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KEYWORD RESEARCH STEP-BY-STEP

**Define, Index and Track
Your Website's Keyword Universe
for a Competitive Advantage**

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Today's Host



Kim Mateus

Member Services Director

Mequoda Group

Kim@Mequoda.com

Today's Speaker



Don Nicholas
Executive Director
Mequoda Group

Today's Guests



Laura Pittman
General Manager
Mequoda Group
Laura@Mequoda.com



Julie Ottomano
Member Services Manager
Mequoda Group
Julie@Mequoda.com

Why Are We Here?

- Classify content correctly
- Influence content creation

The image shows a Google search interface for the query "investment advice". The search bar contains the text "investment advice" and a "Search" button. Below the search bar, the results are displayed. On the left, there are several organic search results. The first result is "Investment Tips" from www.Schwab.com. The second is "Vanguard Financial Advice" from www.Vanguard.com. The third is "Learn to Invest - 6 Steps" from www.ShareBuilder.com/FreeGuide. The fourth result, "Fool.com: Stock Investing Advice | Stock Research", is circled in orange. Below it is "Investment U - Investment Advice and investment Research with a ...". On the right side of the search results, there are sponsored links. The first is "Looking to Invest?" from TDAMERITRADE.com. The second is "Investment Advice" from optionsXpress.com. The third is "Investment Advice" from frw-advisors.com. The fourth is "Investment Advice" from bxadvisors.com. A large blue arrow points from the text "14,800 searches per month" on the right towards the "Fool.com" search result.

Google investment advice Search Advanced Search

Web Show options... Results 1 - 10 of about 26,300,000 for investment advice. (0.23 seconds)

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Fool.com: Stock Investing Advice | Stock Research
Feb 5, 2010 ... The Motley Fool provides premium investing **advice** and market-beating ... Is Ford a Bad **Investment**? Comment added by bluffguy 15 minutes ago ...
Stocks - CAPS Community - Fool discussion boards
www.fool.com/ - 15 minutes ago - Cached - Similar - [Share] [Print] [Close]

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Feb 5, 2010 ... Founded in 1999, the goal of Investment U is to give you impartial, no-nonsense **investment advice** and investment research on how to build ...
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Rhode Island

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searches
per month

Keyword Research Step-by-Step

6 Modules

1. Defining Your Niche
2. Discovering Your Competitors
3. Researching Keyword Popularity
4. Quantifying Keyword Competition
5. Building Your Keyword Universe
6. Tracking Your Results

module 1

DEFINING YOUR NICHE

Defining Your Niche

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About.com

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Get Something Done

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20th Century History
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Action Figures
ADD / ADHD
Addictions
Adoption / Foster Care
Adventure Travel
Advertising
Africa Travel
African History
African-American History

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Beginner's Investing **Investing Basics** **Retirement Planning** **Researching Stocks** [Email](#) [Print](#)

Must Reads

- How to Get Rich
- Dividends & Dividend Investing
- Choosing a Stock Broker
- US Savings Bonds
- Stock Trading 101

US Savings Bonds 101



US savings bonds come in several types, each with their own unique interest rates, purchase limits, and tax treatment. This guide to investing in US savings bonds will walk you through it all, giving you a solid foundation in the basics of bonds. [Read more](#)

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Joshua Kennon
Beginner's Investing Guide

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More on Investing in Savings Bonds

- [Guide to Series EE Savings Bonds](#)
- [Guide to Series I Savings Bonds](#)
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Joshua's Beginner's Investing Blog

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What New Investors Need to Know About Mutual Fund Structure

Monday January 4, 2010

After I told you yesterday that I was considering launching a mutual fund, I thought it might be

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Recent Blog Comments

- I'm Seriously Considering Launching a Mutual Fund ...
- Are Large Cap Stock Undervalued?
- Why The Dow Jones Industrial Average 10 Year Record Is Deceptive

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How Much Is Facebook Worth?

Steven Bertoni

Firms are pooling clients' money to buy privately held Facebook shares--and probably overpaying.

- Facebook's Privacy Success
- The Next Hot Start-ups
- The Virtual Goods That Lie Beyond Facebook

Top News

- Stocks Rally On Upbeat Manufacturing Data
- Oil Prices Rise On Dollar, Cold Weather
- Novartis To Buy Out Alcon For \$38.5B
- Bernanke: Rate Hikes As Bubble Defense
- Dubai Names Tower After Bailout Patron

Forbes.com Video Network

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Betting The House On China
Las Vegas Sands' COO on turning Asia into a casino powerhouse.

2010 Economic Forecast

Sports Values
Sneak Peek '10
SportsMoney
Special Report

Top Rated

- The Supply-Side Answer
- Exelon's Carbon Advantage
- Cooking With Gas
- Not So Isolated, And More Than Extremist
- Chief Reputation Officer: Whose Job Is It, Anyway?
- Time For A Slow-Word Movement
- Marilyn Cohen On Fixed Income
- Piracy: The Trend Of The Decade

REBUILDING GLOBAL MARKETS

Dollar To Rally In 2010
Lack of changes to the U.S. interest rate spells a dollar rally against the British pound, Euro and yen.

See Also

- IMF Recapitalizes The Caribbean

Markets

U.S. Stocks Charge Into 2010

DJIA	10,585.85	+157.80
NASDAQ	2,306.69	+37.55
S&P 500	1,132.09	+16.99
Russell 2000	638.85	+13.46
10-Yr T Note	3.84%	0.00
Gold	\$1,119.61	+\$23.14
Crude Oil	\$81.62	+\$2.26

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Best And Worst Mutual Funds Of The Decade

Brewing Bullishness For Starbucks

Dividend Stock Watch

Kraft Is Sweet Like Candy

Jabil Jumps

Investing Ideas Coverage From Forbes.com

China Stomps The Spider
Faster growth, lower taxes and a slimmer populace are just three reasons this trade makes sense.

Exxon For A Trade
Shares of the biggest company in the world got whacked in the past week. Pick up the pieces and ride the rebound.

Run With Nike But Don't Touch The Lobster
Nike is near new highs but still a great buy. Darden Restaurants might

Markets [more >](#)

DJIA	10,586.00	+157.95
NASDAQ	2,306.71	+37.57
S&P 500	1,132.04	+16.94
Russell 2000	638.80	+13.41
10-Yr T Note	3.84%	0.00
Gold	\$1,119.50	+\$23.03
Crude Oil	\$81.57	+\$2.21

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module 2

DISCOVERING YOUR COMPETITORS

Discovering Your Competitors

Primary Keywords



1. **beginnersinvest**.about.com
 2. moneycentral.msn.com/**investor**/home.asp
 3. businessweek.com/**finance**/
 4. investopedia.com/university/beginner/
 5. en.wikipedia.org/wiki/**Investment**
 6. fool.com/**investing**/
 7. **finance**.yahoo.com/marketupdate
 8. kiplinger.com/**investing**/
 9. money.aol.com/**investing**
 10. dmoz.org/Business/**Investing**/
- TOPIC PAGE
- ARTICLE PAGE
- TOPIC PAGE

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1. BeginnersInvest.About.com

About.com: Investing for Beginners
 Home > Business & Finance > Investing for Beginners

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- How to Get Rich
- Dividends & Dividend Investing
- Choosing a Stock Broker
- US Savings Bonds
- Stock Trading 101

US Savings Bonds 101



US savings bonds come in several types, each with their own unique interest rates, purchase limits, and tax treatment. This guide to investing in US savings bonds will walk you through it all, giving you a solid foundation in the basics of bonds.
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How to Invest in Stocks

Over the past few days, I've put together a collection of [capital gains tax guides](#) that includes a [basic explanation of capital gains](#) and how they are

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Capital Gains Tax Guide for Investors
 Sunday January 31, 2010



Market Summary

Dow Jones Industrial Average
 ▼ 10001.88 -0.30 (-0.00%)

■ Dow Jones Industrial Average (DJIA)



TICKER	LAST	CHANGE (%)
▲ Nasdaq	2133.55	+8.12 (+0.38%)
▼ Dow	10001.88	-0.30 (-0.00%)

TOPIC PAGE

TOPICS:

- Investing 101
- Stocks, Options & Warrants
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- Bonds and Fixed Income
- Markets, Exchange & Indices
- Banking & Fed. Reserves
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- Invest. Strategies & Styles
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- Titans of Wealth
- Financial Ratios
- Calculators
- Research

Discovering Your Competitors

2. MoneyCentral.MSN.com/investor/home.asp

The screenshot shows the MSN Money Investing homepage. At the top, there are navigation tabs for 'autos', 'money', 'sports', 'tech', and 'more'. Below this is the 'msn money' logo and a search bar with the Bing logo. A secondary navigation bar includes 'Home', 'News', 'Investing', 'Personal Finance', 'Tax', 'Real Estate', 'Autos', and 'Careers'. The 'Investing' section is active, with sub-links for 'Investing Home', 'Portfolio', 'Markets', 'Stocks', 'Funds', 'ETFs', 'Commentary', and 'Brokers'. A market summary bar displays: 'Name or symbol(s) Get Quote Dow -60.68 ▼ -0.61% 9,941.50 Nasdaq -1.43 ▼ -0.07% 2,124.00 S&P -5.81 ▼ -0.55% 1,057.30 Switch to Scottrade U.S. markets open'. The main content area is dated 'February 5, 2010, 11:37 AM ET'. The primary article is 'Dow flirts with 10,000 after jobs report' by Labor Department, stating the economy lost 20,000 jobs in January. A sidebar on the left lists categories: 'Education Center', 'Portfolio Manager Quote Watchlist', 'Markets' (Commodities, Currency Rates, IPO Center, Lists & Trends, Market Report, Treasuries, Up/Downgrades, US Market Indexes, World Markets), 'Stocks' (Chart Detail, Earnings, Expert Picks, Quote Detail, Research Wizard, StockScouter, Stock Screener), 'Funds' (401(k) Check, Fund Directory, Research Wizard), 'ETFs', and 'Commentary' (Commentary Index, Top Stocks blog). A 'More top stories' section lists items like 'Did bond-market vigilantes sink stocks?', 'Is Toyota too arrogant?', and 'Tyson Foods returns to profit'. A 'Latest news' section includes 'Dodd says to draft new financial reform bill 2/5/2010 10:56 AM' and 'Stocks edge up after mixed jobs data 2/5/2010 10:52 AM'. A 'How to pick 2020's hot stocks now' article by Jim Jubak is also featured.

