

# 7 Highly Profitable Keyword Hacks

by Chris Munch of Munchweb.com

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## Some Keywords Are More Profitable

Before I go into depth on the highly profitable keyword hacks it's important that we're on the same page about what makes up a highly profitable keyword phrases.

Many people think that if they could just rank at the top of Google for a search term like "fat loss" they'd be set for life.

That's not entirely false. Ranking at the top of Google for a major search term like that would bring you in some serious traffic...mainly because the volume is so high.

But the return for effort would be terrible.

Why?

Because someone searching for a term like "fat loss" is not making a very targeted search.

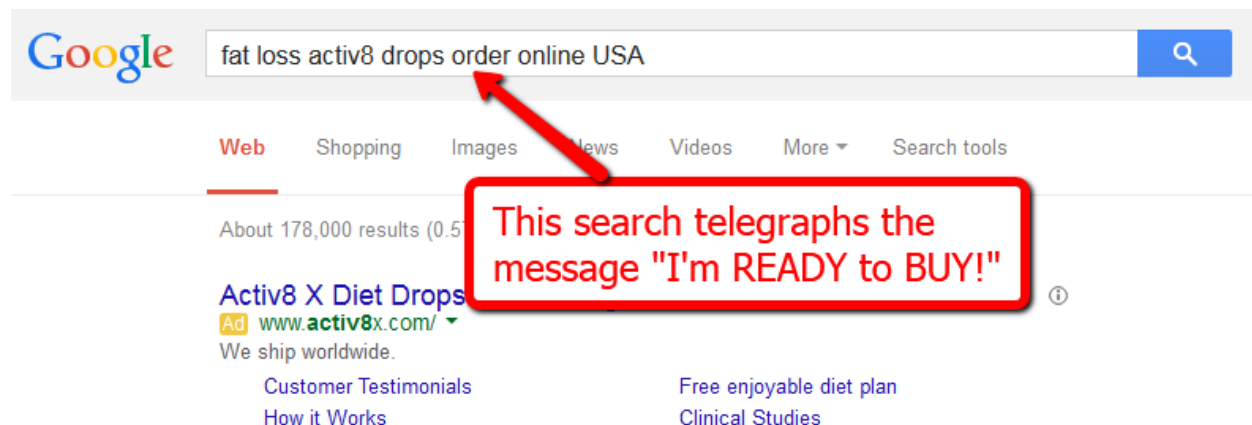
### Keyword Phrases With Buyer Intent Are Far More Profitable...

Many of the searchers who make a broad search like "fat loss" have no intention of buying anything and will be very hard to convert into paying customers.

That means each visitor has a really low value.

Compare the search term "fat loss" to someone searching for "fat loss activ8 drops order online USA"

The person making the second search want to buy something very specific and is searching for a business to buy from.



The image shows a Google search interface. The search bar contains the text "fat loss activ8 drops order online USA". Below the search bar, there are navigation tabs for "Web", "Shopping", "Images", "News", "Videos", "More", and "Search tools". The search results show "About 178,000 results (0.5...". The first result is an advertisement for "Activ8 X Diet Drops" from "www.activ8x.com/". A red callout box with a red border and a red arrow pointing to the search bar contains the text: "This search telegraphs the message 'I'm READY to BUY!'". Below the advertisement, there are links for "Customer Testimonials", "How it Works", "Free enjoyable diet plan", and "Clinical Studies".

That's what we call buyer intent and it makes a huge difference to the profitability of a keyword phrase.

That's just the beginning. There's another reason longer tail searches are likely to bring you in a higher return for effort...

### Longer Tail Keywords Can Have Much Lower Competition...

Sure some long tail keyword phrases are highly competitive.

But usually the longer tail a keyword phrase is the lower the competition.

And when you start finding keyword phrases that other marketers in the niche haven't identified yet they can have little to no competition.



That means you can rank high and you can rank fast for these keyword phrases (often in under a week...sometimes in less than a day).

If these longer tail keyword phrases also have buyer intent then the potential return for effort will be high.

## Keyword Phrases That Don't Exist Yet - Predicting The Future...

In some cases you can predict keyword phrases that few people are searching for today...but are likely to have huge search volume in the future.

Phrases that involve sporting events and other major events in the future are a great example.

Getting in on a potentially viral topic before it hits the news and goes hugely viral is another example.

Another example is keyword phrases related to a product before it's launched and before the pre-launch buzz begins to hit.



By predicting keyword phrases that are likely to become huge in the future you can optimize for them now while there's little to no competition.

When these keyword phrases start becoming hugely popular you'll get huge spikes of traffic because you're already ranking so high in the search engines.

## The Keyword Holy Grail...

To sum things up you can make a much larger return for effort finding keyword phrases that:

- Have serious buyer intent. The keyword phrase suggests the buyer is looking to buy something specific.
- Are longer tail with little to no competition. As your SEO skills and resources you may also target keywords with moderate competition.
- You can also find potential high profit/high traffic keyword phrases by predicting future trends and looking at future events and product launches in your niche.





