

The D–A–D analysis tool

Throughout the steps of the D–A–D model, I will refer to a spreadsheet-based tool that always accompanies my keyword analysis. Create a new spreadsheet or table to record your work, with six columns (from left to right):

- A Keywords
- B Monthly searches
- B Raw competition
- D Directly competing
- E KEI
- F KOI

All will become clear later in this chapter.

In the keyword discovery phase, we are focusing on Column A only and trying to compile as large a list of keywords as possible.

The discovery shortcut: Learning from competitors

The place to begin your discovery is again by looking at your competitors' sites. Try putting into Google search terms related to your business, its products and services. For each of the top five results on each search term, select the “View source” or “View page source” option from your browser menu. Make a note of the keywords placed in the <TITLE>, <META NAME=“Description”>, and <META NAME=“Keywords”> tags.

FORUM TOOLS

Alternatively, if looking through HTML code (hypertext markup language, the programming language used to create web pages) leaves you cold, visit one of the keyword analysis tools listed on the forum that accompanies this book (www.seo-expert-services.co.uk). One good example is the Abakus Topword Keyword Check Tool: www.abakus-internet-marketing.de/tools/topword.html.