TOPIC PAGE

TOPICS:

- Commodities
- Currency Rates
- IPO Center
- Lists & Trends
- Market Report
- Treasuries
- Up/Downgrades
- US Market Indexes
- World Markets
- Chart Detail
- Earnings
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- Research Wizard
- StockScouter
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3. Businessweek.com/finance

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FINANCE

SMART CHOICES, DUMB MOVES
Retirees look back at their best and worst moves to help you avoid pitfalls

Jobless Rate Falls to 9.7%
January payrolls fall by 20,000, slightly worse than expected. Employers boosted work hours instead of hiring

Summers Sees Labor-Market Rebound as U.S. Economy Strengthens

U.S. Stock Futures Fall as Sovereign Debt Concern Offsets Jobs

Senators Propose 50% Bonus Tax on Bailed-Out Banks (Update 1)
Senate Democrats Barbara Boxer and James Webb proposed a 50 percent tax on bonuses of more than \$400,000 at financial firms including Goldman Sachs Group Inc. and Bank of America Corp. that received U.S. bailout money.

FEATURED COLUMNISTS

Richard Dobbs and David Skilling
Richard Dobbs is a Seoul-based director of the McKinsey Global Institute. David Skilling is a McKinsey Global...

Dollar as Reserve Currency: Mixed Signals

Chris Farrell
Farrell is contributing economics editor for BusinessWeek. You can also hear him on American Public Media's...

Obama Tax Prompts Put-Upon Bankers to Break Out the Violins
Financial Regulation: A Little Common Sense, Please

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TOPICS:

- Earnings
- Investing
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Investing 101: Introduction

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Have you ever wondered how the rich got their wealth and then kept it growing? Do you dream of retiring early (or of being able to [retire](#) at all)? Do you know that you should invest, but don't know where to start?

More Than Investment News

In-depth Investing Analysis & Trusted Opinion

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If you answered "yes" to any of the above questions, you've come to the right place. In this [tutorial](#) we will cover the practice of [investing](#) from the ground up. The world of finance can be extremely intimidating, but we firmly believe that the [stock market](#) and greater financial world won't seem so complicated once you learn some of the lingo and major concepts.

We should emphasize, however, that investing isn't a get-rich-quick scheme. Taking control of your personal [finances](#) will take work, and, yes, there will be a learning curve. But the rewards will far outweigh the required effort. Contrary to popular belief, you don't have to allow banks, bosses or investment professionals to push your money in directions that you don't understand. After all, no one is in a better position than you are to know what is best for you and your money.

Regardless of your personality type, lifestyle or interests, this tutorial will help you to understand what investing is, what it means to invest, and how to get started. But it doesn't stop there. This tutorial will also

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4. Investopedia.com/university/beginner/

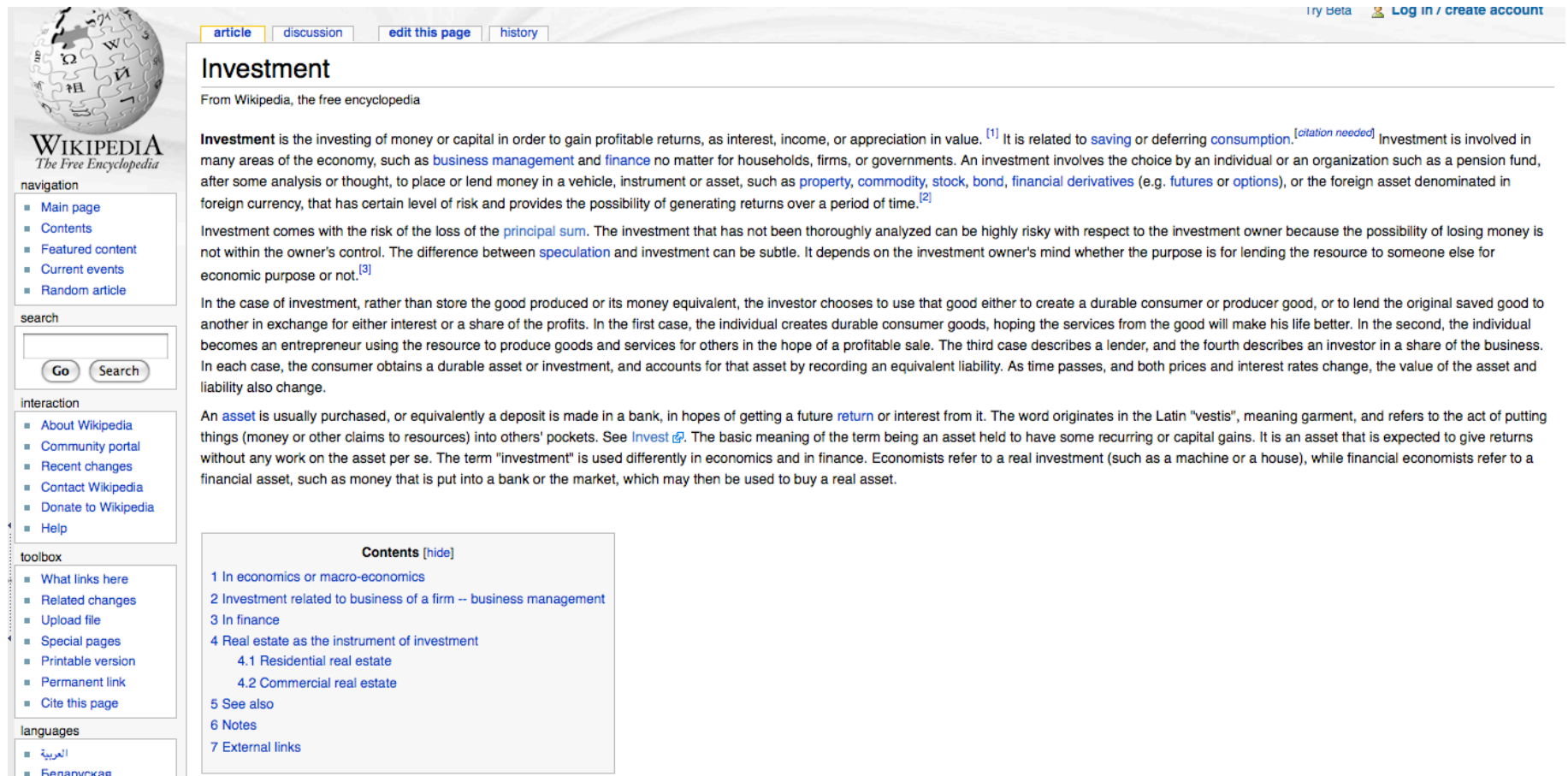
TOPICS:

- Millionaires
- Celebrity
- Investing Basics
- Travel
- International Markets
- Economy
- Stock Analysis
- Stocks
- Insurance
- Bonds
- Options
- Retirement
- Economics
- Personal Finance
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- Forex
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- Health Insurance
- Casualty Insurance
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- Real Estate
- Mutual Funds
- Hedge Funds
- Accounting
- Brokers
- 401K
- Budgeting
- Credit Cards
- Investor Relations
- Short Selling
- Careers
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- Mortgages
- Credit Crunch
- Bear Market
- Day Trading
- Interest Rates
- Chartered Financial Analyst – CFA
- Series 7
- Credit Report
- Index Fund
- Bull Market
- Money Market
- Home Equity
- Home Insurance
- Series 63
- Auto Loans
- Certified Financial Planner - CFP
- Series 6
- Series 65
- Series 66
- Series 24
- Series 26
- Venture Capital
- Underwriting
- Technical Analysis
- Taxes
- Swing Trading
- Students

Discovering Your Competitors

5. En.Wikipedia.org/wiki/Investment

ARTICLE



The screenshot shows the Wikipedia article for "Investment". At the top, there are navigation tabs for "article", "discussion", "edit this page", and "history". The article title "Investment" is prominently displayed, followed by the text "From Wikipedia, the free encyclopedia". The main body of the article begins with a definition: "Investment is the investing of money or capital in order to gain profitable returns, as interest, income, or appreciation in value." It then discusses various aspects of investment, including its relation to saving and consumption, its role in business management and finance, and the risks involved. A table of contents is visible on the right side of the article, listing sections such as "In economics or macro-economics", "Investment related to business of a firm -- business management", and "In finance". The left sidebar contains navigation links like "Main page", "Contents", and "Featured content", as well as a search box and interaction options.

Investment
From Wikipedia, the free encyclopedia

Investment is the investing of money or capital in order to gain profitable returns, as interest, income, or appreciation in value.^[1] It is related to [saving](#) or deferring [consumption](#).^[citation needed] Investment is involved in many areas of the economy, such as [business management](#) and [finance](#) no matter for households, firms, or governments. An investment involves the choice by an individual or an organization such as a pension fund, after some analysis or thought, to place or lend money in a vehicle, instrument or asset, such as [property](#), [commodity](#), [stock](#), [bond](#), [financial derivatives](#) (e.g. [futures](#) or [options](#)), or the foreign asset denominated in foreign currency, that has certain level of risk and provides the possibility of generating returns over a period of time.^[2]

Investment comes with the risk of the loss of the [principal sum](#). The investment that has not been thoroughly analyzed can be highly risky with respect to the investment owner because the possibility of losing money is not within the owner's control. The difference between [speculation](#) and investment can be subtle. It depends on the investment owner's mind whether the purpose is for lending the resource to someone else for economic purpose or not.^[3]

In the case of investment, rather than store the good produced or its money equivalent, the investor chooses to use that good either to create a durable consumer or producer good, or to lend the original saved good to another in exchange for either interest or a share of the profits. In the first case, the individual creates durable consumer goods, hoping the services from the good will make his life better. In the second, the individual becomes an entrepreneur using the resource to produce goods and services for others in the hope of a profitable sale. The third case describes a lender, and the fourth describes an investor in a share of the business. In each case, the consumer obtains a durable asset or investment, and accounts for that asset by recording an equivalent liability. As time passes, and both prices and interest rates change, the value of the asset and liability also change.

