

phrase) to describe both simple synonyms and more intuitive variants, and Google is capable of recognizing both.

When undertaking keyword research, I tend to group CUSPs into SEPs and then group SEPs under the stem to which they relate. For example:

❖ Stem: Business Cards

- SEP: Cheap Business Cards

CUSPs: Inexpensive Business Cards, Discounted Business Cards, Special Offer Business Cards

- SEP: Luxury Business Cards

CUSPs: Premium Business Cards, Quality Business Cards, Handmade Business Cards

For speed, I often simply list the search phrases under a stem one after another, separated by commas.

Brad searches for “business card printers” – and a small number of other keyphrases – on Google and takes a long look at the top 10 results for each search. He uses the menu option “View source” in Internet Explorer to look at the keywords used in the page metadata.

He is surprised to find some consistent themes. For example, almost all of the top-ranked sites offer a way for users to upload their artwork or even to design it online. It seems he has not been the only person with this idea! He also finds a huge variety of keywords used and comes up with the following list (grouped under stems) to summarize his discovery efforts:

- ❖ Business cards: business cards, cheap business cards, free business cards, affordable business cards, discount business cards, business card design, full color business cards, folded cards, business card, business card printing, CD business cards, CD Rom business cards, caricature business cards, premium business