



Death of the Google Keyword Planner

Finally!!!!!!!!!!!!

Ed Chiasson

Disclaimer: This report is based on my personal experience over many years of using Google's keyword tool. Due to Google altering its algorithms over the years, many SEOers including myself have been forced to find new ways to evaluate keywords and their relationships in order to continue to achieve the high ranking that we so desire. As of today, Keyword Planner is best suited for ADWORDS due to the recent reorganization of how it works – not for SEO or Keyword Research!

Updated for 2016

I would like to thank you for downloading this free report.

To be right up front,

Don't confuse this **FREE** report as **WORTHLESS INFORMATION**.

The information within this report exposes Google's smoking gun on how they distract users on what is really going on in the search engine rankings.

In addition I will briefly discuss how Google has a history of luring you into using it's programs and free tools for information gathering and destroying your business unless you want to spend large amounts of money with them.

So I encourage you to set aside time to read every word of this document.

Dedicate a few minutes to read this short report by shutting down your email, phone or any other computer activities till you have finished reading why you are wasting your time using Google's Keyword Planner as a keyword research tool and what alternatively you should be using.

Those of you who take the time to read through this document and understand it's content are going to learn both how keyword research has changed with the times and the best way to do it today in order to achieve high rankings in the search engines. Knowing this will put you a huge step ahead of all your competitors!

Please excuse any grammar errors or misspellings; just **focus on the INFORMATION** within this short report.

You are about to discover why the recent Google updates and the new Semantic Web have rendered Google's Keyword Planner tool almost completely useless for conducting any sort of keyword research for SEO purposes and why an alternative is needed.

See you on the other side

Ed Chiasson

Google's ever-changing landscape

Let's first start with the year 2009 a change happened with Google, not an update like we are so accustomed to seeing with Google. A change that Google and its talking head Matt Cutts downplayed as being just a small adjustment to its algorithm for “trust, authority, reputation, PageRank, high quality...”

The search marketing industry along with people paying attention noticed this change called Vince's change is favoring brands.

When I ask anyone about Vince's change the typical response I get is like hearing crickets because of the lack of response. But when I mention the search results are brand dominant these days the response is Yea! I noticed that.

In my opinion the majority of the Internet Marketing Community knows little about what Google really pulled off as one of their biggest updates in history by downplaying their real intentions and calling it a change.

By downplaying brand dominance Google avoided the online business community from crying foul for catering to big money. The little guy put Google on the map as the most highly used search engine in the world. While Google allowed big money to slide in the back door to dominate page one search results without having to follow the Google algorithmic rules they impose on the little guy.

If this article has not crossed your path about brand dominance you need to read how about 16 companies are dominating the search results. Well written and the masses are finally starting to notice in 2016 what I noticed in 2009.

<http://www.viperchill.com/google-control/>

Let's face it Google's marketing strategy is successful by using consensus, they get the masses to promote for them, just like every free tool they create.

It first started with a brilliant marketing strategy called AdSense they had the little guy promote their pay per click advertising business for cheap clicks and sharing revenue so everyone was happy making money. This propelled them to the most highly used search engine on the planet till they crushed the little guy with new rules, for better or worse they pulled the rug out of many people who honestly worked hard making them money with AdSense.

Did I mention Google's corporate logo(slogan) “Don't Be Evil” as their code of conduct. A prime example of “Don't do as I do, Do as I say”.

My apologies for digressing but as you will see Google has a history of choking off the little guy like a frog slowly simmering in a pot.

Let's get back to Vince's change if you get anything out of this report remember this is the real reason and nothing else for having difficulties ranking page one in Google *“Nothing Else”*.

Everything is a distraction and noise as long as Brands dominate page one results.

Here's two quotes from SearchEngineLand and AdAge that backs this up.