## Keywords Most People Never Find...

If you're only using standard tools like the Google Adwords keyword tool to find keywords then you're unlikely to find many of the most highly profitable keywords.

These keyword tools are narrow and lack the human element.

Searchers online are incredibly diverse...even in just one niche.

The words and phrases they use can vary enormously which is why so many online searches are unique (as high as 50%).

Most keyword tools simply won't show this tremendous diversity in their search results.



Keyword tools can also be notoriously slow at picking up on new trends in keyword searches.

So if you want to find those potentially high profit, lower competition keyword phrases and optimize for them while the competition is still low then you need to incorporate other methods into your keyword research.

On the next pages are some highly profitable keyword hacks you can start using today to uncover those hidden keyword gems.

## The Keyword Hacks...

Now you know what you're looking for the process of finding potentially high profit keywords is a whole lot easier.

As soon as you see a long tail keyword phrase with serious buyer intent and low competition you'll immediately hone in on it.

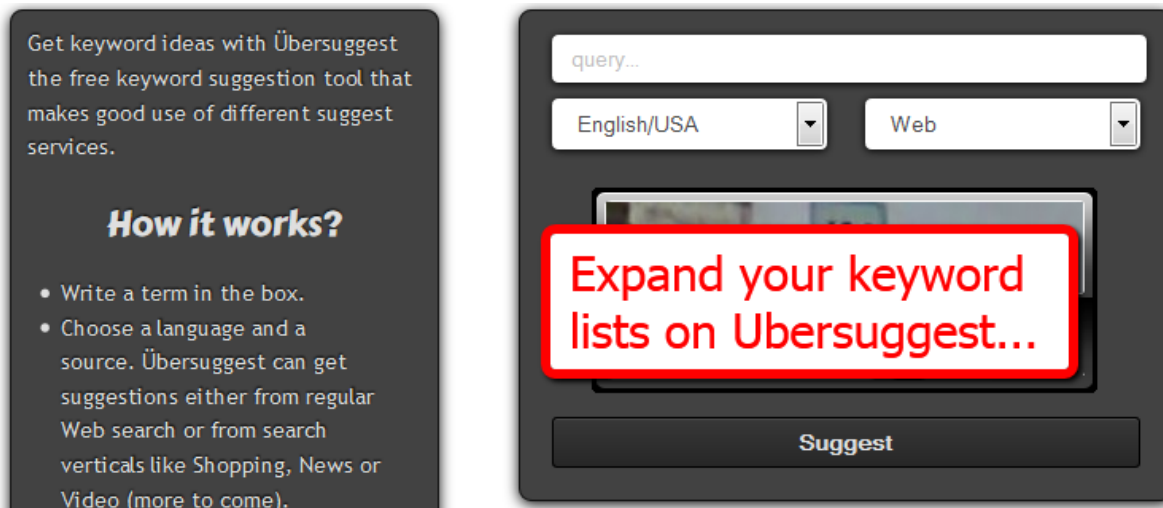
You'll also have your eyes peeled for keyword phrases with buyer intent that could become hot phrases in the future.

Here are some hacks to massively increase the number of keyword phrases you can find...

### Use Free Keyword Suggestion Sites To Expand Your Keyword List...

There are many sites that will give you lists of keyword phrases way beyond what the Google keyword tool will.

You can go to a free keyword suggestion site like [ubersuggest.org](http://ubersuggest.org) to pick up keyword phrases and ideas that don't appear in the Google Adwords Keyword tool...



Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of different suggest services.

**How it works?**

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular Web search or from search verticals like Shopping, News or Video (more to come).

Expand your keyword lists on Ubersuggest...

Suggest

Then you can go back to the Google keyword tool, enter these new keyword phrases and expand the list even further.

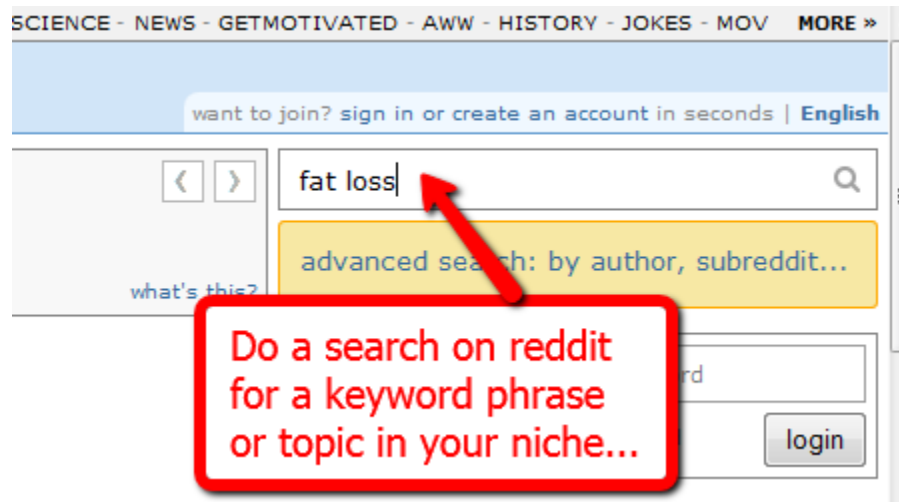
## The Keyword Gold Mine On Reddit...

