

companies, are what drives big search popularity numbers, and most bedroom entrepreneurs need business cards.

You should really multiply the Digital Point search numbers returned by approximately 2.5 (which extrapolates its numbers to a rough estimate of worldwide searches). You can then add these numbers to your spreadsheet (in Column B) to give you the top keywords and phrases for your business, based on popularity alone.

You will find, as did Brad, that clicking up and down through the Digital Point results will suggest many more keyword combinations that your competitors have not spotted. Brad, for example, found that “color business card printing” and even “full color business card printing” were quite popular, despite not featuring on his competitors’ sites. Add all of these new finds to your keyword list in Column A and aim to get your total up to about 150 different keywords and keyphrases.

Keyword competitiveness (C)

To know the popularity of keywords is really less than half the battle, however. It is vital to know what you are up against: If you are entering a very competitive marketplace (where there are millions of sites using exactly your keywords), it will be a long and hard slog to get up there with the very best. Don’t pick the targets that are miles away from your gun sites!

Keyword competitiveness is extracted from the number of results returned from a Google search on the search terms concerned. For example, a search on business cards returns, at the time of writing, around 245 million results.

Return to your spreadsheet and look at Column C, raw competition. Perform a search on Google for each of your listed keyphrases in turn and enter the number of results into your spreadsheet. Once you’ve done this, a numerical sort of Column C gives you, in ranking order, the most competitive raw search terms related to your business, products, and services.