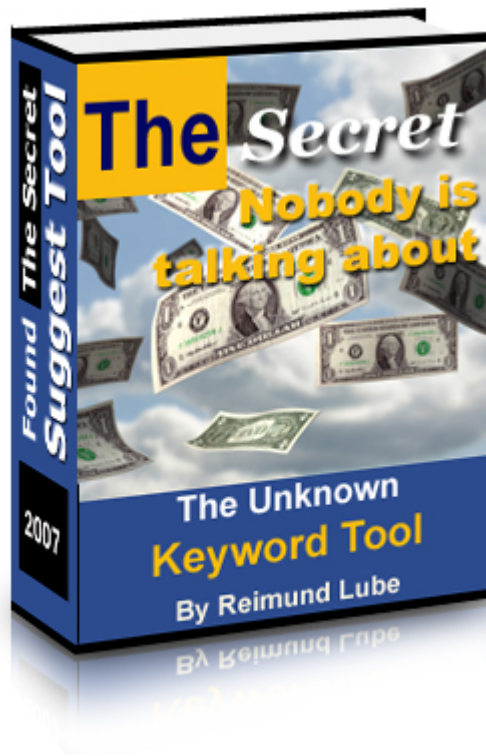


## **The Unknown Keyword Tool**

The Keyword research tool that  
NOBODY is talking about!



A Special Report by Reimund Lube  
CEO & Founder of [WebLantis.com](http://WebLantis.com)

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## **Introduction**

There's been an awful lot of e-material flying about in the past few weeks with all the multiple-download freebies that have been on the go, like the "Viral Marketing Giveaway 6" and the "PLR Giveaway Round 4".

In these packages there have been many books about niche marketing and starting an internet business (did you notice too!). I read a few of them myself to see if there were any new ideas or thoughts but unfortunately most of them seem to follow the same old path - Find a hot niche, research your keywords, use Overture or subscribe to Wordtracker through my link etc etc.

Not that there's anything wrong with the advice, it just seems a bit old hat and has been said by so many people in so many books, courses and blogs.

There is one great keyword research tool that I've been using that I haven't seen mentioned in ANY of these publications yet. It surprises me a little because I thought everybody would be using this, as well as trumpeting it as a hot new tip for their ebooks and courses, but like I say I've yet to see any of them mention it.

If you teach or use keyword information for website pages, niche products, Google Adwords or anything else, then this is something you really must be looking at. As a keyword idea "brainstorming" method it surely can have few equals.

And did I mention that it's completely **FREE**?

I first started using this amazing tool in earnest only a few weeks ago when I was looking for keywords to promote my [\*\*VIP RESALE PLATINUM Package 222 Resale Rights Package\*\*](#). It's in my eBay store (which I've just started and am trying out), and I had decided to use Google Adwords to send visitors to the sales page.

So I was looking for variations on "property investment" when it struck me, I should try [\*\*Google Suggest\*\*](#).

## What is GOOGLE SUGGEST?

This is one of Google's recent developments and it is still in Beta, but what a great tool it is for finding keywords. The idea behind it is like predictive texting like you get on mobile cell phones, you start typing something and the software looks at what you are typing and finishes it off for you.

To give you an idea, I'll show you what I did when I was researching keywords to use to promote my property package

I started with the broadest, most generic term that could be applied to my ebook and so I typed "property investment" into the search box and here's what happened.

1. When I got to "property inv", Google completed the box and displayed these results:



The screenshot shows the Google Suggest BETA interface. At the top is the Google logo with 'Suggest BETA' underneath. Below the logo are navigation links: Web, Images, Groups, News, Froogle, Local, and more. A search box contains the text 'property inv'. To the right of the search box are links for 'Advanced Search', 'Preferences', and 'Language Tools'. Below the search box is a list of suggestions with their corresponding result counts. To the left of the list is the text 'As you type, Google' and to the right is 'sults. Learn more'.

