

How To Use Google Suggest To Build Niche Keyword Lists

INTRODUCTION

The success formula for niche marketing is simple...

"Find a hot niche, research your keywords, then create a website"

A key part of this is researching your keywords – i.e. selecting phrases that people will type into the search engines in order to find your site.

It's important to find lots of relevant keywords and phrases that are actually being searched for.

Depending on how you are promoting your site, you can then either target these terms using Pay Per Click programs such as Google Adwords - or create separate content pages which are optimized for each particular keyword.

Although there are many keyword research tools on the Internet, they are often either expensive or rather technical to use.

There is however one great keyword research tool that I've been using that is very easy to use and 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 ebook **"If I Showed You How To Turn 10k Into 1m In Property"**.

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.

You can access Google Suggest simply by visiting www.google.com and typing "suggest" into the search box (the first entry found is Google Suggest). Once it's out of beta, this tool will no doubt be integrated into the main part of Google.com and will be more easily accessible.

To give you an idea of how to use Google Suggest, I'll show you what I did when I was researching keywords to use to promote my property ebook.

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 image shows the Google Suggest BETA interface. At the top is the Google logo with 'Suggest BETA' underneath. Below the logo are navigation tabs: Web, Images, Groups, News, Froogle, Local, and a 'more »' link. A search bar contains the text 'property inv'. To the right of the search bar are links for 'Advanced Search', 'Preferences', and 'Language Tools'. Below the search bar is a list of suggestions, each with a result count. To the left of the suggestions, the text 'As you type, Google' is partially visible. To the right, the text 'sults. Learn more' is partially visible.

Suggestion	Results
property investment	16,700,000 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 results of that search:



The image shows the Google Suggest BETA interface. At the top is the Google logo with 'Suggest BETA' underneath. Below the logo are navigation tabs: Web, Images, Groups, News, Froogle, Local, and a 'more »' link. A search bar contains the text 'property investing'. To the right of the search bar are links for 'Advanced Search', 'Preferences', and 'Language Tools'. Below the search bar is a list of suggestions, each with a result count. To the left of the suggestions, the text 'As you type, Google' is partially visible. To the right, the text 'sults. Learn more' is partially visible.

Suggestion	Results
property investing	3,350,000 results
property investing uk	1,470,000 results
property investing australia	767,000 results
property investing new zealand	163,000 results
property investing tips	1,460,000 results
property investing forum	2,210,000 results
property investing advice	758,000 results
property investing in australia	146,000 results
property investing nz	146,000 results
property investing steve mcknight	

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:



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 ebook, but that should be enough to let you see how it works.

SUMMARY (AND A NICE BONUS!)

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 search interface with the search bar containing 'property investme'. Below the search bar, a list of suggestions is displayed, each followed by the number of results. The suggestions are ranked by popularity. 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 list, 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 suggestion 'property investment abroad' which has 453,000 results.

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, ie 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.

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!