An [asset](#) is usually purchased, or equivalently a deposit is made in a bank, in hopes of getting a future [return](#) or interest from it. The word originates in the Latin "vestis", meaning garment, and refers to the act of putting things (money or other claims to resources) into others' pockets. See [Invest](#). The basic meaning of the term being an asset held to have some recurring or capital gains. It is an asset that is expected to give returns without any work on the asset per se. The term "investment" is used differently in economics and in finance. Economists refer to a real investment (such as a machine or a house), while financial economists refer to a financial asset, such as money that is put into a bank or the market, which may then be used to buy a real asset.

Contents [hide]

- In economics or macro-economics
- Investment related to business of a firm -- business management
- In finance
- Real estate as the instrument of investment
 - Residential real estate
 - Commercial real estate
- See also
- Notes
- External links

Discovering Your Competitors

6. Fool.com/investing/

The screenshot shows the Fool.com website interface. At the top, there's a navigation bar with 'Home', 'How To Invest', 'Investing Commentary', 'CAPS Community', 'Retirement Planning', 'Boards', and 'Premium Advice'. Below this is a search bar and a market data table showing DOW, S&P 500, and NASD indices. The main content area is divided into several sections:

- Investing Commentary:** A list of articles including 'Now Is the Time to Upgrade Your Stocks', 'You Missed the Bottom. Now What?', 'This Week's 5 Dumbest Stock Moves', 'My Favorite Investor', 'Drink In These 5 Top Stocks', 'UPS Delivers ... Oh, Never Mind', 'Will Google Run the Nation?', '3 Stocks Ready to Roar', 'Cisco Wins, No Matter What', and '7 Reasons to Worry About Next Week'.
- Small-Caps:** Articles like 'Analysts Hate This Stock', 'Why Aren't You Earning 50% Annual...', and 'Cash In on the Plummeting Dollar With...'
- Dividends & Income:** Articles such as '5 Stocks for Growth and Income', 'The Greatest Company in the History of...', and 'Does a Home Improvement Retailer Fit...'
- Get Started:** A section titled 'Round out your portfolio with these market-beating ideas.'
- International:** Articles like 'The Stocks You Need to Buy Now', 'The Stocks With the Most Potential', and 'You May Have This One Wrong -- Here's...'
- Value Investing:** Articles including 'How to Follow Buffett in Today's Market', 'Your Best Chance to Profit in 2010', and 'Stocks Value Investing Legends Are...'
- What Fools Are Saying:** A section for user comments, including 'Why We Care About Idiot Homeowners' (two entries) and 'Akamal Crushes the Competition'.
- Premium Stock Research:** A section titled 'Best Buys for the month of February'.

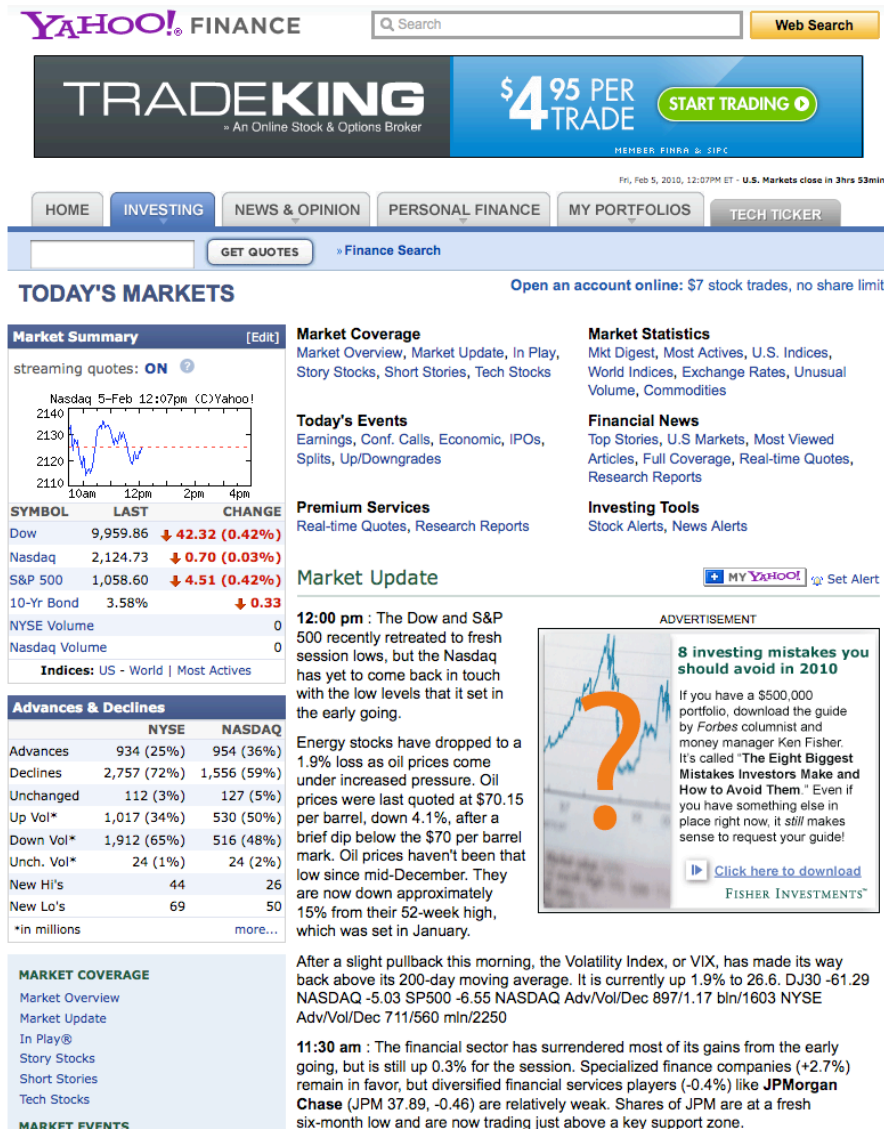
TOPIC PAGE

TOPICS:

- Basics
- ETFs
- Options
- Small-Cap
- Dividends & Income
- High Growth
- Value
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- International

Discovering Your Competitors

7. Finance.Yahoo.com/marketupdate



YAHOO! FINANCE Search Web Search

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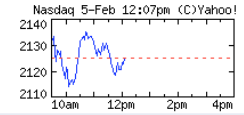
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TODAY'S MARKETS

Market Summary [Edit]

streaming quotes: ON



SYMBOL	LAST	CHANGE
Dow	9,959.86	↓ 42.32 (0.42%)
Nasdaq	2,124.73	↓ 0.70 (0.03%)
S&P 500	1,058.60	↓ 4.51 (0.42%)
10-Yr Bond	3.58%	↓ 0.33
NYSE Volume	0	
Nasdaq Volume	0	

Indicators: US - World | Most Actives

Advances & Declines

	NYSE	NASDAQ
Advances	934 (25%)	954 (36%)
Declines	2,757 (72%)	1,556 (59%)
Unchanged	112 (3%)	127 (5%)
Up Vol*	1,017 (34%)	530 (50%)
Down Vol*	1,912 (65%)	516 (48%)
Unch. Vol*	24 (1%)	24 (2%)
New Hi's	44	26
New Lo's	69	50

*in millions more...

MARKET COVERAGE

- Market Overview
- Market Update
- In Play®
- Story Stocks
- Short Stories
- Tech Stocks

MARKET EVENTS

Market Coverage
Market Overview, Market Update, In Play, Story Stocks, Short Stories, Tech Stocks

Today's Events
Earnings, Conf. Calls, Economic, IPOs, Splits, Up/Downgrades

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Market Update

12:00 pm : The Dow and S&P 500 recently retreated to fresh session lows, but the Nasdaq has yet to come back in touch with the low levels that it set in the early going.

Energy stocks have dropped to a 1.9% loss as oil prices come under increased pressure. Oil prices were last quoted at \$70.15 per barrel, down 4.1%, after a brief dip below the \$70 per barrel mark. Oil prices haven't been that low since mid-December. They are now down approximately 15% from their 52-week high, which was set in January.

After a slight pullback this morning, the Volatility Index, or VIX, has made its way back above its 200-day moving average. It is currently up 1.9% to 26.6. DJ30 -61.29 NASDAQ -5.03 SP500 -6.55 NASDAQ Adv/Vol/Dec 897/1.17 bln/1603 NYSE Adv/Vol/Dec 711/560 mln/2250


11:30 am : The financial sector has surrendered most of its gains from the early going, but is still up 0.3% for the session. Specialized finance companies (+2.7%) remain in favor, but diversified financial services players (-0.4%) like **JPMorgan Chase** (JPM 37.89, -0.46) are relatively weak. Shares of JPM are at a fresh six-month low and are now trading just above a key support zone.

Market Statistics
Mkt Digest, Most Actives, U.S. Indices, World Indices, Exchange Rates, Unusual Volume, Commodities

Financial News
Top Stories, U.S. Markets, Most Viewed Articles, Full Coverage, Real-time Quotes, Research Reports

Investing Tools
Stock Alerts, News Alerts

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8 investing mistakes you should avoid in 2010

If you have a \$500,000 portfolio, download the guide by *Forbes* columnist and money manager Ken Fisher. It's called "The Eight Biggest Mistakes Investors Make and How to Avoid Them." Even if you have something else in place right now, it *still* makes sense to request your guide!

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FISHER INVESTMENTS™

TOPIC PAGE

TOPICS:

- Market Overview
- Market Update
- In Play®
- Story Stocks
- Short Stories
- Tech Stocks
- Earnings Calendar
- Economic Calendar
- Splits Calendar
- Conference Call Calendar
- IPO Calendar
- Upgrades/Downgrades
- Market Digest
- U.S. Market Indices
- World Market Indices
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Discovering Your Competitors

8. Kiplinger.com/investing/

Kiplinger HOME MAGAZINE NEWSLETTERS STORE ABOUT US Customer Service | February 05, 2010

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Investing

ETF Investors Gain From Broker War Both Fidelity and Charles Schwab are waiving commissions on ETF trades.