On Reddit and many other highly active forums visitors discuss niche topics in depth.

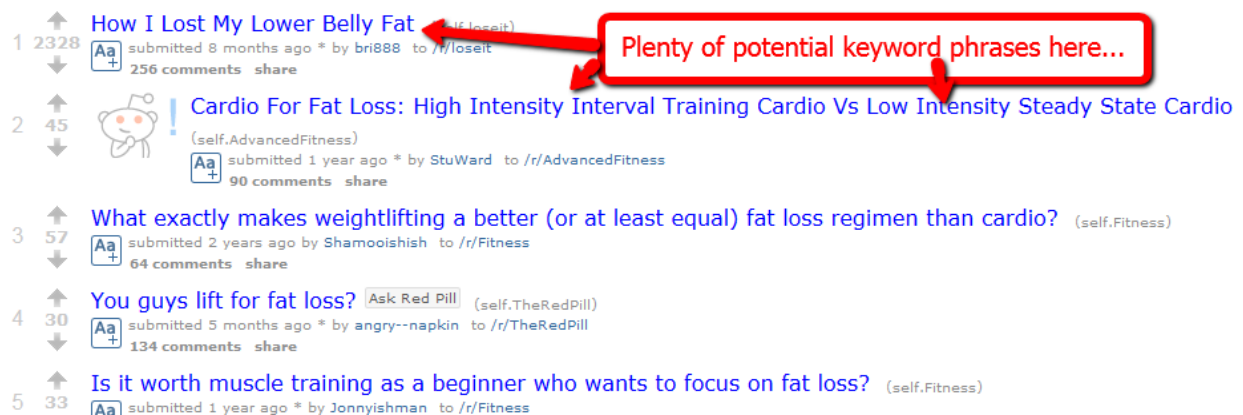
And those discussions are packed with highly lucrative keyword phrases.

Here's how you find them.

First go to [Reddit](#) and use the search box to search for any topic or keyword phrase in your niche...



Often you'll immediately find potential keyword phrases you might never have thought of in the thread titles of the forum...



In this case keyword phrases might be: how to lose lower belly fat, High intensity interval training for fat loss, low intensity steady state cardio for fat loss, muscle training for fat loss...and all of those with just a quick glance!



You can immediately see how this method can get you keyword phrases you wouldn't have thought of.

If you drill down in the more interesting thread topics you can find more keyword phrases...

all 90 comments

Sort by: **best**

Drilling down reveals more potential keyword phrases...

↑ [-] [eric\\_twinge](#) 31 points 1 year ago\*

↓ I don't understand who this article is written for. It defines LISS and HIIT as two ends of a spectrum and then ignores the area in the middle, because most people are only doing LISS or HIIT? I'd wager the vast majority of people out there are toiling away in the middle.\*

There are just so many pet peeves of mine in this article I have a hard time taking it seriously.

| It just doesn't cut it because it's just a calorie burn at that time, not 24 hour energy expenditure.

This is irrelevant.

| so once you are glycogen depleted (stored carbs in muscle), your body is going to look for energy to rely on and guess what it goes after? Protein!

Yep, your body only gets energy for LISS from two places: glycogen stores and muscle mass. That's it. I also like how this isn't mentioned as a problem for HIIT.

| HIIT is another way to overload the muscle. Just compare a sprinters body composition to marathon runners, more muscle mass!

Seriously? We're still doing this?

edit: \* Being that this article appears on simplyshredded.com, I suppose this audience probably is eschewing the moderate intensity range of cardio.

[permalink](#)

In this case with just a glance we found: fat loss - glycogen depletion, moderate intensity range cardio for fat loss, calorie burn, 24 hour energy expenditure.

And likely we found a whole range of topics to cover that may bring in a specific type of highly targeted fat loss seeker.

There are plenty of courses, programs and products that have physical training for fat loss and many pay excellent affiliate commissions.