Quoted from SearchEngineLand

"In 2008 Google's then CEO Eric Schmidt said, “Brands are the solution, not the problem,” Mr. Schmidt said. “Brands are how you sort out the cesspool.” In 2009, Google made an algorithm update named Vince's Change which favors brands"

The original quote was from AdAge with more details

We don't actually want you to be successful," he said. The company's algorithms are trying to find the most relevant search results, after all, not the sites that best game the system. "The fundamental way to increase your rank is to increase your relevance," he added.

Vince's change later became concrete when Google announced in 2012 search will be based on its Knowledge Graph to enhance its semantic-search information with Brand, Authority and Power Players totally integrated as the most relevant for specific keywords and niches.

It really should of been labeled Google's dirty little secret similar to a magicians way of sleight of hand of redirecting you to focus on something else and not what really matters.

No wonder ranking page one of search is a hit and miss situation for most of you.

Can you relate to that experience today?

If you wish to read more details about Vince's change just Google Vince's change. There was some individuals not asleep at the wheel that realized the impact this change will have.

Here is one link I thought was pretty interesting.

<https://www.portent.com/blog/seo/vinces-change-google.htm>

All of this was happening while the masses were asleep waiting for the next update what a shame, the masses had a chance to maybe do something about it.

Now the year is 2013 and Google has made several major updates to its search engine algorithms. These are the major updates the masses long

awaited for and ignored the impact of Vince's change.

These major updates affect the way keyword research is done today for what is left over for page one search results. The major updates are:

- **Panda**
- **Penguin**
- **Hummingbird**

Panda came out as a way to sort out low quality sites versus sites of high quality. In the past, Google's focus was determining quality and trust factors at the page level. With Panda enforced, the complete site's content is taken into consideration for determining quality.

(A very important change for how keyword discovery is used today)

Penguin's update to the search algorithm targeted link spamming. Many top search listings only existed because of the vast amounts of links (regardless of quality) that were being built to them.

If you look at both of these Google updates overall, they were just like adding new parts to a car in need of repair, both of these updates still used the existing Google algorithm with some modifications.

(September, 2016, Penguin is now a rolling update and you will no longer have to wait for an update to see the affects of Penguin on your pages upon further research this could be all RankBrain related.)

Now **Hummingbird** has come along. This is a totally new rewrite of Google's algorithm. This new algorithm produces semantically similar search results. These improvements are particularly strong in **Contextual** and **Conversational search**, two areas that are strongly linked to fundamental semantics and the relationships between words.

In **Contextual search**, Google increasingly returns results that match the intention behind the query. Results are no longer limited to the words themselves, but include an interpretation of intent for the search terms.

As more searches are voice controlled – **Conversational search** becomes more long-tailed and often involve whole sentences. The search query is longer and is often made up of a complete set of questions.

The creation of Hummingbird is just like replacing an old motor with a new

one on steroids.

October 26, 2015 the confirmation of RankBrain, Google's machine learning artificial intelligence system. RankBrain helps Google to process search results and provide more relevant search results for users. If RankBrain sees a word or phrase it isn't familiar with, the machine can make a guess as to what words or phrases might have a similar meaning and filter the results accordingly, making it more effective at handling never-before-seen search queries.

Google commented that RankBrain was the third most important factor in the ranking algorithm along with links and content.

Status update for 2016 quoted from searchengineland

<http://searchengineland.com/google-loves-rankbrain-uses-for-every-search-252526>

“Google uses RankBrain for every search, impacts rankings of “lots” of them

Last year, RankBrain was used for less than 15% of queries. Now Google's confidence has increased enough that it's used all the time.”

Keyword research is no longer a system of finding the perfect keyword and creating a web-page around that particular keyword, but now requires content to be created around semantic and contextually similar keyword groups - in addition website owners need to create authority websites designed around brand avoidance.

These updates along with machine learning(AI), Google now evaluates the complete site and keyword groups for it's page one search results unless they are **Brand Dominate**. Brands get to break all the rules for SEO due to the nature of trust defined by Google.

Here's a link worth reading about how the big media companies get away with shady link building and the little guy gets penalized instead, look about 2/3 the way down the page to see how brands use old linking methods get away with it and the little guy gets crushed if they attempt to do these old linking methods.