Search Suggestion	Number of Results
property investment	18,700,000 results
property investing	3,350,000 results
property investments	8,740,000 results
property investor	5,450,000 results
property investors	6,730,000 results
property investment uk	6,030,000 results
property inverness	469,000 results
property investment funds	6,130,000 results
property investment companies	14,200,000 results
property investor news	3,200,000 results

So before I had even finished typing in the search query, Google had come up with some new ideas that I could use for *another* search!

Out of these 10 results, the following were of interest to me: property investing, property investor, property investor news.

2. I can now use these results to perform a new search, so as an example I'll take "property investing". Here's the result of that search:



This throws up a few more results that I can drill down a bit further, property investing tips, property investing advice and property investing forum.

I would do the same again with property investor and property investor news (from Step 1) which would give me new results that I could use.

Are you starting to see the power of this method for generating sets and subsets of keywords?

3. Now we go back and continue with the original search, which was "property investment". As we type in each letter, the 10 results change to produce new ideas that we can use, for example:



As you type, Google suggests:

Search Term	Results
property investment	16,700,000 results
property investments	8,740,000 results
property investment uk	6,030,000 results
property investment funds	6,130,000 results
property investment companies	14,200,000 results
property investment abroad	453,000 results
property investment advice	1,320,000 results
property investment software	6,560,000 results
property investment club	1,980,000 results
property investment bulgaria	698,000 results

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We get property investment UK, property investment funds, property investment companies, property investment abroad and property investment software, all of which are very useful keywords.

So from my original search “property investment” I now have the following list:

- property investment
- property investment UK
- property investment funds
- property investment companies
- property investment abroad
- property investment software
- property investing
- property investor
- property investor news

Again these can be plugged in to Google Suggest to see what else it throws up so there’s a lot more terms that I can find that would be great for this package that should be enough to let you see how it works.

## Conclusion

### Results And Popularity

The great thing about the results that you're getting is that they are based on popularity, from information Google has saved from actual searches. If you look at the numbers to the right of the search terms returned, you get an instant picture of how popular these searches are on the internet.

Now Google doesn't exactly spell this out, but the 10 results that you see are placed in *order of number of searches*.

Alongside is the number of search page results for the term, so you can do an instant evaluation as to what are going to be the phrases worth going after. If a term is getting a lot of searches and doesn't have much competition – bingo!

The screenshot shows the Google Suggest dropdown menu for the search term 'property investme'. The results are ranked by popularity, with the number of search results for each term listed to the right. Two yellow callout boxes provide additional context: one on the left states 'These results are ranked in order of popularity' with an arrow pointing to the search terms, and one on the right states 'If you get a high placed search term with a low number of results here, get excited!' with an arrow pointing to the 'property investment abroad' result.

Search Term	Number of Results
property investment	16,700,000 results
property investments	8,740,000 results
property investment uk	6,030,000 results
property investment funds	6,130,000 results
property investment companies	14,200,000 results
property investment abroad	453,000 results
property investment advice	1,320,000 results
property investment software	6,560,000 results
property investment club	1,980,000 results
property investment bulgaria	698,000 results

There are a few anomalies with Google Suggest, as you might expect from something that's still in Beta. For example the number of results that you get for each search term can vary considerably compared to what you get if you type the same search into Google.

There are a few theories about this doing the rounds, but broadly speaking it doesn't really matter too much. All you are really concerned with is the order of magnitude of the results, i.e. if one has ten times fewer than the rest

in the list then it's likely to be a good thing. Whether the actual number is 2 million or 2.5 million doesn't come into it for most of us.

### **Search For Web Addresses**

Another strange thing is if you type in a web address beginning "www", you will only ever get one result per website. So if you type "www" you get the top 10 sites in order of popularity; Yahoo, Hotmail, Google etc.

Similarly, if you continue on and type in for example "www.d" you get the top 10 sites beginning with the letter "D", again in order of popularity; Dictionary.com, Download.com, Disneychannel.com etc.

As with most things Google there is a thick veil of secrecy around how the results are calculated and no real way of knowing for sure.

So there it is, a quick and easy way to use the power of Google to generate some fantastic new keywords that you can use, and maybe unearth some undiscovered gems for you too!

Here's the link again: [Google Suggest](#)

Thanks for reading this report!

*Reimund Lube*

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