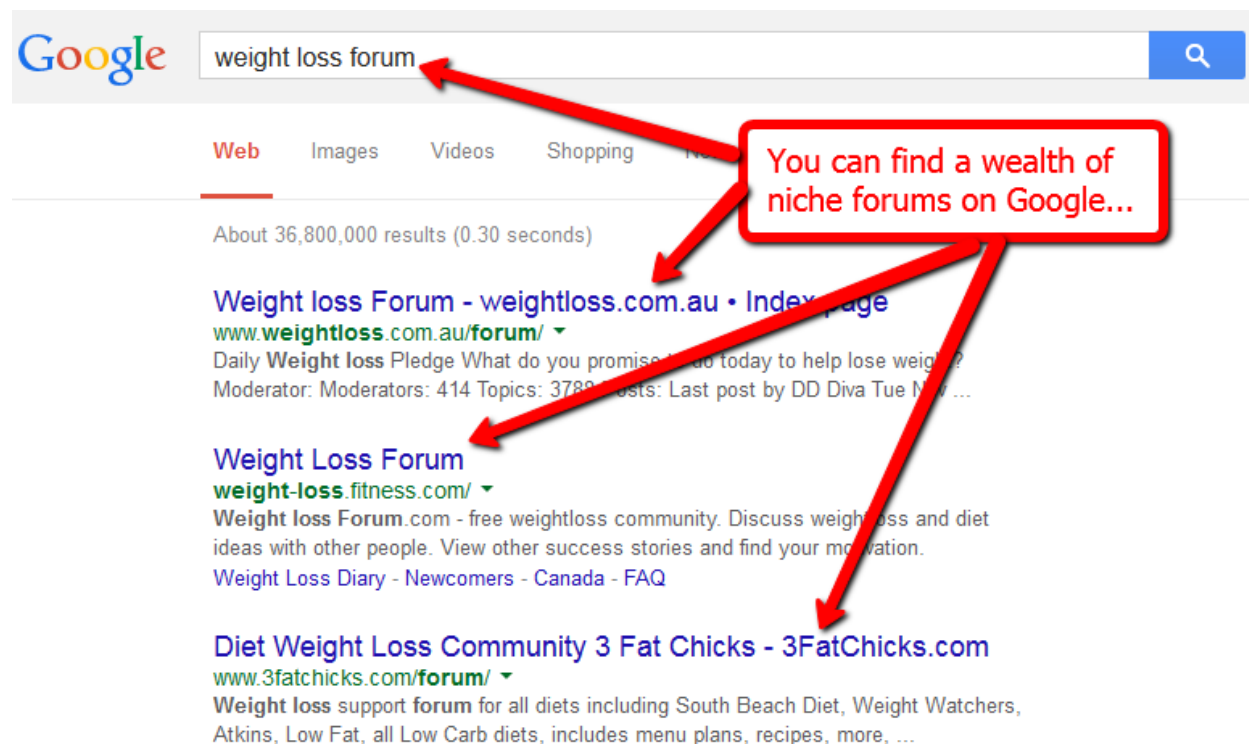
You're also likely to pick up on emerging trends in your niche that you wouldn't have noticed so early any other way.

After you've found these keyword phrases you can go back and enter them in the Google keyword tool to get an idea of what traffic they might generate and also to find even more keyword phrases that the Google tool suggests.

## Find Keywords On Forums In Your Niche...

You can use exactly the same method above to find keyword phrases on forums in any niche.

Just do a Google search for forums in your niche and start digging...



The image shows a Google search interface. The search bar contains the text "weight loss forum". Below the search bar, there are tabs for "Web", "Images", "Videos", "Shopping", and "News". The search results are displayed below the tabs, showing "About 36,800,000 results (0.30 seconds)". Three search results are visible:

- Weight loss Forum - weightloss.com.au • Index page**  
[www.weightloss.com.au/forum/](http://www.weightloss.com.au/forum/)  
Daily **Weight loss** Pledge What do you promise to do today to help lose weight?  
Moderator: Moderators: 414 Topics: 3789 Posts: Last post by DD Diva Tue Nov ...
- Weight Loss Forum**  
[weight-loss.fitness.com/](http://weight-loss.fitness.com/)  
**Weight loss Forum.com** - free weightloss community. Discuss weight loss and diet ideas with other people. View other success stories and find your motivation.  
Weight Loss Diary - Newcomers - Canada - FAQ
- Diet Weight Loss Community 3 Fat Chicks - 3FatChicks.com**  
[www.3fatchicks.com/forum/](http://www.3fatchicks.com/forum/)  
**Weight loss support forum** for all diets including South Beach Diet, Weight Watchers, Atkins, Low Fat, all Low Carb diets, includes menu plans, recipes, more, ...

A red callout box with a white background and a red border contains the text "You can find a wealth of niche forums on Google...". Three red arrows point from this box to the search bar, the first search result, and the second search result.

## Wikipedia Has Some Keyword Gems...

You can use a similar method to find keyword phrases on Wikipedia.

Go to [Wikipedia](#) and do a search for a keyword phrase in your niche (in this case I searched for weight loss)....

### Weight loss

From Wikipedia, the free encyclopedia  
(Redirected from [Fat loss](#))

*For other uses, see [Weight loss \(disambiguation\)](#).*

**Weight loss**, in the context of medicine, health, or [physical fitness](#) refers to a reduction of the total [body mass](#), due to a mean loss of fluid, body fat or [adipose tissue](#) and/or lean mass, namely bone mineral deposits, muscle, tendon, and other connective tissue. Weight loss can either occur unintentionally due to an underlying disease or arise from a conscious effort to improve an actual or perceived [overweight](#) or [obese](#) state. "Unexplained" weight loss that is not caused by reduction in calorific intake or exercise is called [cachexia](#) and may be a symptom of a serious [medical condition](#). [Intentional weight loss](#) is commonly referred to as **slimming**.