- PLUS: An Introduction to Investing in ETFs
- AND: The Best ETFs for 2010

MULTIMEDIA

QUIZ Learn to Profit From ETFs Test your knowledge of how exchange-traded funds enhance your portfolio.

VIDEO What to Do When the Market Drops We offer some advice on how to prepare yourself for investing, even in the worst times.

QUIZ Test Your Investing Instincts How you invest and how you react to market conditions can make a big difference in your success. Put your instincts to the test.

LATEST MARKET NEWS: Stocks fall on mixed jobs report, debt worries

MARKET INFO

Name	Last	Change (%)	Trend	Stock Quotes
DJIA	9941.95	-60.23 (-0.60%)	Down	Go
NASDAQ	2121.37	-4.08 (-0.19%)	Down	Symbol Lookup
S&P 500	1056.90	-9.21 (-0.88%)	Down	ADVERTISMENT
R2000	585.32	-4.36 (-0.74%)	Down	Guide: Car Buying

OUTLOOK

Where to Invest in 2010 The long-term economic outlook remains gloomy, but stocks should still advance in the coming year.

- PLUS: What's in Store for the Next Decade
- AND: 8 Great Stocks for 2010
- EXTRA: Overseas Outlook

SPECIAL REPORT

How to Be a Better Investor Emotion, not logic, usually rules our investing habits. Learn to outsmart your emotions and reap higher returns.

- QUIZ: Do Emotions Rule Your Investing Decisions?
- PLUS: Learn From the World's Great Investors
- EXTRA: See the Complete Your Mind, Your Money Report

COMMUNITY

TOPIC PAGE

TOPICS:

- Tools
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- Investing
- Taxes
- Insurance
- Family Finance
- Living
- Retirement
- Your Business
- Markets
- Exchange-Traded Funds
- The Kiplinger 25
- Basics of Investing
- Mutual Funds
- Stocks & Bonds
- Emerging Markets
- Fund Ranking
- Bonds

Discovering Your Competitors

9. Money.AOL.com/investing

AOL Money & Finance. Search for Real-Time Quotes or News Symbol Lookup

Main News Investing Specials Portfolios Small Business Video WalletPop Send Feedback

AOL Money & Finance is becoming **DailyFinance** Breaking news, powerful tools, fresh insight

Markets
U.S. close in 3 hrs, 46 mins
DJIA 9,952.98 -49.20 ↓ 0.49%
NASDAQ 2,121.87 -3.56 ↓ 0.17%
S&P 500 1,057.48 -5.63 ↓ 0.53%
10yr Note 98.3438 0.25 ↑ 0.25%
FTSE 100 5,060.92 -78.39 ↓ 1.53%
Nikkei 225 10,057.09 -298.89 ↓ 2.89%
Hang Seng 19,665.08 -676.56 ↓ 3.33%
Euro (in USD) 1.3618 -0.011 ↓ 0.80%
Yen (per USD) 89.29 0.18 ↑ 0.20%
Gold (Apr) 1,051.50 -11.50 ↓ 1.08%
Oil (Mar) 69.67 -3.47 ↓ 4.74%

TOP STORIES FROM DailyFinance

Investing

- Inside Wall Street: Don't Expect Barnes & Noble's Pop to...
- Stocks in the News: Aetna, Beazer Homes, Tyson Foods
- Daily Blogwatch: Why Google Is Bad for Newspapers, a Soccer ...
- Gloom Rules Wall Street as Equities Drop to Three-Month Lows...
- Booming Bonds Boost the Rating Agencies' Fortunes, but Not T...
- Semiconductor M&A Heats Up
- Monster's Latest Moves More Focused On Employers Than Job Se...
- MasterCard Misses Estimates, Even With Higher Volume
- Comcast Earnings Double, but It Still Gets No Respect
- Burger King's Earnings Beat Expectations, but Sales Decline ...

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Discovering Your Competitors

10. dmoz.org/Business/Investing/

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Top: Business: Investing (5,231) [Description](#)

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<ul style="list-style-type: none">• Commodities and Futures (675)• Derivatives (115)• Real Estate (292)	<ul style="list-style-type: none">• Retirement Planning (93)• Socially Responsible (276)• Stocks and Bonds (983)
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TOPIC PAGE

TOPICS:

- Brokerages
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- Derivatives
- Real Estate
- Retirement Planning
- Socially Responsible
- Stocks and Bonds

Discovering Your Competitors

Searches Per Month for All Topic Keywords

Keywords	Global Monthly Search Volume	Match Type: Exact
Keywords related to term(s) entered - sort by relevance		
[real estate]	2,240,000	Add Exact
[insurance]	1,500,000	Add Exact
[tools]	823,000	Add Exact
[international]	450,000	Add Exact
[stocks]	450,000	Add Exact
[portfolio]	368,000	Add Exact
[economics]	301,000	Add Exact
[calculators]	246,000	Add Exact
[stock quotes]	246,000	Add Exact
[research]	201,000	Add Exact
[living]	165,000	Add Exact
[mutual funds]	165,000	Add Exact
[short stories]	165,000	Add Exact
[taxes]	165,000	Add Exact
[bonds]	135,000	Add Exact
[currency exchange rates]	135,000	Add Exact
[currency rates]	135,000	Add Exact
[investing]	135,000	Add Exact
[value]	135,000	Add Exact
[commodities]	110,000	Add Exact
[options]	110,000	Add Exact
[retirement]	110,000	Add Exact
[real estate investing]	90,500	Add Exact
[day trading]	74,000	Add Exact
[derivatives]	74,000	Add Exact
[philanthropy]	74,000	Add Exact
[markets]	49,500	Add Exact
[stock charts]	40,500	Add Exact
[brokers]	33,100	Add Exact
[retirement planning]	33,100	Add Exact
[world markets]	33,100	Add Exact

Discovering Your Competitors

Most Used Keywords for Investing Sites

Keywords	▼ Global Monthly Search Volume
Keywords related to term(s) entered - sort by relevance ?	
[real estate]	2,240,000
[stocks]	450,000
[mutual funds]	165,000
[bonds]	135,000
[investing]	135,000
[retirement]	110,000
[markets]	49,500
[brokers]	33,100
[etfs]	18,100
[stocks and bonds]	6,600

module 3

RESEARCHING KEYWORD POPULARITY

Researching Keyword Popularity

Choosing the Right Keywords To Drive Website Traffic

1

KEYWORD KNOWLEDGE



2

KEYWORD POPULARITY SEARCH

Keywords	Approx Avg Search Volume
Keywords related to term(s) entered	
landing page	27,100
landing page software	480
free landing page	880
a great landing page	16
a landing page for	36
a landing page in	16
and landing page	210
as landing page	36
buy landing page	36
for landing page	390
in landing page	140
landing page com	3,600
landing page from	480
landing page that	46
landing page with	140
main landing page	36
my landing page	46
the landing page	210
your landing page	170
a landing page	1,300

3

KEYWORD COMPETITION

Google search results for "landing page".

Results 1 - 10 of about 1,960,000 for "landing page". (0.44 seconds)

Test Your Landing Pages
www.janiseven.com/Opti... Quickly and Easily Test Millions of Versions of Your Landing Pages!

Landing page
www.crowpeak.com/land... Design and Manage Landing Pages. Powerful CMS. Take a Free Trial!

Google Website Optimizer
www.google.com/websto... Test which landing page drives the most conversions. Free. Learn more.

Landing page - Wikipedia, the free encyclopedia
In online marketing a landing page, sometimes known as a lead capture page, is the page that appears when a potential customer clicks on an advertisement or ...

How To Write An Effective Landing Page
How to Write an Effective Landing Page: The first page your visitors see when visiting your site from an email you've sent them determines whether they ...

Seth's Blog: Vocabulary: "Landing page"

4

KEYWORD STRATEGY

Mequoda Daily Network 2008
Google Visibility Report
5/23/08 6:01 PM

Keyword Universe	Annual Searches	Google K	Google Ra	Annual Impressio	G
free landing page template	4,015	1,338.33	2	4,015	100%
free landing page templates	4,015	669.17	2	4,015	100%
how to name landing pages	1,095	0.00	2	1,095	100%
landing page copy	2,555	4.32	2	2,555	100%
landing page template	4,015	0.53	1	4,015	100%
landing page templates	5,110	6.41	1	5,110	100%
landing pages templates	4,015	14.19	1	4,015	100%
increase landing page conversion	4,015	6.69	15	1,285	32%
email landing page	2,555	1.39	23	179	7%
free landing page	5,110	1.18	27	358	7%
free landing pages	4,015	1.52	23	281	7%
landing page conversion rates	2,555	2.95	23	179	7%
landing page guidelines	2,555	2.37	21	179	7%

Researching Keyword Popularity

Google Adwords Keyword Tool



Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?	
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	Enter one keyword or phrase per line: <input type="text" value="landing pages"/> <input checked="" type="checkbox"/> Use synonyms Filter my results <input type="button" value="Get keyword ideas"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	

Researching Keyword Popularity

Google Adwords Keyword Tool

Keywords	Advertiser Competition	Local Search Volume September		Search Type
Keywords related to term(s) entered - sort by relevance				
page landing		90,500		road
landing pages		22,200		
landing page optimization		8,100		
landing page templates		3,600		
landing page template		1,900		
free landing pages		Not enough data		
landing web page		Not enough data	880	
best landing pages		1,000	720	
free landing page templates		Not enough data	720	
landing page handbook		590	720	
google landing pages		Not enough data	590	
adwords landing pages		Not enough data	480	
affiliate landing pages		Not enough data	480	
free landing page template		Not enough data	480	
ppc landing pages		Not enough data	480	
build landing pages		Not enough data	390	
creating landing pages		Not enough data	390	
landing pages examples		Not enough data	390	
marketing landing pages		Not enough data	390	
dynamic landing pages		390	320	
effective landing pages		Not enough data	320	
landing pages templates		Not enough data	320	
landing pages that		Not enough data	320	

Choose columns to display: ?