<http://www.viperchill.com/link-building-2016/>

As mentioned before, this vastly differs from the past where Google ranked single pages for a single keyword.

Let's get back to if your a user of Keyword Planner, it is ill equipped to show you these types of keyword groups and their relationships to each other.

Keep in mind; this is just an overview of what happened for one change, major updates and the introduction of machine learning(AI) that happened in Google's search indexes. A lot more is happening behind the scenes, but for the purpose of this short report this is only an overview.

With this being said, all this chaos has affected how keyword research and SEO are being done. If you want to succeed with page one rankings you need to change from here on forward.

What I mean by this statement is that you really can't do keyword research without considering the SEO side of things when selecting keywords and Brand Avoidance – they are too interlinked now.

Every year Google makes changes to its search engine algorithms all in the name of delivering better search results for people surfing the web. I suspect this will be a continuous evolution as time goes on.

(2016 – we are now seeing updates happening on the fly as RankBrain learns more and more, waiting for updates maybe a thing of the past as we know it - even Google Engineers are now admitting they don't know what RankBrain is up too in determining ranking signals, this is what AI is suppose to do - make up it's rules as it see's fit statistically so don't expect ranking signals to stay static.)

For example - let's go back a few years to see an epic change that affected one of the best money makers of all time led by Google and then killed by Google, no different than what we are experiencing now.

If you've been around since ADSENSE began, do you remember websites made for ADSENSE and how they dominated the top results in organic search. The made for ADSENSE web-pages delivered no value and were created just to generate clicks for collecting ad revenue.

It was a great way to make money in those early days of ADSENSE, but they offered no value to anyone looking for information.

Just prior to ADSENSE being available, I was working with a client to find online information about his business. At the time, the technical information was plentiful and relevant in the organic search results.

Less than a year later, a similar client requested I find some information of similar nature. All the information was now eradicated from the search indexes and replaced by made for ADSENSE pages as far back as Google would allow me to search.

This information was of a technical nature and had no reason to be missing at all. During the early years that followed the introduction of ADSENSE, getting any technical information was close to impossible in the organic search results to find since they were polluted with made for ADSENSE web-pages.

Being an Internet Marketer, I adapted to the changed landscape and at one point had over ***10 million pages myself in the organic search results monitoring and testing every way to squeeze more money with ADSENSE.***

Then almost overnight all of this changed for everyone, not just me.

Google finally instituted major changes from killing ADSENSE accounts to totally not ranking any web-pages with ADSENSE on them.

Consider these new changes: Panda, Penguin and Hummingbird as other attempts to purge the organic results for their agenda. History seems to repeat itself, especially in the search engine game. This time around with the mentioned animal updates and artificial intelligence, Google addresses relevancy, thin content link spamming and allows brands to dominate page one results in the name of relevancy.

What's this have to do with keyword research?

Keyword research is the most important part of any kind of internet marketing that you do online. Think about it, almost everything online starts with some form of keyword search either it by typing a search term into Google, entering a phrase into a search box on a forum, etc. Thus, it's imperative that you have the right methods and tools to uncover keywords that you can target to be successful online.

I don't know exactly when Google came along with providing a keyword tool, but the most engrossing thing that has captivated everyone and still does is the search data it returns on how many times a month a particular keyword is searched for.

I remember the first day I was exposed to this. (**GoTo.com - Overture - purchased by Yahoo**) All kinds of possibilities ran through my head for finding the most profitable keywords.

All one had to do is find keywords with the most searches, plug them into a web-page, generate some links and bingo the money rolled in!

The problem was unless you are at the beginning of any trend to reap the riches, the word got out fast and the competition for those high search volume keywords became harder and harder to rank for. Eventually low hanging fruit became almost nonexistent.

In addition to increased competition, many tools came to the market for internet marketing involving keyword research with everyone claiming the use of their software would show them the way to riches.

The problem is, even today, software producers are all using the same metrics for finding that magical keyword that promises instant riches.