Contents [hide]	
1	Unintentional
1.1	Characteristics
1.2	Causes
1.2.1	Disease-related
1.2.2	Therapy-related
1.2.3	Social conditions
2	Intentional Weight Loss
2.1	Therapeutic weight loss techniques
2.2	Crash dieting
2.3	Weight loss industry

You can see potential keyword phrases at a glance...

Wikipedia is another source of keywords that's great for discovering related topics that don't come up in the Google keyword tool.

In this case at just a glance: therapeutic weight loss techniques, crash dieting and slimming.

And you can drill down into different sections to find more keyword phrases.

In this case I drilled down into the dieting section to find a pile of interesting new topics and keywords...

## Types of diets [\[edit\]](#)

### Low-fat diets [\[edit\]](#)

*Main article: Low-fat diet*

Low-fat diets involve the reduction of the amount of fat in the diet. A meta-analysis of 16 trials of 2–12 months duration found that low-fat diets over habitual eating.<sup>[1]</sup>

### Low-carbohydrate diets [\[edit\]](#)

*Main article: Low-carbohydrate diet*

Low carbohydrate diets such as [Atkins](#) and [Protein Power](#) are relatively high in protein and fats. Low-carbohydrate diets are associated with weight loss (due to a decrease in caloric intake sufficiently to cause ketosis).

### Low-calorie diets [\[edit\]](#)

*Main article: Calorie restriction*

Low-calorie diets usually produce an energy deficit of 500–1,000 calories per day, which can result in a 0.5 kilogram (1.1 lb) loss of weight per week. The most commonly used low-calorie diets include [DASH diet](#) and [Weight Watchers](#). The National Institutes of Health reviewed the effectiveness of low-calorie diets. They found that these diets lowered total body mass by 8% in the short term, over 3–12 months.

### Very low-calorie diets [\[edit\]](#)

*Main article: Very low calorie diet*

Very low calorie diets provide 200–800 calories per day, maintaining protein intake but limiting calories from both fat and carbohydrate. They produce an average weekly weight loss of 1.5–2.5 kilograms (3.3–5.5 lb). "2-4-6-8", a popular diet of this variety, follows a formula of 2,000 calories the first day, 400 the second day, 600 the third day, 800 the fourth day, and then totally fasting.<sup>[19]</sup> after which the cycle repeats. They are associated with [adverse side effects](#) such as loss of lean muscle mass, increased risks of [gout](#), and [electrolyte imbalance](#) and should be monitored closely by a physician to prevent complications.<sup>[1]</sup>

### Detox diets [\[edit\]](#)

Drilling down into "dieting" gives some interesting keyword phrases...

Further down this same page you would have found the topics “how the body eliminates fat” and “possible weight loss effect of drinking water before meals”, “low carbohydrate versus low fat”...all potential keyword phrases.

And there are a pile of potential keyword phrases on the text on this page like DASH diet, Weight Watchers, adverse side effects of very low calorie diets etc etc.

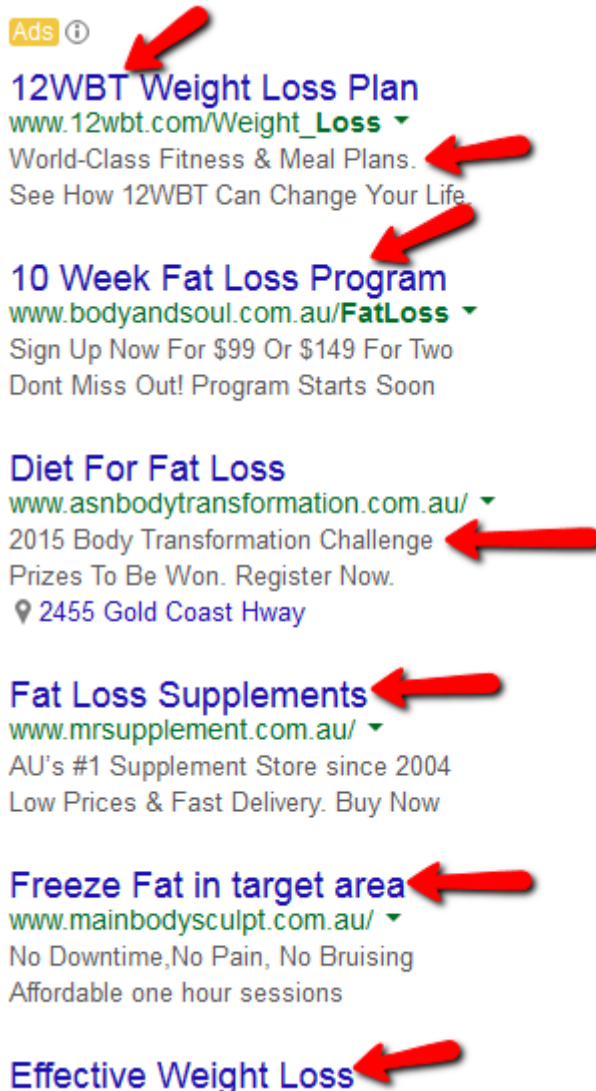
You can also drill down further into each different topic to find more keywords and topics.