- Show/hide columns
- Show Estimated Ad Position
- Show Estimated Avg. CPC
- Show Search Volume Trends
- Show Highest Volume Occurred In
- Hide Advertiser Competition
- Hide Local Search Volume
- Hide Global Monthly Search Volume
- Show All
- Show Defaults

Researching Keyword Popularity

Google Adwords Keyword Tool

Match Type:

Keywords Global Monthly Search Volume

Keywords related to term(s) entered - [sort by relevance](#)

Keywords	Global Monthly Search Volume	Match Type
[landing page]	12,100	Add Exact
[landing pages]	5,400	Add Exact
[landing page optimization]	3,600	Add Exact
[landing page templates]	1,300	Add Exact
[landing page template]	880	Add Exact
[free landing pages]	590	Add Exact
[free landing page templates]	480	Add Exact
[best landing pages]	320	Add Exact
[ppc landing pages]	320	Add Exact
[free landing page template]	260	Add Exact
[landing page handbook]	260	Add Exact
[dynamic landing pages]	210	Add Exact
[affiliate landing pages]	170	Add Exact
[creating landing pages]	170	Add Exact
[effective landing pages]	170	Add Exact
[landing pages templates]	170	Add Exact
[pay per click landing pages]	170	Add Exact
[adwords landing pages]	140	Add Exact
[automotive landing pages]	140	Add Exact
[custom landing pages]	140	Add Exact
[great landing pages]	140	Add Exact
[personalized landing pages]	140	Add Exact
[sample landing pages]	140	Add Exact
[video landing pages]	140	Add Exact
[good landing pages]	110	Add Exact
[landing pages software]	110	Add Exact

Researching Keyword Popularity

Google Adwords Keyword Tool

media landing page	22	Add ▾
site landing pages	22	Add ▾
the best landing page	22	Add ▾
customize landing page	16	Add ▾
dashboard landing page	16	Add ▾
landing page design examples	16	Add ▾
landing page research	16	Add ▾
as a landing page	12	Add ▾
coming soon landing page	12	Add ▾
employee extranet landing page	12	Add ▾
great landing page examples	12	Add ▾
the perfect landing page	12	Add ▾
delete landing page	Not enough data	Add ▾
dlnet extranet landing page	Not enough data	Add ▾
education landing page	Not enough data	Add ▾
landing page for website	Not enough data	Add ▾
landing page tutorials	Not enough data	Add ▾
mobile-landing-page	Not enough data	Add ▾
remove landing page	Not enough data	Add ▾
tmasy landing page	Not enough data	Add ▾
webinar landing page	Not enough data	Add ▾
		Add all 150 »
		Download all keywords: text , .csv (for excel) , .csv

Researching Keyword Popularity

CSV file in Excel

Keywords	Global Monthly Search Volume
[landing page]	12100
[landing pages]	5400
[landing page optimization]	3600
[landing page templates]	1300
[landing page template]	880
[free landing pages]	590
[free landing page templates]	480
[best landing pages]	320
[ppc landing pages]	320
[free landing page template]	260
[landing page handbook]	260
[dynamic landing pages]	210
[affiliate landing pages]	170
[creating landing pages]	170
[effective landing pages]	170
[landing pages templates]	170
[pay per click landing pages]	170
[adwords landing pages]	140
[automotive landing pages]	140
[custom landing pages]	140
[great landing pages]	140
[personalized landing pages]	140
[sample landing pages]	140

Researching Keyword Popularity CSV file in Excel

Keywords	Monthly	Annual	Google Listings KCI
[landing page]	12,100	145,200	
[landing pages]	5,400	64,800	
[landing page optimization]	3,600	43,200	
[landing page templates]	1,300	15,600	
[landing page template]	880	10,560	
[free landing pages]	590	7,080	
[free landing page templates]	480	5,760	
[best landing pages]	320	3,840	
[ppc landing pages]	320	3,840	
[free landing page template]	260	3,120	
[landing page handbook]	260	3,120	
[dynamic landing pages]	210	2,520	

module 4

QUANTIFYING KEYWORD COMPETITION

Quantifying Keyword Competition

Google.com Search Engine

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"landing page"

Search

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Results 1 - 10 of about 4,080,000 for "landing page". (0.31 seconds)

[Effective Landing Pages](#)

[Webtrends.com/LandingPage](#) Increase **Landing Page** Conversions with Webtrends Optimize. Learn How.

[Landing page](#)

[www.ioninteractive.com/LandingPages](#) 31 Tips for Improving Your Landing Pages. Convert More. Spend Less.

[Video Spokes Landing Page](#)

[www.WebsiteTalkingHeads.com](#) She Does it all for just \$199 Meets, Greets, Directs, and Sells

[Landing page - Wikipedia, the free encyclopedia](#)

In online marketing a **landing page**, sometimes known as a lead capture page, is the page that appears when a potential customer clicks on an advertisement or ...
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[Landing page optimization - Wikipedia, the free encyclopedia](#)

Jul 2, 2007 ... **Landing page** optimization (LPO) is one part of a broader Internet marketing process called Conversion Optimization, or Conversion Rate ...
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[Landing Pages Turn Traffic Into Money | Copyblogger](#)

A **landing page** is any page on a website where traffic is sent specifically Likewise, the goal of the copy and design of a **landing page** is to get the ...
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[How To Write An Effective Landing Page](#)

How to Write an Effective **Landing Page**: The first page your visitors see when visiting your site from an email you've sent them determines whether they ...
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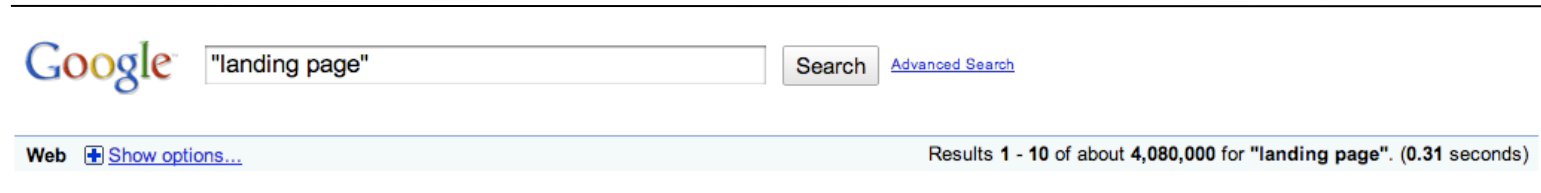
We design custom landing pages that

Quantifying Keyword Competition

Why Exact Match Counts are Best

“landing page”

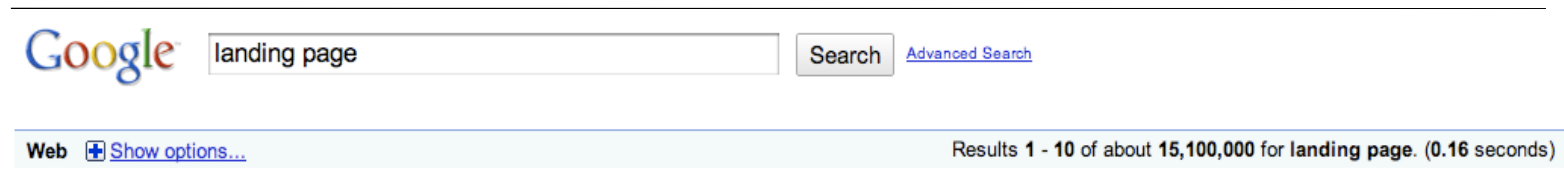
4,080,000



A screenshot of a Google search interface. The search bar contains the text "landing page" enclosed in double quotes. To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, a light blue bar displays "Web" with a plus icon and a link to "Show options...". On the right side of this bar, it says "Results 1 - 10 of about 4,080,000 for 'landing page'. (0.31 seconds)".

landing page

15,100,000



A screenshot of a Google search interface. The search bar contains the text "landing page" without quotes. To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, a light blue bar displays "Web" with a plus icon and a link to "Show options...". On the right side of this bar, it says "Results 1 - 10 of about 15,100,000 for landing page. (0.16 seconds)".

Quantifying Keyword Competition

Indexing Supply and Demand

Keywords	Monthly	Annual	Google Listings	KCI
[landing page]	12,100	145,200	4,080,000	0.04
[landing pages]	5,400	64,800	1,230,000	0.05
[landing page optimization]	3,600	43,200	235,000	0.18
[landing page templates]	1,300	15,600	281,000	0.06
[landing page template]	880	10,560	126,000	0.08
[free landing pages]	590	7,080	301,000	0.02
[free landing page templates]	480	5,760	87,500	0.07
[best landing pages]	320	3,840	298,000	0.01
[ppc landing pages]	320	3,840	11,200	0.34

module 5

BUILDING YOUR KEYWORD UNIVERSE

Building your Keyword Universe

Defining your Keyword Clusters

Keywords	Monthly	Annual	Google Listings	KCI
[landing page]	12,100	145,200	4,080,000	0.04
[landing pages]	5,400	64,800	1,230,000	0.05
[landing page optimization]	3,600	43,200	235,000	0.18
[landing page templates]	1,300	15,600	281,000	0.06
[landing page template]	880	10,560	126,000	0.08
[free landing pages]	590	7,080	301,000	0.02
[free landing page templates]	480	5,760	87,500	0.07
[best landing pages]	320	3,840	298,000	0.01
[ppc landing pages]	320	3,840	11,200	0.34

