. While Information Key words might include words like:

- How to
- Best way to
- Ways to
- A guide to

The best way to leverage Informational Keywords is to find those that have high search volume and low competition i.e. low hanging fruit. 😊

And our Final Tip is **Use Serps.com to check your site's keyword rank**: If you have been targeting specific keywords, use serps.com to assess your rank. Type in your keyword and your site & you will get your results within 1-2mins!

Finally a quick recap of what we have done on Keyword research for your niche market product:

1. We selected profitable products from Amazon.co.uk
2. We searched for buyer keywords with a good amount of searches
3. We checked the ease of ranking of these keywords.
4. We've given you a clue on checking your site/link Keyword using Serps

We hope this article makes your keyword research for your niche market easier and more profitable. Share your love or opinion by **Commenting below/Tweet/Facebook/Pin it** or **Google+**

P.S. Its actually not hard to generate Leads if you know what tools to use and [this tool is like a “Mary Poppins bag”](#) full of lovely surprises in Lead generation, for even the newbie Network Marketer!

Have a great season!

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