## Google And Facebook Ads For Keywords...

If you do a Google search for a keyword phrase in a competitive niche the Google Adwords ads you find there are the result of hundreds, even thousands of split tests.

They've narrowed down their ads to words and phrases that get a higher click through rate and a higher conversion rate for them when visitors reach their site.

You can tap into all this expensive and exhaustive research completely free. Just search for a keyword phrase in your niche on Google, look at the ads and look for keyword phrases you might use...



Ads ⓘ

**12WBT Weight Loss Plan**  
[www.12wbt.com/Weight\\_Loss](http://www.12wbt.com/Weight_Loss) ▾  
 World-Class Fitness & Meal Plans.  
 See How 12WBT Can Change Your Life

**10 Week Fat Loss Program**  
[www.bodyandsoul.com.au/FatLoss](http://www.bodyandsoul.com.au/FatLoss) ▾  
 Sign Up Now For \$99 Or \$149 For Two  
 Dont Miss Out! Program Starts Soon

**Diet For Fat Loss**  
[www.asnbodytransformation.com.au/](http://www.asnbodytransformation.com.au/) ▾  
 2015 Body Transformation Challenge  
 Prizes To Be Won. Register Now.  
 📍 2455 Gold Coast Hwy

**Fat Loss Supplements**  
[www.mrsupplement.com.au/](http://www.mrsupplement.com.au/) ▾  
 AU's #1 Supplement Store since 2004  
 Low Prices & Fast Delivery. Buy Now

**Freeze Fat in target area**  
[www.mainbodysculpt.com.au/](http://www.mainbodysculpt.com.au/) ▾  
 No Downtime, No Pain, No Bruising  
 Affordable one hour sessions

**Effective Weight Loss**

You can click through to the sites to find more potential keywords too.

This will also give you ideas for what kinds of ads and copy will convert more effectively in your niche.



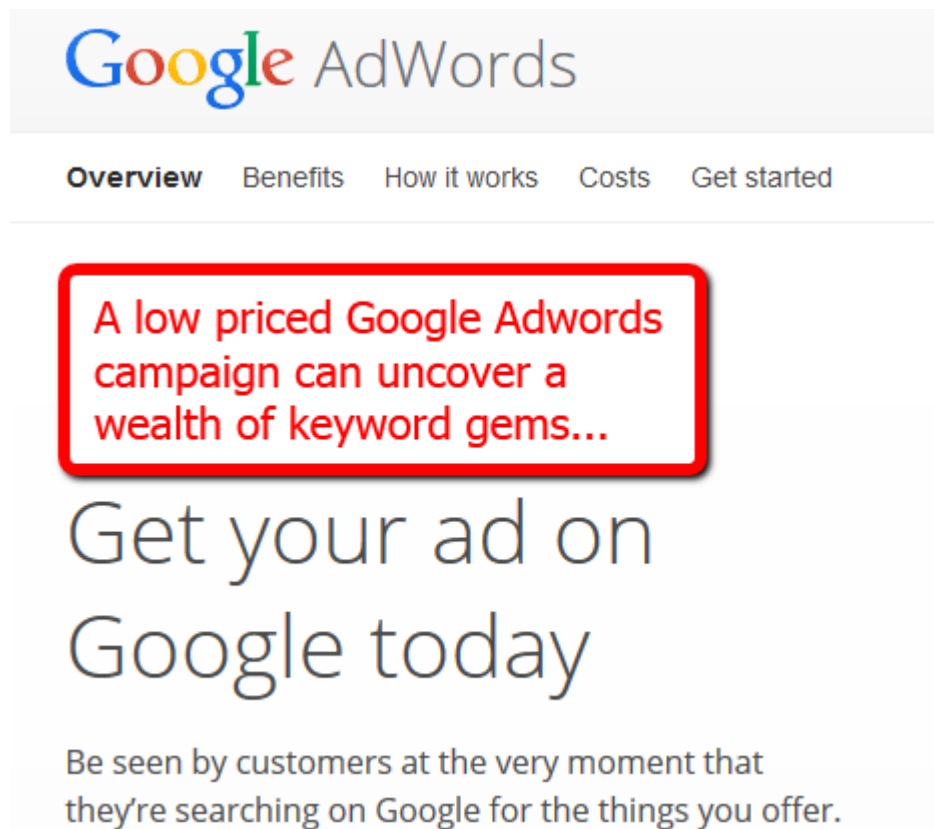
## Do A Paid Google Adwords Campaign...