Building your Keyword Universe

Importing Keyword Cluster into Keyword Universe

Mequoda Daily Network								
Google Visibility Report								
2/8/10 4:38 PM								
Keyword Universe	Primary Keyword Cluster	GKT Monthly	Google Listings	Annual Searches	Google KCI	Google Rank	Annual Impressions	GVI
landing page	Landing Pages	12,100	3,370,000	145,200	0.04	30	10,164	7%
landing pages	Landing Pages	5,400	1,170,000	64,800	0.06	32	0	0%
landing page optimization	Landing Pages	3,600	786,000	43,200	0.05	-	0	0%
squeeze page	Landing Pages	2,400	278,000	28,800	0.10	-	0	0%
landing page templates	Landing Pages	1,300	189,000	15,600	0.08	4	15,600	100%
landing page design	Landing Pages	1,000	38,600	12,000	0.31	76	0	0%
landing page template	Landing Pages	880	99,900	10,560	0.11	4	10,560	100%
free landing pages	Landing Pages	590	2,700	7,080	2.62	32	0	0%
landing page generator	Landing Pages	390	3,080	4,680	1.52	-	0	0%
landing page examples	Landing Pages	320	507	3,840	7.57	-	0	0%
adwords landing page	Landing Pages	320	10,000	3,840	0.38	-	0	0%
landing page management	Landing Pages	210	222	2,520	11.35	-	0	0%
landing page creator	Landing Pages	210	3,220	2,520	0.78	99	0	0%
landing page handbook	Landing Pages	210	11,600	2,520	0.22	-	0	0%
landing page example	Landing Pages	170	2,900	2,040	0.70	-	0	0%
landing page testing	Landing Pages	170	15,300	2,040	0.13	-	0	0%
free landing page templates	Landing Pages	170	61,200	2,040	0.03	7	2,040	100%
free landing page template	Landing Pages	140	249	1,680	6.75	10	1,680	100%

Building your Keyword Universe

Importing All Keyword Clusters into the GVR

Mequoda Daily Network Google Visibility Report November 9, 2009							
Current Data							
Mequoda Daily Topics (PKP)	Topic #	Keyword Universe	Annual Searches	Annual Impressions	GVI	Posts	Freemium
Landing Pages	1	148	432,612	46,291	10.70%		12 Master Landing Page Templates; Rapid Conversion Landing Page Optimization Guidelines
Membership Websites	2	59	85,776	20,885	24.35%		5 Deadly Membership Website Mistakes
Online Publishing	3	59	1,286,604	7,545	0.59%		Seven Online Publishing Secrets; How to Write a White Paper That Sells; Editorial Management Guidelines for Online Publishers
Topic 4	4	0	0	0	0.00%		
Topic 5	5	0	0	0	0.00%		
Topic 6	6	0	0	0	0.00%		
Topic 7	7	0	0	0	0.00%		
Topic 8	8	0	0	0	0.00%		
Topic 9	9	0	0	0	0.00%		
Topic 10	10	0	0	0	0.00%		
Total		266	1,804,992	74,721	4.14%		

Building your Keyword Universe

Turning Keywords into Website Architecture

satisfaction guarantee and the call to action with greater urgency.

An example of the Big Promise sales letter landing page headline and subheads

1. Headline attention grabber — *Are you getting your share of the good life?*
2. Subhead promise — *You could be getting a lot more of the good life.*
3. Subhead promise — *We can show you how to get more of the good life than you ever imagined.*
4. Subhead fulfillment — *Here's how to get more of the good life right now — guaranteed.*
5. Subhead call to action — *Order our product today and get more of the good life than you ever imagined — guaranteed.*

The Big Promise model has been used successfully since the invention of advertising. It can work very well for persuading lots of customers, but there's an even more effective strategy.

The Anxiety/Relief sales letter landing page copywriting model

In the second sales letter landing page copywriting model, which I call the Anxiety/Relief sales letter:

- (1) The headline grabs the reader's attention by creating anxiety.
- (2) The first subhead provokes additional anxiety.
- (3) The second subhead ratchets up the anxiety.
- (4) The third subhead describes how the anxiety can be relieved by ordering the product, and includes a satisfaction guarantee.
- (5) The fourth subhead, sometimes used in the post script (P.S.), repeats the satisfaction guarantee and the call to action with greater urgency.

Hypothetical example of the Anxiety/Relief sales letter headline and subheads

1. Headline attention grabber provokes anxiety — *You're probably not getting your share of the good life!*
2. Subhead adds more anxiety — *And you're a loser, so what little you get of the good life really isn't very good, right?*
3. Subhead ratchets up the anxiety — *Wow. you really are a stinkin' loser. aren't you? No*

Online Publishing Topics

Blogging for Profit (13)
Designing Media Websites (112)
Editorial Management Strategy (11)
Email Marketing (65)
Email Newsletters (21)
Increasing Website Traffic (56)
Internet Business Models (50)
Internet Marketing Strategy (96)
Keyword Research (3)
Kindle Publishing (14)
Landing Page Optimization (123)
Making Money Online (25)
Membership Websites (86)
New Media Trends (14)
Online Copywriting (7)
Online Metrics (7)
Online Publishing (252)
Online Publishing Jobs (40)
Online Teams (9)
Search Engine Optimization (32)
SEO Campaign Management (1)
Social Media Strategy (28)
Subscription Websites (28)
Web Advertising (25)
Website Usability Testing (23)
Studies and Reviews
Benchmark Lists (1)
Email Newsletter Reviews (7)
Landing Page Reviews (48)
Publishing Case Studies (43)
Website Design Reviews (76)

module 6

TRACKING YOUR RESULTS

Tracking Your Results

How to Calculate GVI

Google Rank 1-10 (Page 1) = 100% visibility
Google Rank 11-20 (Page 2) = 32% visibility
Google Rank 21-30 (Page 3) = 7% visibility

Tracking Your Results About Advanced Web Ranking

ADVANCED WEB RANKING
Manage your search engine rankings intelligently

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Every day **millions of customers** search the web for local **businesses like yours**.
Will they find you?
Find out now! Get the most complete search engine visibility software package for your business.

TARGET YOUR KEYWORDS

Keyword research	Keyword analyzer
Every optimization job starts with keyword research. It's the first thing you need to consider before bringing any traffic from search engines.	What do your potential customers search for when they find your competition? Use the Keyword Analysis tool to find out what keywords your competition is targeting for.

Our Clients: AOL, SIEMENS, NVIDIA, SONY, mobile.de, amazon.com, EA, Disney

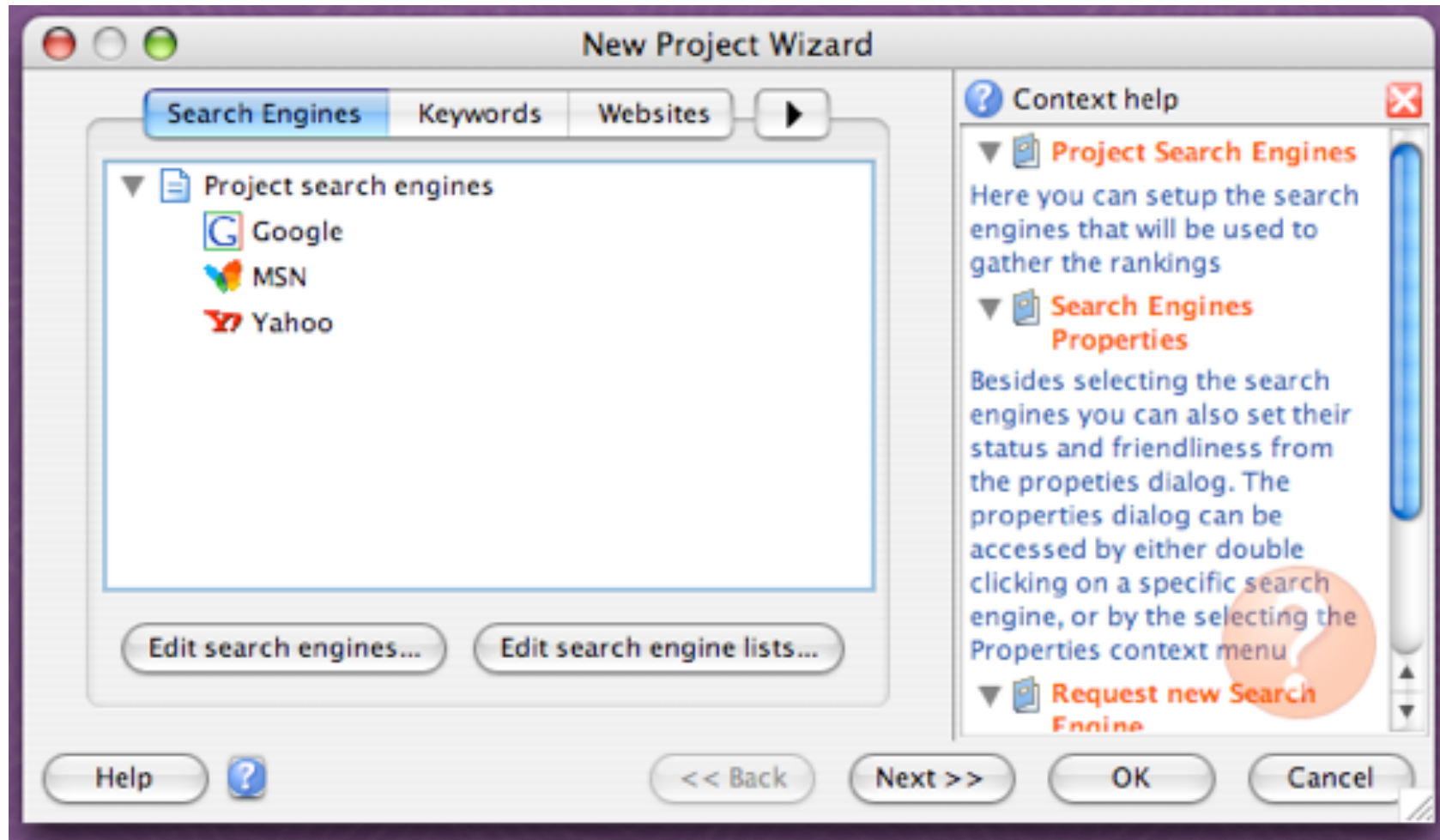
Tracking Your Results

Advanced Web Ranking

- Configuring Advanced Web Ranking
- Importing Your Keyword Universe
- Running the Report
- Exporting Position Data
- Importing Position Data
- Verifying the data

