

reconsiders his keyword selection and (from ontological analysis) goes for “ski chalet crèche,” “ski chalet child care,” “ski chalet nursery,” and “ski chalet ski school.” It may not surprise you to learn that Sam more than doubled his customer conversions while almost halving his costs!

I will return to phrases that pay in the next section. However, at this point all you need to understand is that it is a good idea to have several keyword chains (that link two, three, or even four keywords together) in your optimization ingredients.

Returning to the Abakus Keyword Tool (or using your SEO software), it is now time to analyze your competitors’ sites more deeply. This time you are looking for the most commonly repeated two-, three-, and four-word keyphrases in the page text. Add these to your spreadsheet, again in Column A. Repeat the task for different sites and for different pages within the same site. You are aiming for a list of approximately 100 keywords and keyphrases at this stage.

Brad investigates his competitors’ sites again (only this time going down much further in the rankings and trying many different searches). He settles on a group of multi-word phrases that appear most often on competing sites, of which the following are just a few examples:

- ❖ Two-word phrases: business cards, letterhead printing, compliment slips, printed labels, address labels, print design
- ❖ Three-word phrases: quality business cards, business card printing, business card design, laminated business cards, letterhead stationery printing, online printing letterheads, every address labels, printed address labels, sticky address labels, design brochures leaflets, full color printing, business brochures flyers, business printing services, online business printing, business brochure printing
- ❖ Four-word phrases: online business card printing, business card printing services, business card printing service, business form