Anyone who's done a Google adwords campaign and studied the keyword phrases people search for before they click on their ads knows that you get a whole pile of keyword phrases that never appear in Google's keyword tool.

And many of these keyword phrases can be real gems.

In fact they can be so valuable that it's often worthwhile to run a low priced Google Adwords campaign to pick up some of these keyword phrases to optimize for.

Pay for a Google adwords campaign (with a really low bid per click) and note the keywords people use to get to your ad...



Google AdWords

Overview Benefits How it works Costs Get started

**A low priced Google Adwords campaign can uncover a wealth of keyword gems...**

Get your ad on  
Google today

Be seen by customers at the very moment that they're searching on Google for the things you offer.

You'll be amazed at the huge diversity of keywords...some potentially lucrative...that people search with before they click on your ads.

If you make a profit from your Google Adwords campaign you may also create another source of revenue for yourself.

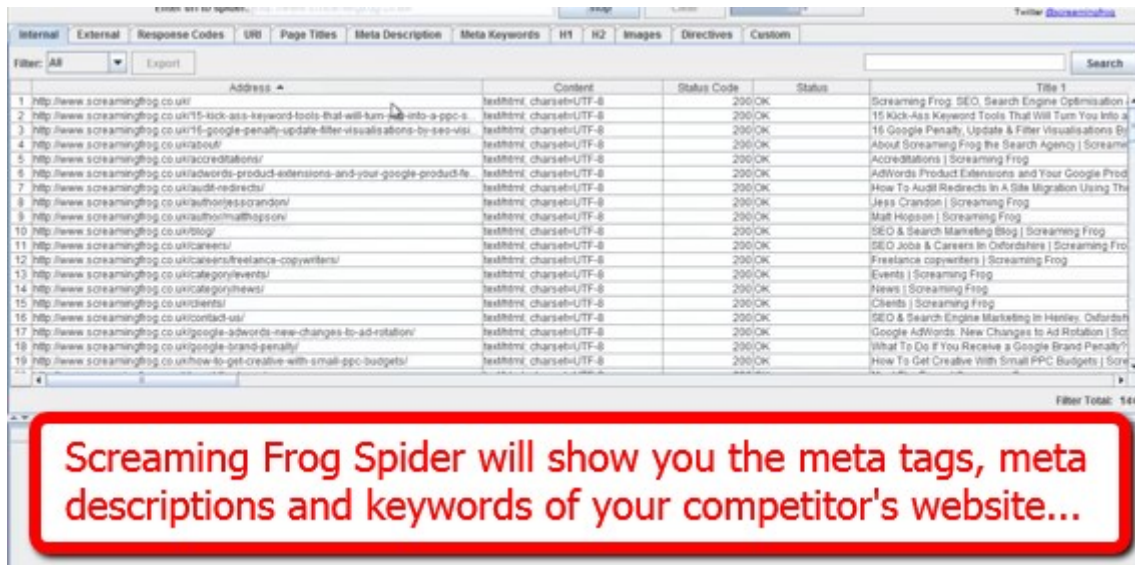
## Spy On Your Competitors Keywords...

Spying on sites that have a lot of content can uncover some real gems.

One free way of doing this is entering a competitor's website into the free software Screaming Frog Spider (with the free version of the software you can research up to 500 URLs).

You'll see all the meta tags, meta descriptions and keywords of your competitor's site.

If a site is getting a lot of search engine traffic this can be especially valuable to you...