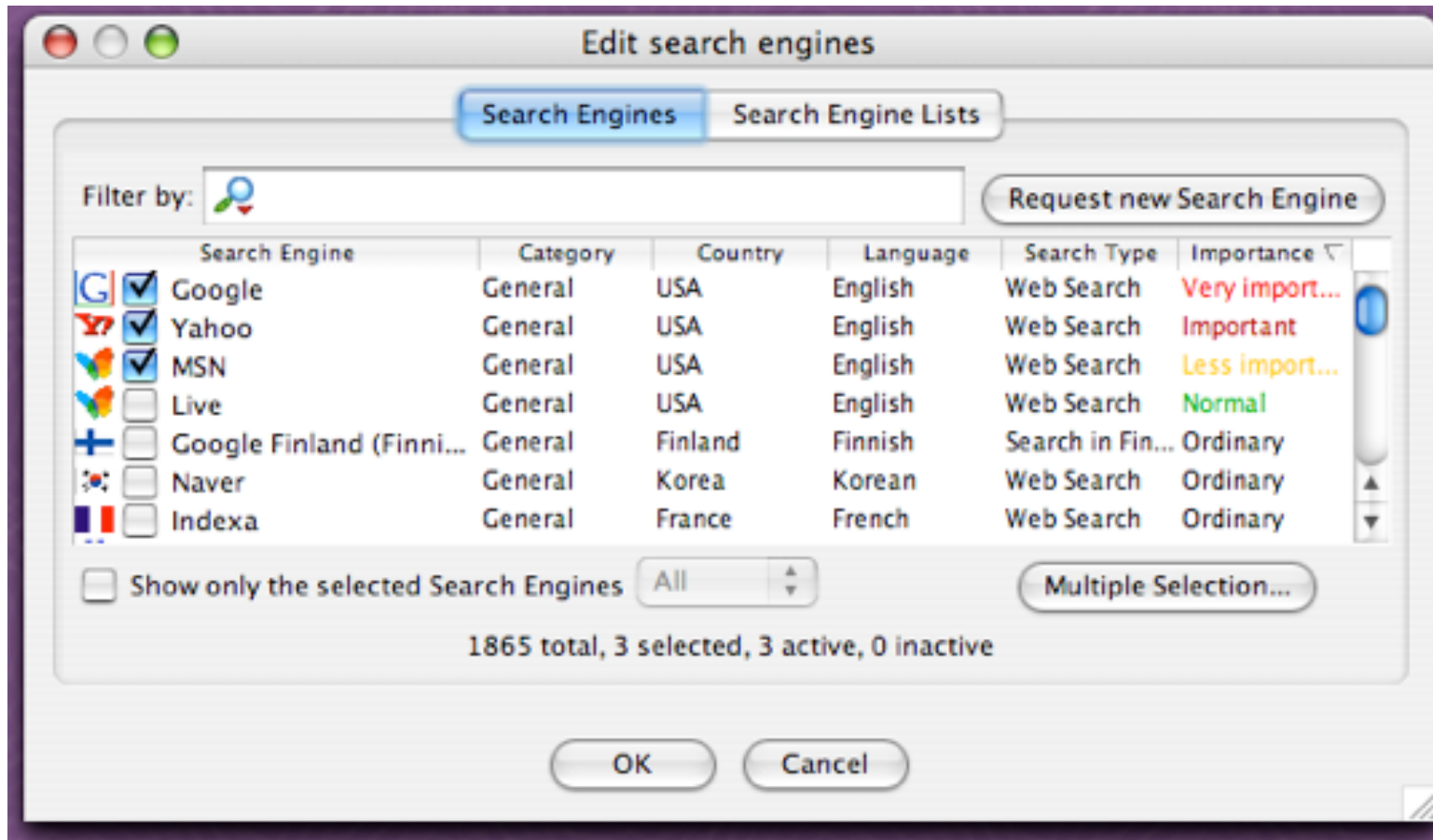
Tracking Your Results

Configuring Advanced Web Ranking



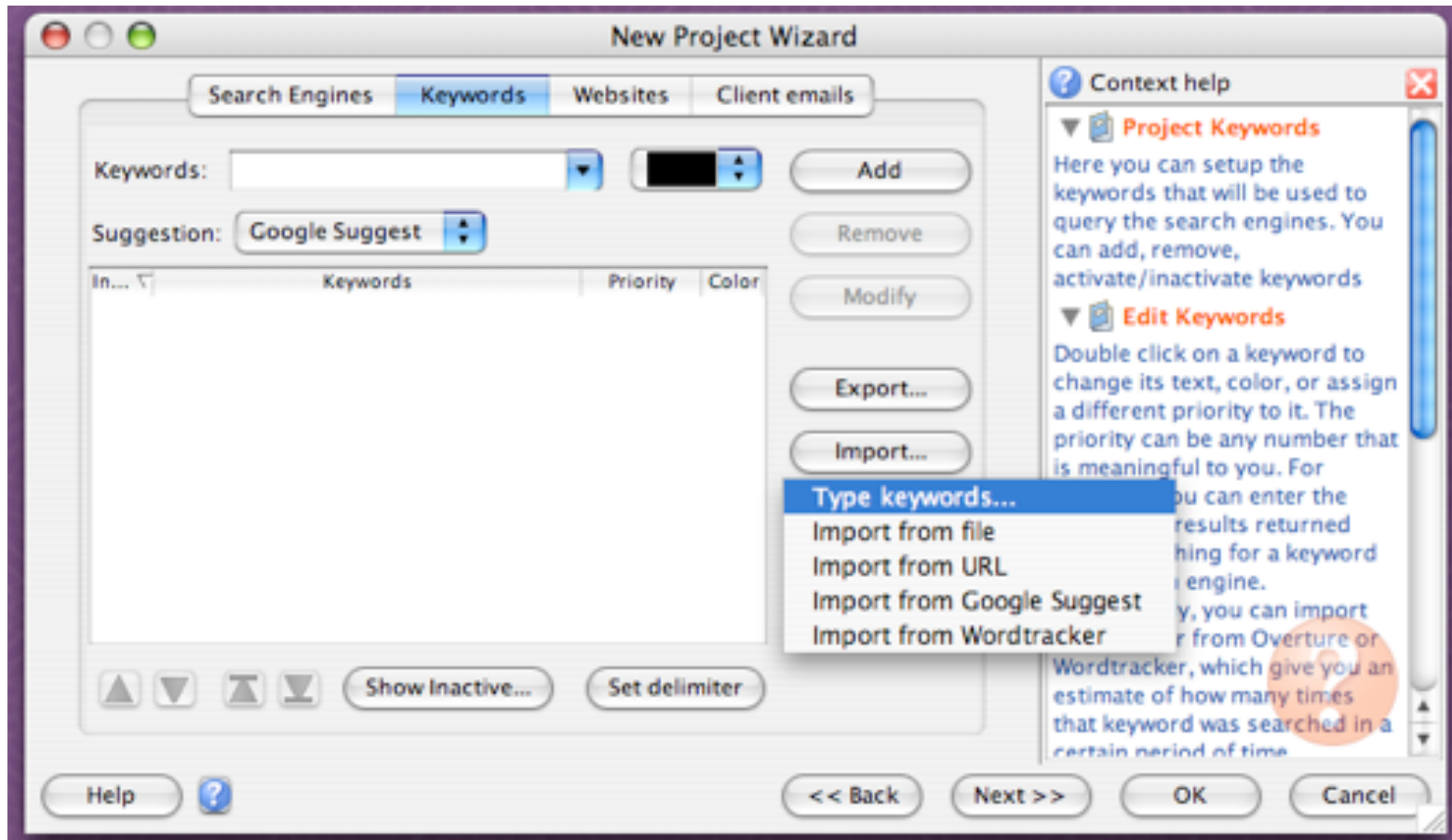
Tracking Your Results

Configuring Advanced Web Ranking



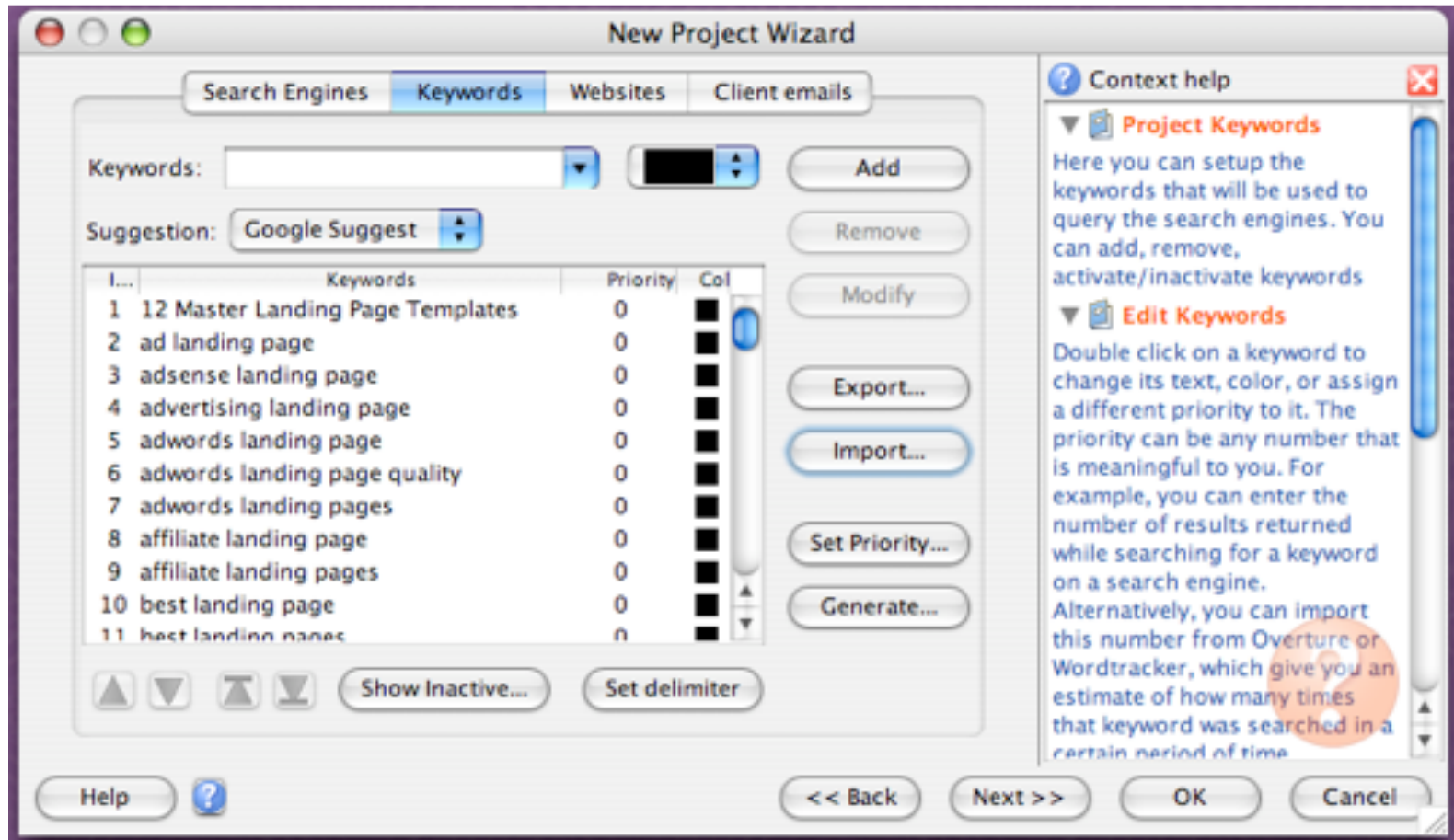
Tracking Your Results

Importing Your Keyword Universe



Tracking Your Results

Importing Your Keyword Universe



Tracking Your Results

Running the Report

The screenshot displays the 'Advanced Web Ranking 6.3 build 7' software interface. The main window shows a progress report for a project named 'Mequoda_M...'. The progress is at 4%, with a started time of 08:54:57 and an estimated stop time of 11:28:59. The IP address is 192.168.0.2, and the user is Administrator. The report is being updated manually.

Index	Search Engine	Keywords	Status
1	Google	12 Master Landing Page Templates	Received 10 of 50 (100% complete) - All r...
2	Google	ad landing page	Received 50 of 50 (100% complete)...
3	Google	adsense landing page	Received 50 of 50 (100% complete)...
4	Google	advertising landing page	Received 30 of 50 (100% complete) - All r...
5	Google	adwords landing page	Received 50 of 50 (100% complete)...
6	Google	adwords landing page quality	Received 50 of 50 (100% complete)...
7	Google	adwords landing pages	Received 50 of 50 (100% complete)...
8	Google	affiliate landing page	Received 50 of 50 (100% complete)...
9	Google	affiliate landing pages	Received 50 of 50 (100% complete)...
10	Google	best landing page	Received 50 of 50 (100% complete)...
11	Google	best landing pages	Received 10 of 50 (20% complete) - Sleep...
12	Google	build a landing page	Waiting...

Progress Information

Started: 8:55:15 AM May 28, 2009
 Estimated stop: 11:20:03 AM May 28, 2009
 Time remaining 02:18:52
 Currently 4% complete with 10 of 249 searches.

Tracking Your Results

Exporting Position Data

The screenshot shows a software interface with a menu structure. The 'Project' menu is open, and the 'Export' option is selected. A sub-menu is visible, showing 'Generate' selected, which leads to 'AWR Global Report (Global)'. Below this, a CSV file named 'AWR Global Report_Me#685E58.csv' is open in a spreadsheet application. The spreadsheet contains the following data:

Keyword Date	Search Engine	Website	Position	Page Rank	Alexa Rank	Previous	Change	Best Page
12 Master Landing Page Templates	2009-05-28	Google	http://www.mequoda.com/free-reports/master-landing-page-templates	1	-1	-	-	
12 Master Landing Page Templates	2009-05-28	Google	http://www.mequoda.com/articles/landing-pages/12-master-landing-page-templ					
ad landing page	2009-05-28	Google	http://www.mequoda.com	-4	-	-	-	
adsense landing page	2009-05-28	Google	http://www.mequoda.com	-4	-	-	-	
advertising landing page	2009-05-28	Google	http://www.mequoda.com/articles/landing-pages/three-landing-page-optimization-tips-and					
adwords landing page	2009-05-28	Google	http://www.mequoda.com	-4	-	-	-	
adwords landing page quality	2009-05-28	Google	http://www.mequoda.com	-4	-	-	-	
adwords landing pages	2009-05-28	Google	http://www.mequoda.com	-4	-	-	-	
affiliate landino page	2009-05-28	Google	http://www.mequoda.com	-4	-	-	-	

Tracking Your Results

Importing Position Data

The image shows two Excel spreadsheets and a Sort dialog box. The top spreadsheet, 'AWR Mequoda_Mini_0905.xls', has columns A through E: Keyword, Date, Search Engine, Website, and Position. The bottom spreadsheet, 'MD_Mini GVR_0905.xls', has columns A through G: Keyword, Date, Search Engine, Website, Position, Page Rank, and Alexa Rank. A 'Sort' dialog box is open over the bottom spreadsheet, showing 'Sort by' set to 'Keyword' (Ascending) and 'Then by' set to 'Position' (Ascending). The 'My list has' section is set to 'Header row'.

AWR Mequoda_Mini_0905.xls	MD_Mini GVR_0905.xls
1 Keyword	1 Keyword
2 12 Master Landing Page Templates	2 12 Master Landing Page Templates
3 12 Master Landing Page Templates	3 12 Master Landing Page Templates
4 ad landing page	4 ad landing page
5 adsense landing page	5 adsense landing page
6 advertising landing page	6 advertising landing page
7 adwords landing page	7 adwords landing page
8 adwords landing page quality	8 adwords landing page quality
9 adwords landing pages	9 adwords landing pages
10 affiliate landing page	10 affiliate landing page
11 affiliate landing pages	11 affiliate landing pages
12 best landing page	12 best landing page
