

30 OUTSTANDING KEYWORD IDEAS FOR GOOGLE ADWORDS

1. Use the Google AdWords Keyword Tool - <https://adwords.google.co.uk/select/KeywordToolExternal>
2. Use Wordtracker's Keyword Tool - <https://freekeywords.wordtracker.com>
3. Use geographic keywords ("building supplies liverpool", "building supplies staffordshire")
4. Use location based keywords ("building supplies north london")
5. Use territorial keywords ("building supplies west midlands", "building supplies texas")
6. Use negative keywords to weed out inappropriate traffic ("jobs", "careers", "free", etc.)
7. Use plurals
8. If a keyword is getting lots of traffic expand upon it. For example, "gardening tools" -> "best gardening tools" and "luxury gardening tools", etc.
9. Try swapping your keywords around "gardening tools" = "tools gardening" or "architects west midlands" = "west midlands architects"
10. Use broad, "phrase" and [exact] matches for your keywords
11. Group your keywords together so they are in highly relevant AdGroups
12. Try obvious misspellings of your keywords
13. Use MaxiVista's Keyword Juggler to create keyword combinations - www.maxivista.com/adwords_keyword_juggler.php
14. Run the "Ideas" analysis tools under "Opportunities" in your Google AdWords account
15. Run the "Analyse competition" analysis tool under "Opportunities" in your Google AdWords account
16. Use Google Insights to gauge how much relevant interest there is for your keywords by category, geography, seasonality and other factors. This is a very impressive tool to check out - www.google.com/insights/search
17. Ask your colleagues, friends and family what they'd type in to find your products and services

18. Use a thesaurus to find, locate, discover, detect and identify 😊 new keywords - www.thesaurus.com
19. Get some interesting keyword ideas from Web Seer - <http://hint.fm/seer>
20. Use Google's Toolbar search box to find the top searches for keywords (look at the drop-down box as you type in)
21. Write a story about your products and use that as a basis for your keywords
22. Look through your brochures, documentation and other literature to locate keywords
23. Install the Microsoft Advertising Intelligence tool for Excel. It bases its results on the Bing search engine but is great for identifying and refining your keyword list - <http://advertising.microsoft.com/small-business/adcenter-downloads/microsoft-advertising-intelligence>
24. Use the Google Keyword Tool to extract keywords directly from your website or your competitor's websites! (Look for the box, titled "Website" to the right of where you normally type in your keywords.)
25. Split words with a hyphen (anti-virus)
26. Concatenate words (antivirus)
27. Split words with a space (anti virus)
28. Look at the words used to describe your type of products/services in the entries in the organic search results
29. Don't use 1 word keywords unless they have a proven return on investment
30. Use Google's Traffic Estimator tool to identify how many searches are performed for specific keywords, the estimated Cost per Click, Ad Position, Estimated Daily Clicks and Daily cost.