This brings us to the present day of **market saturation of keyword research** with everyone using Google's keyword planner tool.

When the internet was growing in the early days, the Google Keyword Tool was a wonderful starting place to find keywords. It was in those days, I started developing software to automate finding the greatest amount of keywords with high search volumes in the least amount of time.

Many of you have more than one keyword research tool in your arsenal (I'm

sure, I know I do) to find winning words that bring money. Just about all of them are using Google's Keyword Planner Tool. The only difference about them is how they slice and dice the database. **Unfortunately, all of them totally ignore how the new Google updates affect keyword research and SEO even Brand Avoidance!**

Google even recognized it needed to reorganized keyword planner so it was better suited for ADWORDS, Google's advertising network ...

But the trend still continues for SEO people to use Keyword Planner mainly for that **addictive metric** - **MONTHLY SEARCH COUNTS.**

If you are one that still believes in Keyword Planner I have news for you.

Keyword Planner is officially DEAD!

Confirmed Search Volumes DIED September, 2016

You can no longer get reasonably search data without opening a campaign in Adwords – September, 2016

This is not new, search volume has been skewed to the unknowing thinking that if Google put's it out it must be true, how trusting you are of Google if you believe this. **Wake UP!!** Google is not in your corner unless you have lot's of money to spend.

I had high end clients in the PPC industry tell me years ago they do not use keyword planner, they were using another tool.

I just saw an email by Justin Brooke, he also expose this with his high end PPC clients with Google representatives sitting at a diner one night.

Search volume was a way of Google to monitor activity by the masses for their own use, nothing else.

It officially died for me early in 2007 when the web strongly started going semantic or LSI (Latent Semantic Indexing).

I also exchanged experiences with some of the top SEO people out there during this time. **Just about everyone agreed that monthly search data was not a predictor for expected traffic or good conversion results!**

Each of us had experienced picking keywords with little to no search volume that ended up to be very profitable while on the other end, targeted highly searched for keywords brought us little to no traffic even with 1st place listings.

Unfortunately, many of the gurus and wannabe's still steer you to the new Keyword Planner that Google has just revamped. Google made changes to its keyword tool to benefit advertisers, **NOT** organic search. I would think most people would have understood this distinction by now. Unfortunately, many still try to prevail trying to fit a square peg into a round hole.

In addition, if you have done any ADWORD's campaigns the metrics for determining how much you pay for advertising along with the other metrics are guides at best. I've never been able to match up their metrics with my actual experience; even Google tells you this is only a guide and not the actual numbers you will experience. Are you starting to understand why Google's Keyword Planner is not for you?!?

Why should you listen to me?

But first who am I?

I consider myself pretty nerdy, the type of guy you could associate as the mad professor in a lab testing and dreaming up the next best thing.

I've been around computers (this is going to date me) since I punched cards to enter data and computers the size of a house. You could say I've personally seen computers grow up from infancy.

I'm an engineer by background who has been on the bleeding edge of technology pretty much from the beginning of my career till now.

I've had the pleasure of working in a Think Tank totally funded by its performance with no outside sources of funding from our parent company. Many of my projects produced 10's of millions of dollars in 6 months or less so profitability was never a factor.

Just when the internet was starting to get going from intranets to bulletin

boards to the web, I was very fortunate to consult and work with the first internet browser at the time called **Mosaic** (later to be called **Netscape**) much earlier than what I see written in Wikipedia.

So you can say I have a personal interest in search engine browsers and seeing them mature.

Eventually, I went to a full time living from the internet. You could say it has had its ups and downs like any business, you need to adapt with the times, no different than any of us experiencing changes with our business - this is why you're reading this report.

I especially help anyone who needs help. It's the Zig Ziglar's way of saying help enough people and the people will help you.

I am very serious about this business; I play to win and adapt with the changing times of the internet. This is the reason for this short report, to help everyone understand they must change with the times. **Google's Keyword Planner Is Dead – ADAPT!**

I am a very reachable person, but very private. You won't see me touting any fancy earnings reports; I think it is a little tacky and so simple to falsify. If you have been on the net for any amount of time, I am sure you have seen false earnings reports.

