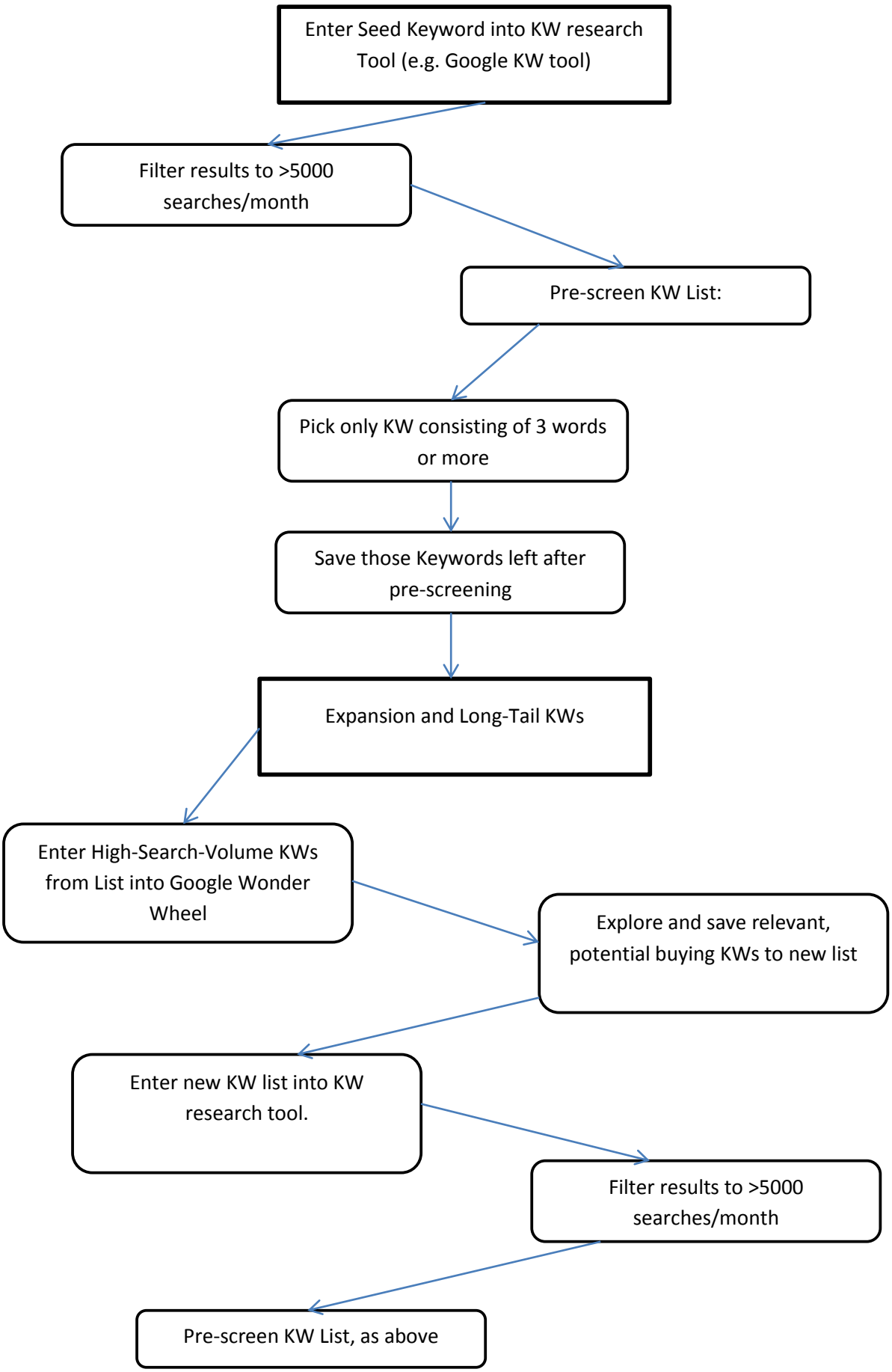
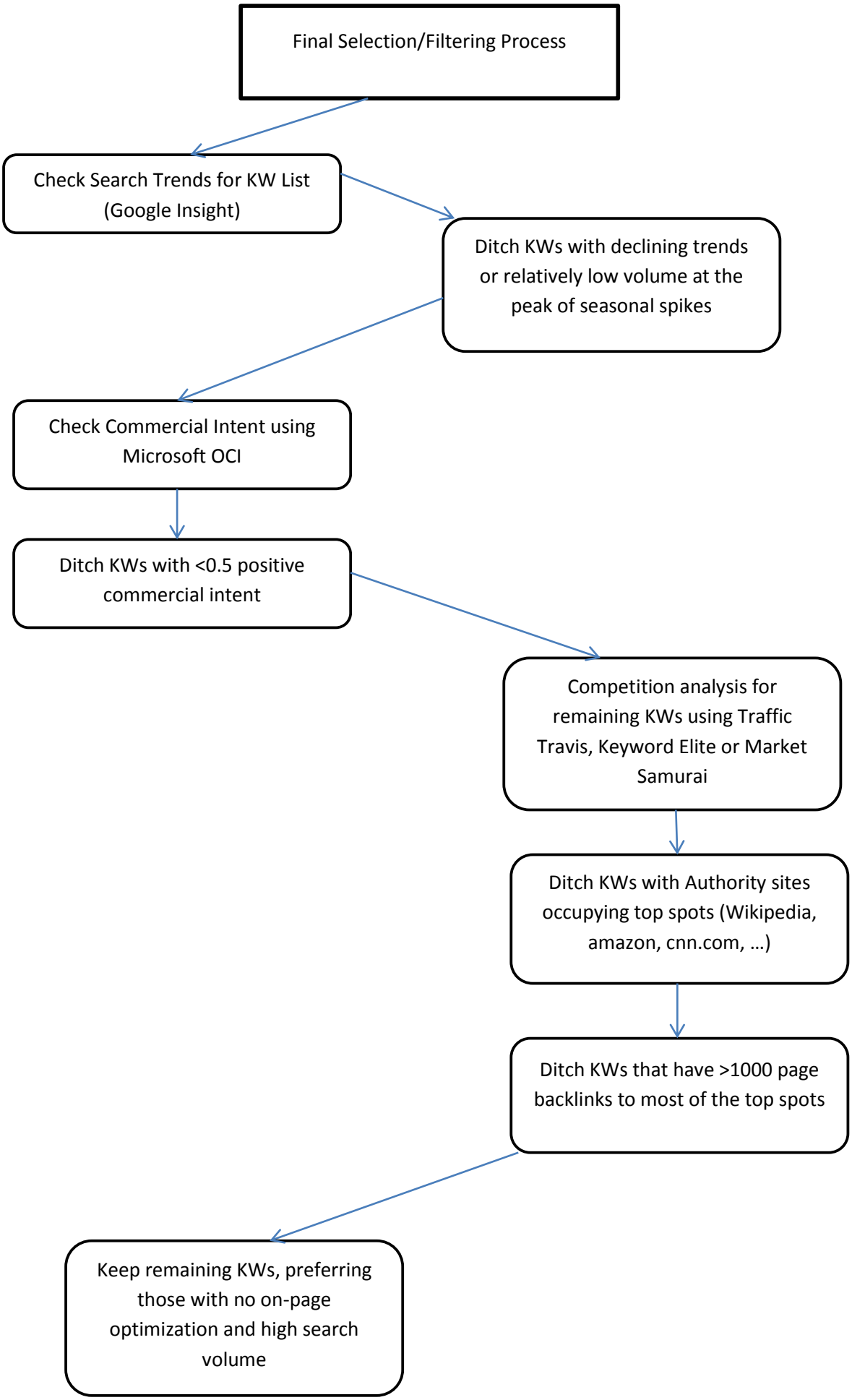

Enter Seed Keyword into KW research Tool (e.g. Google KW tool)
Filter results to >5000 searches/month
Pre-screen KW List:
Pick only KW consisting of 3 words or more
Save those Keywords left after pre-screening
Expansion and Long-Tail KWs
Enter High-Search-Volume KWs from List into Google Wonder Wheel
Explore and save relevant, potential buying KWs to new list
Enter new KW list into KW research tool.
Filter results to >5000 searches/month
Pre-screen KW List, as above


Final Selection/Filtering Process
Check Search Trends for KW List (Google Insight)
Ditch KWs with declining trends or relatively low volume at the peak of seasonal spikes
Check Commercial Intent using Microsoft OCI
Ditch KWs with <0.5 positive commercial intent
Competition analysis for remaining KWs using Traffic Travis, Keyword Elite or Market Samurai
Ditch KWs with Authority sites occupying top spots (Wikipedia, amazon, cnn.com, …)
Ditch KWs that have >1000 page backlinks to most of the top spots
Keep remaining KWs, preferring those with no on-page optimization and high search volume