

Week Four – Worksheet Two

Keyword and Description Planning

Whether you use your product as a lead magnet on your site, sell your product on your site, or sell it elsewhere (eg Amazon etc) you will need some keywords identified, so that you can make sure that people will be able to find your product when they search. Keywords are attached to a product in a number of ways – in the words that you use to describe it, in its title, in the “Alt. Text” that you should be attaching to every picture that you upload to your website, and in areas set aside for keywords when you upload to Amazon or similar. “Keyword” is actually a bit misleading – a keyword can be a single word, or a long phrase.

Keywords come in three basic types

1. Broad
2. Specific and
3. Very Specific (also known as “Long Tail” keywords)

1. Broad

A broad keyword might be something like “Personal Development” or “relationships” where the range of things that it covers is huge. It is useful to have at least one broad keyword for your product, but that is not the one that most people will find it by.

Brainstorm some broad keywords that may apply to your product below. Then search for them on google and on Amazon and see what comes up – cross off any that you decide are not relevant enough.

2. Specific Keywords

These are more detailed words or phrases like “personal development course” or “relationships coach”.

They eliminate many of the things that are included in the broad keyword, and allow people who are looking for something like your product to find you more easily. Brainstorm some for your product below, then search on Amazon and Google and adjust.

3. Very Specific (also known as “Long Tail” keywords)

These are long phrases, which allow you to target people looking for something very specific. They are called “Long Tail” keywords, because they target the small percentage of people, right at the end of a distribution graph, who know exactly what they want, and search for that. You want to connect with those people, because they do know what they want, and will act when they find it! An example would be “Personal Development Courses in Melbourne CBD” or “Relationships Coach in Sutherland Shire”.

Brainstorm some long tail keywords for your product below, and test those on Amazon and Google. Try to find things that are specific, yet still a limited number of characters – there are some sites that only give you 25 characters per keyword.

Now that you have some keywords, let’s look at the Product Description. The description will vary, depending on where you are selling / using the Product. The description can be the short paragraph that goes beside an image on your opt in page, it can be a few paragraphs on a product page on your website, or it can be a description somewhere like Amazon (where you get 4,000 characters to use for your description – although the first 250 are the most important, as to get past those, the person will need to click “See More”).

The description should contain your keywords at least once. It should be clear, have impact, and like your subtitle, grab people’s attention and make them want more. For Books, people often put a short excerpt of an interesting bit in the description, but leave it hanging, so that to find out how it ends, the reader has to buy the book. The description is equivalent to the blurb that you find on the back cover of a physical book.

You will need 3 versions of description – very short, short and longer. Brainstorm creating these below.

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