If you are the type who must see this type of evidence of success, I'm the wrong person to look for this. It must be my old fashion nature, I grew up when it was not polite to brag about your success, being humble and helping others was the way to go. I am kind of like the millionaire next door, if you have never read this book, make it a must read.

I operate on sound principles with testing to back the facts.

This report is based on my experiences, knowledge and many years of scientific based testing.

My goal is help you break away from the digital incest I see daily and help you build a business that is sustainable and makes sense without jumping from one shiny object to another.

If you don't know this already, the biggest money makers are silent and operate on sound business principles without jumping from one new concept to another. Sometimes you can make a windfall, but most times it is slow and

steady and you must never give up.

Ok, moving on ... let's look more into how Google's keyword tool has been used over time.

Using Google's keyword tool – Today's consensus

Google's mantra(logo) has been to do no evil, but if you have been in the internet marketing business long enough, you have experienced some form of harm from the numerous changes made to their algorithms.

Some of the changes were justified and others were to boost their bottom line favoring Paid Per Click (PPC) advertising.

The keyword tool now Keyword Planner is one area Google has really never messed with other than trying to make it a better tool for PPC.

How their tool has been implemented for internet marketing all these years is a result of opportunity seekers reading how the PPC data can benefit them in organic search.

I for one have used their keyword tool and also developed several tools to slice and dice the PPC data Google so freely makes available.

In the early days, as mentioned before, we all went after the highest monthly search data numbers hoping to get some form of return from those numbers. Eventually the competition was over whelming.

Then came along a highly promoted method to find new money keywords by bracketing search counts - let's say for example more than 1,000 to less than 10,000 - claiming that these search counts better targeted keywords that buyers were using.

Somewhere in this time frame smart people started understanding that some keywords were more exploratory and others were better buyer keywords.

About the same time, the phrase "long tail keywords" started to be the words coming from everyone's lips. These types of keywords had a higher tendency to draw people more willing to buy products and take action.

Very few people have read the original intention of long tail keywords. It originally was written to demonstrate how Amazon was making money not keyword research, see article below to learn more.

<http://slicktimesavers.com/blog/the-paradox-of-the-longtail-and-keyword-research/>

The concept of buyer keywords being long tail is still valid in most instances. I have also seen million dollar businesses around keywords that are very broad and profitable. It all depends on the niche.

The next metric was to look at the competition column of Google's Keyword Tool to see if there is a lot of competition in organic search. This metric unfortunately is only a PPC metric - it has nothing to do with organic search, but many still think it does.

I just did a case study recently for testing my software and this metric along with search volume is bogus. Case study soon to come to my blog at

<http://slicktimesaves.com>

By now you might be asking where am I going with this.

Years ago, I created software tools for mining Google's data. One of the software's tasks was to find keywords with less than 10 search results with lots of advertising. The search numbers in the Google Keyword Tool were so low just about everyone pasted up these money keywords because they were brain washed into believing low search counts in the Google Keyword Tool would fail to bring them any free traffic worth getting excited about.

The paranoia over low search counts was over whelming. No one wanted to spend any time making a web-page with the fear of no one coming to their websites.

A classic case of lemming mentality!

I have news for you; those were some of the most profitable keywords I have ever made web-pages for because the commercial intent was tested out by the advertisers.