Filter: All	Address	Content	Status Code	Status	Title
1	http://www.screamingfrog.co.uk/	text/html, charset=UTF-8	200	OK	Screaming Frog: SEO, Search Engine Optimisation
2	http://www.screamingfrog.co.uk/15-kick-ass-keyword-tools-that-will-turn-lead-into-a-ppc-s...	text/html, charset=UTF-8	200	OK	15 Kick-Ass Keyword Tools That Will Turn You Into a
3	http://www.screamingfrog.co.uk/16-google-penalty-update-filter-visuals-along-by-seo-visi...	text/html, charset=UTF-8	200	OK	16 Google Penalty Update & Filter Visualisations B...
4	http://www.screamingfrog.co.uk/about/	text/html, charset=UTF-8	200	OK	About Screaming Frog the Search Agency   Screami...
5	http://www.screamingfrog.co.uk/accreditations/	text/html, charset=UTF-8	200	OK	Accreditations   Screaming Frog
6	http://www.screamingfrog.co.uk/adwords-product-extensions-and-your-google-product-f...	text/html, charset=UTF-8	200	OK	AdWords Product Extensions and Your Google Prod...
7	http://www.screamingfrog.co.uk/audit-redirects/	text/html, charset=UTF-8	200	OK	How To Audit Redirects In A Site Migration Using Th...
8	http://www.screamingfrog.co.uk/author/jess-crandon/	text/html, charset=UTF-8	200	OK	Jess Crandon   Screaming Frog
9	http://www.screamingfrog.co.uk/author/matt-hobson/	text/html, charset=UTF-8	200	OK	Matt Hobson   Screaming Frog
10	http://www.screamingfrog.co.uk/blog/	text/html, charset=UTF-8	200	OK	SEO & Search Marketing Blog   Screaming Frog
11	http://www.screamingfrog.co.uk/careers/	text/html, charset=UTF-8	200	OK	SEO Jobs & Careers in Oxfordshire   Screaming Fro...
12	http://www.screamingfrog.co.uk/careers/resistance-copywriters/	text/html, charset=UTF-8	200	OK	Freelance copywriters   Screaming Frog
13	http://www.screamingfrog.co.uk/category/events/	text/html, charset=UTF-8	200	OK	Events   Screaming Frog
14	http://www.screamingfrog.co.uk/category/news/	text/html, charset=UTF-8	200	OK	News   Screaming Frog
15	http://www.screamingfrog.co.uk/clients/	text/html, charset=UTF-8	200	OK	Clients   Screaming Frog
16	http://www.screamingfrog.co.uk/contact-us/	text/html, charset=UTF-8	200	OK	SEO & Search Engine Marketing in Henley, Oxfordsh...
17	http://www.screamingfrog.co.uk/google-adwords-new-changes-to-ad-rotation/	text/html, charset=UTF-8	200	OK	Google AdWords: New Changes to Ad Rotation   Sc...
18	http://www.screamingfrog.co.uk/google-brand-penalty/	text/html, charset=UTF-8	200	OK	What To Do if You Receive a Google Brand Penalty?
19	http://www.screamingfrog.co.uk/how-to-get-creative-with-small-ppc-budgets/	text/html, charset=UTF-8	200	OK	How To Get Creative With Small PPC Budgets   Sc...

Filter Total: 144

**Screaming Frog Spider will show you the meta tags, meta descriptions and keywords of your competitor's website...**

You can also use other free and paid services like Spyfu to mine keywords from your competitor's sites and their ads.

## Monitor Your Own Traffic...

This hack is hugely important and may be the most important method in this entire report.

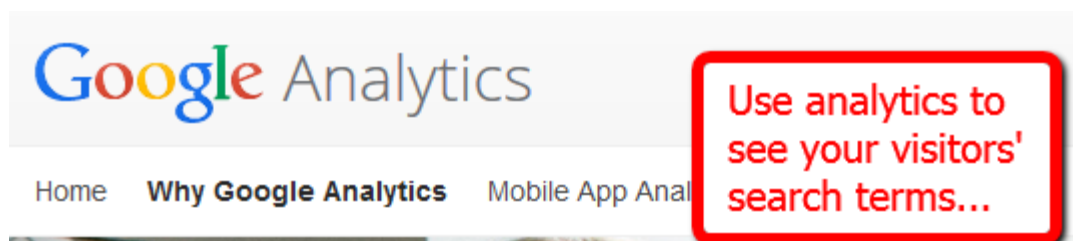
Once you're getting traffic paying close attention to the searches visitors make to get to your site can give you a wealth of valuable keyword phrases.

And because you're already getting traffic from these keyword phrases optimizing for them is likely to dramatically increase that traffic.

If you don't have some kind of analytics set up on your site so you can see at a glance what people are searching for when they arrive at your site then it's vitally important you do that.

Often you can also pick up on emerging search terms and trends by keeping a close eye on what people are searching for to arrive on your site.

Google analytics is free and there are many other free and paid options...



Checking these searches regularly and using the keyword phrases you find is also important.

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## Content Hacks...

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Here are a couple of tips that will help you make the most of the keyword phrases you uncover when you're creating and optimizing content for your website.

### **Optimize Your Content Pages For Multiple Long Tail Keyword Phrases...**

Google no longer ranks sites primarily based on keywords...they're looking for the meaning of content and other factors.

This is an advantage for you when you have a lot of long tail keyword phrases to work with.

You make the most of Google's ranking process by creating each page of content around a topic and optimizing each page for multiple, related long tail keyword phrases.

That means each page can be ranked for multiple related search terms on Google.

Optimizing for multiple long tail search terms also increases your chances of picking up Google Voice Search rankings.

### **Give High Traffic Keywords Their Own Dedicated Page...**

This is another reason to pay attention to the search terms visitors are using to arrive at your site.

If a particular keyword phrase is getting a lot of traffic dedicate a page to it.

This increases your chances of getting the "indented result" where Google lists your site twice in its search engine results.

### **Persistence Pays...**

Getting good search engine rankings can take time and the more quality content you add to your site the better your chances get.

### **Final Important Tip...**

Don't upload your sites with the same hosting provider. You should spread them across multiple cheap but reliable host. Try one of our favorites <http://bit.ly/13METXA>