

# Identify your Target Market by Tracking and Exploiting Profitable

## Search Engine Keyword Phrases

By Jhonny Papas

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There's a very lucrative "marketing formula" to targeting prospects on the Internet with "laser-beam"-like precision. Unlike savvy marketers, most Internet businesses focus on generic "single-word" keywords, other than keyword phrases (constituted by 2 or more words).

If you're not using a keyword tracking software to correlate your customers with the search engine keywords that motivated them to visit your web site, read your sales letter and submit an order, you're missing bits of very critical information.

One known method to track your referrals via search engines is by using a cgi/php script. All you need is to place a snippet of HTML, JavaScript or SSI code onto your web pages to track referrals and keywords. You also need to place a tracking code to the "Thank You" page to track the sale and identify the customer.

Most Internet customers use two or more keywords to find products / services on the Internet. Critical data can be extracted from keywords that your customers used to visit your web site...

How to make Best Use of Keywords to Improve your Sales Letters and Boost ROI...

Let's assume that you already have a database of customers and in a database-field (let's name it field "K"), the keywords (or keyword phrases) they used to order your product.

Now print the "K" field and start studying the keywords. Evaluate your web site and discern the strong points of your sales letter. You can make appropriate adjustments in your sales copy by reinforcing the conceivable value of your product and using the "K" field as a compass.

You'll also discover that prospective customers use a variation of keyword combinations. Once you discover your most profitable keywords that customers use via search engines to visit and order your goods, your promotions will start reaping more fruit.

Another technique you can use based on keyword metrics, is the addition of "alluring incentives" that compel prospects to take action now! It's almost like reading your prospects' mind! Can you see the power behind this methodology?

That's the focal "golden concept" to using the Internet as an Ultimate Sales Genie.

Hint: Some forceful marketers use Search Engine Keyword Tracking, to produce even more compelling infomercials on TV as well.

A Crucial Internet Keyword-Research Tool to Discover what your Prospective Customers are using Now, to Buy Products on the Internet...

Stop targeting the wrong keywords to promote your web site on search engines. There's a powerful keyword researching tool which is very accurate and immensely crucial for your online business.

Did you know that the "most popular keywords" are the ones that will drain your budget on pay-per-click search engines? It is a statistical fact that popular searches are conducted by "freebie" hunters and accrue too much competition.

Here's where "Word Tracker" comes in to automate your researches for the most profitable keywords. You can use this tool to optimize your web site, discover "new buying trends" and even outperform your competition on the search engines.

Hint: Don't rely on Overture's keyword researching tool. It's often too bamboozled.

Here's the URL for Word Tracker :

<http://traffic-engine.net/keywords>

If you were asked to describe your product with just one word, that wouldn't be feasible of course. A "description" is always constituted by a phrase and that's where your most profitable keywords originate (from a multi-word phrase). On the contrary a single word cannot describe a product or service.

For instance, if you were offering "car quotes" this keyword-phrase would characterize your online business (not just "cars", or "quotes" - but "car quotes", or "new car quotes"...etc).

Recapping the entire methodology to leverage your productivity and ROI (Return On Investment):

\* Use Referral Tracking Software to Target your Customers Create a Database and match Referrer Sales Information with the correlated keywords to Optimize your Advertising Campaigns.

\* Automate your researches with keyword metrical tools (like Word Tracker).

\* Improve your sales copy and literature by succumbing emphasis on the most profitable keyword phrases entered in search engines by your customers.

Once you start implementing the "exposed" methodology you'll start harnessing biggest "bangs" on your advertising dollars... better ROI and high conversion ratios. More targeted traffic and highly-optimized marketing campaigns.

You can even match your optimum keywords with demographic variables using sophisticated

databases. The Internet is fairly considered an "Unrivaled Weapon" in every marketing arsenal. Use it wisely and watch your customer base skyrocket!

About the Author:

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