My experience and this proof totally annihilates the concept of using

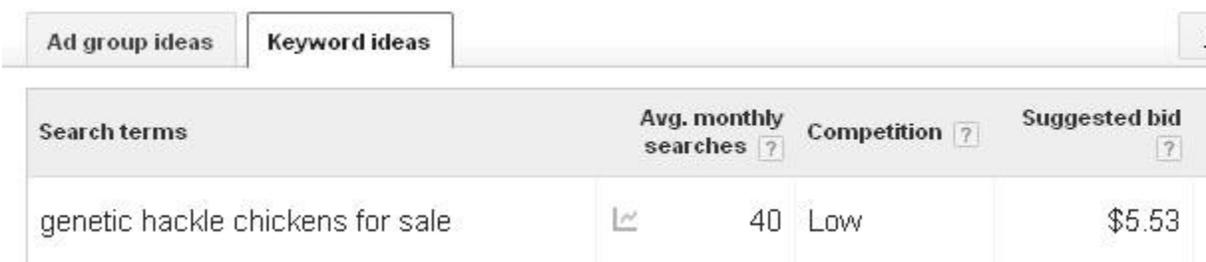
search counts for determining profitability of any keyword!

Exact Match versus Broad Match was also considered before Keyword Planner came along, now Google combines all of this info for search counts.

Let's face it, people search generally for broad match the majority of the time, unless you have specific needs to weed out non relevant results.

Here is another misconception during keyword research with Google's Keyword Planner; studying CPC by looking at how much a click a keyword is worth. This is supposed to give you the impression that if the suggested bid is high, you have a good money keyword.

Here is an example of what I mean.



Search terms	Avg. monthly searches	Competition	Suggested bid
genetic hackle chickens for sale	40	Low	\$5.53

This keyword phrase only gets about 40 monthly searches with a suggested bid of \$5.53 in an extremely tiny niche; I don't think there is more than 4 ads total for this organic results.

Now let's look at the weight loss market



Search terms	Avg. monthly searches	Competition	Suggested bid
lose weight fast	74,000	High	\$3.20

We all know this is one of the most competitive markets there is. Notice the lower suggested bid of \$3.20 with much higher monthly searches of 74,000.

Weight loss markets are one of the most spammed keywords there is, but the tiny chicken market you need to pay more money and I doubt that it is spammed as much as weight loss.

These are just a few of the many inconsistencies that plague Keyword

Planner for keyword research. Notice how they can lead to disastrous research efforts and thus failed SEO campaigns?

It appears that if enough people keep placing emphasis on using Keyword Planner it must be right. Instead we should all know by now that when anything reaches a certain level of market saturation, we should all be running the other way.

This brings us to another good point - **market saturation has happened several years ago for using Google's Keyword Tool**, it happens everywhere: stock markets, new companies, promoting MLM and so forth and so forth.

I am not saying some people will not make money following the old keyword research methods, but the easy money has disappeared and only the strongest are able to survive.

So let's review what is today's typical consensus on how to use Google's Keyword Planner:

- Pick keywords that have a bracket for search counts not too high or not too low
- Check how much competition a particular keyword has (Competition column) and use it to gauge how easy/hard it will be to rank for that particular keyword.
- And last, how much is that keyword worth via Suggested Bid, giving you validation of its value.

Line these 3 parameters up to some magical numbers and you have winning keywords – right? Wrong!

It's no wonder why most Internet marketers are struggling to make money before and after Google's major changes to their algorithms for search.

When everyone uses the same tired principles; hoping to find the proper keywords, you end up with scraps, leftovers and frustration since every day you and another million people are doing the same thing!

Search has been turned upside down again with Brand Dominance, Panda, Penguin and Hummingbird, RankBrain etc... Remember Google bots are only mathematical machines that collect data and bring that data to server farms to be analyzed and analyzed again and again.

Every change Google makes is trying to deliver the best possible and relevant results to whoever is searching for information. In return, maybe the searchers will click on the ads that are on the (New Format) top and bottom of a search page.

(With mobile being the most use method for search, Paid Advertising dominates most of the mobile search real estate, I have seen as little as 4 organic search results with the rest of the page being paid in one form or another)

The reason Google's Keyword Tool stood the test of time is because Google used to rank web-pages based upon one keyword. As webmasters, we created our content around that one keyword and many web-pages were ranked around this concept. Yours truly also used this technique for a while till the Web started changing for semantics.

For example, the search term Apple is for the fruit or for the computer company? Another example would be pasta, spaghetti, macaroni; noodles are all related to each other in the same context.