13 best landing pages	13 best landing pages
14 build a landing page	14 build a landing page
15 build landing page	15 build landing page
	16 build landing pages
	17 building landing pages
	18 category landing page
	19 create a landing page
	20 create landing page
	21 create landing pages
	22 creating a landing page
	23 creating landing page
	24 creating landing pages
	25 default landing page
	26 define landing page

Tracking Your Results

Verifying the Data

Web Images Videos Maps News Shopping Mail more ▼ kim@mequoda.com | Settings ▼ | Sign out

Google landing page templates Search Advanced Search

Web + Show options... Results 1 - 10 of about 442,000 for landing page templates. (0.19 seconds)

Landing Page Designers Sponsored Links
BannerArchitects.com/LandingPages For Better ROI From Landing Pages 100% Unique Sales Pages-Contact Us!

Building a Landing page?
www.CrownPeak.com Easily build & test landing pages Uplift your ROI. Free Whitepaper!

Premium Website Templates
www.DreamTemplate.com Download 5,000+ Website Templates Just \$59/yr. Unlimited Access.

Create Killer Landing Pages - Free Template | Inside the Secret ...
After adding a new "targeted" picture and content, you will see the custom landing page template now looks like a full dedicated offer landing page for ...
zacjohnson.com/create-killer-landing-pages-free-template/ - Cached - Similar -

CSS Landing Pages - Professionally Designed Landing Page Templates ...
How much time do you spend looking for quality landing page templates for ... Now, you can get professionally designed CSS Landing Pages templates for an ...
www.csslandingpages.com/ - Cached - Similar -

FREE Landing Page Template | DotComPreneur
Great looking landing page template....and it's free! I was going to fork out some big bucks to have someone else build it. Not anymore ...
dotcompreneur.com/free-landing-page-template/ - Cached - Similar -

FREE White Paper: 12 Master Landing Page Templates
Claim your FREE copy of 12 Master Landing Page Templates: Maximizing Internet Marketing Conversion Rates By Using the Right Landing Page Template for.
www.mequoda.com/free.../master-landing-page-templates/ - Cached - Similar -

AffiliateMarketingInfo - 70 Free Landing Page Templates

Sponsored Links

Pro Landing Page Template
Easy templates and video tutorials
Get your Landing Page Template now!
www.EzMiniSites.com/Landing

We Hate Landing Pages.
Good Microsites are better.
See for yourself. Make it yours.
www.AcceptTheInvitation.com/ToYou

Video Spokes Landing Page
She Does it all for just \$199
Meets, Greets, Directs, and Sells
www.WebsiteTalkingHeads.com

Website Templates
Create Your Own Designed Website
Flash, Drag & Drop, Easy, Unique
www.wix.com/Website/templates

Self Service pURL Creator
Increase your ROI by measuring and tracking direct marketing campaigns
www.boingnet.com

Landing Page Optimization
We design and optimize your landing page, and test to beat the control

Tracking Your Results

Verifying the Data

Daily Blog

MEQUODA DAILY
Helping Publishers Make Money Online

Hosted by Don Nicholas,
Amanda MacArthur and
Kim Mateus



Google™ Custom Search

GO

12 Master Landing Page Templates

Maximizing Internet Marketing Conversion Rates By Using the Right Landing Page Template for the Job

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Now there is an easy way to learn the concepts, tips, tricks and techniques that will increase your landing page conversion rates by 30 to 50 percent.

Inside this white paper you'll learn:

- The strategies behind ten different types of landing pages, complete with examples from successful publishers currently using them.
- The vital pieces of conversion architecture that help drive a successful system of landing pages. With these components, you will be able to double or triple your conversion rates.
- Which types of landing pages are best at increasing your marketing file, and how to best design and implement them.
- Why the ultimate goal of landing page-driven Internet marketing is to create a flow of webpages that maximize

Keyword Research Step-by-Step

6 Modules

1. Defining Your Niche
2. Discovering Your Competitors
3. Researching Keyword Popularity
4. Quantifying Keyword Competition
5. Building Your Keyword Universe
6. Tracking Your Results

Thank You



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