Search engines are starting to understand the meaning of content on web-pages better since they did the Hummingbird and RankBrain update.

The original keyword tool was not designed to deal with the semantic web, it was designed to show keywords for advertising on one page at a time and Keyword Planner does it even better, but not for semantic and contextual keywords.

Keyword Planner not only is ill equipped to work with the semantic and contextual web, it cannot help you predict or understand what the likely hood of ranking on page one is.

After all this ranting about how the Keyword Planner is Dead, here is what's the most bizarre thing about the widely accepted way to conduct keyword research using Keyword Planner.

Goggle has nothing to do with it!

It's all information that was invented by some very observant Internet Marketers; it all worked during its time when the web was younger. It's now time to change the way we do things since Google changed a long time ago!

Keyword research done the correct way

*(I predict once this report is in the hands of enough people everyone will witness an avalanche of new software tools mimicking our observations. In addition if you don't make a change you have about **5 years** before all the old ways will not work)*

The only thing that matters anymore for keyword research, SEO, Brand Avoidance is that they are now linked together more than ever. You should not be doing one without considering the other for any niche.

This should be the biggest take away you get from this short report!

To begin your keyword research, it's crucial to find buyer type keywords with **strong commercial intent**. The best and fastest way to do this is to see how many advertisers are being displayed in the search results for a given keyword.

The advertisers have figured out the money keywords for us!

When you have to cough up money for advertising and be profitable, you have to do this correctly or go out of business quickly. The advertisers have done all the hard work for you in finding converting keywords!

The more ads on a page, the better regardless of what the cost per click is in keyword planner.

Professional advertisers must have a positive ROI either on the front end or somewhere on the back end, but they must make money or go out of business eventually.

This is one metric you can count on for determining the high monetary intent for keywords. Keyword Planner cannot tell you this - it is confusing or better yet, as someone described it, is a **DISTRACTION**. High cost with low ad counts or high ad counts, but low cost? You would think the more competition with higher ad counts would mean higher cost to advertise - it's a simple law of supply and demand.

The thing about ad cost is that the real cost is determined by a secret formula depending on certain metrics. Google many times charges less for top placement ads than for lower placed ads. **Confusing or what?** This is just another example of where the Keyword Planner information is suspect at best

with lots and lots of contradictions.

This is why the Suggested Bid information must be totally ignored and only the number of advertisers is important!

Next, use Google Instant and Google Related Results to find more keywords related to the keywords you picked out from the above step. When you use these functions, you realize that Google is giving away all the great keywords people are really searching for.

Google Instant results while typing in the seed keyword



Google Related Results (bottom of the page)

Searches related to **where can you buy garcinia cambogia**

[can you buy garcinia cambogia at walmart](#)

[where to buy garcinia cambogia](#)

[what stores sell garcinia cambogia](#)

[can you buy garcinia cambogia at walgreens](#)

[dr oz garcinia cambogia](#)

This will give you enough keywords to get started with. Check the amount of ads for each of the new keywords obtained in this second step. When there are enough ads, save that keyword for competition research to see if it is easy enough to rank for. Best of all, all your found keywords are **highly relevant** to each other (according to Google) which will help you a lot during the SEO ranking phase.

Once you have found your various keyword groups, you need to have deep insight into the competition level of each keyword to **quickly determine if you can realistically rank on the first page of Google (Brand Avoidance)** for that given keyword or not.

Here are two examples of what we mean using our proprietary software (more on this later.)

To find domain authority as seen in the examples below just download and install the MOZ bar in your browser.

(Google's Ad Format HAS CHANGED but concepts are still the SAME)

Quick note *I use Moz because of stability* of it's metrics they don't change much. They only update their metrics 4 times a year if I am correct, this is good enough to get the job done. Other tools exist that are more accurate but produce too much noise when returning data.

Example if one site has a low link count and other site has a high link count that is all that is needed. Slicing hairs doesn't get you to page one any faster.

Google MOZ bar in your browser and you will find the download for it.

This is a winning keyword phrase “*florida luxury home builders*” excellent commercial intent (first column - 11 ads) and extremely low competition (second column – 24.78 average domain authority of the top 10 sites.)

florida luxury home builders	11.0	24.78
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And “*diet plans to lose weight fast for men*” excellent commercial intent, but next to impossible for realistically ranking on page one, can be done, but will require lots of work while many more keywords exist out there that would require so much less work.

diet plans to lose weight fast for men	11.0	74.15
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In summary, test your seed keywords by inserting them into Google and seeing how many ads appear – the more the better. Take the ones with the

most ads and generate highly relevant additional keywords by utilizing both Google Instant and Google Related Results. Test these newly acquired keywords in similar fashion to what you did with your initial seed keywords. Keep only the ones with high commercial intent.

Once you have completed this process, you will have several groups of keywords that you can then target with SEO. One of the great aspects of this approach is that all your information is mined directly from Google; the search engine that you want to rank high in!

Remember, we don't use the Keyword Planner and its search volume numbers, but as already stated above, we have ranked for numerous keywords in the past that showed low to little monthly traffic, yet brought a lot of organic traffic to the sites. The best part is, if you are concerned there will not be enough traffic (which is never the case), just rank for more keywords found using this method. They will have low competition and have high commercial intent so you will be able to expand in no time!

- **In the early days One of our biggest discoveries** came while trying to discover the best metric for predicting if we could realistically rank on page one. ***We discovered this completely by accident;*** we made a mistake when creating one of our test sites, we discovered you do not even need an article to be visible in your source code to have a competitive top 10 ranking keyword in Google's search results. This is all because of the new Google algorithm updates working together seamlessly.

This one and only metric is all you need to use. (Hint it's not Page Rank – that was only a distraction) *Update* - Page Rank is no longer available to the masses.

This totally blew us out of the water, *one of our test sites ranked #7 without any content* about the keyword except the metric we discovered related to the new updates.

When we fixed the problem of not having any content visible, the website immediately climbed to the #1 spot for this extremely competitive money making keyword. It climbed to the #1 spot because we took advantage of all the new updates to work together seamlessly.

This metric is the bridge that joins keyword research and SEO together

including brand avoidance. Get this right and you will have the best chance to rank for more keywords than you target without all the work. Hint – it's all about **authority**.

This will give you the ability to rank any keywords that you want time and time again in any niche(s) that you so choose.

Let others fall behind using out of date SEO techniques that were once useful several years ago; learn what works today and what will work well into the future.

Many have taken advantage of this unique opportunity, become the SEO expert that you have always wanted to be, rank keywords at will, and make the income level you deserve online.

And remember,

The Google Keyword Planner Is Dead!!!

In return for reading this short report of the status of getting to page one search results for Google I have a few paid software tools I want to give to you as a gift.

The gift is worth over a \$100 of software I use personally daily

In return if you feel this is worth sharing, would you at least share this with at least 10 people that Keyword Planner is Dead. You will be doing them a great service to steer them in the correct direction.

The download link is

<http://slicktimesavers.com/webinar/>

Related Search Tool – Not yet released plan to sell this between \$20-\$40 but available to you just for reading this report

Keyword Manager – I sell this for \$60

It comes with over a million keywords with buyer intents etc...

Your own keyword database you can add to it as you wish and customize

Remove duplicates – when I sold this it was \$10 that was a long time ago

This is my own personal in house tool for removing duplicate keywords from text lists. It has way more functions built into it than I use lately. I can't remember what they are anymore, the needs and things change as time passes but the core need to remove duplicates is there. (If anyone figures out the other functions please let me know I don't have the time anymore to figure them out again)

As was hinted at earlier, we have developed 2 in house software solutions that automates the entire keyword research process outlined above.

If you are a serious Internet Marketer, ***please watch for part 2 of this pdf.*** You will gain a lot of insight into the present day SEO environment (remember the two are highly interlinked – more today than ever.)

Understand how semantic and contextual keywords control rankings and you're be unstoppable.

