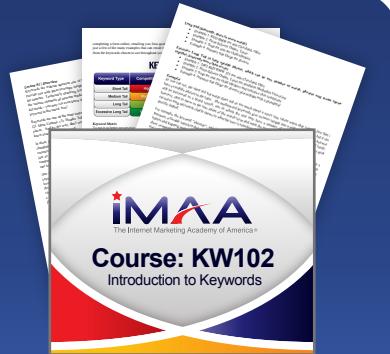




Course: KW102 | Introduction to Keywords

Introduction to Keywords (KW102) provides a comprehensive overview of what's considered one of the most critical ingredients for online marketing success – keywords. Researching, analyzing, and utilizing highly targeted, relevant, and traffic generating keywords are often what separates online marketing stardom from the millions of other websites that fail miserably in the eyes of the search engines. Getting it right means learning all about keywords, such as where to find them, tools to use, techniques to implement for unearthing overlooked keywords, and much more.



Notable Topics Covered in this Course Include the Following:

- Types of Keywords & Understanding your Industry
- Understanding the Human Mindset of Internet Searching
- Keyword Research Tools
- Finding Keywords in "Meta Tags" and with Google's "Searches Related to" results
- Finding Keywords with the IMAA "Alphabet Test"
- Finding Keywords within your Website Analytical Software, such as Google Analytics
- Finding Keywords with Google Webmaster Tools, Press Releases, Article Marketing, Blogs, and "Alerts".
- Thinking Outside the Box and Keeping up With Your Industry
- Keyword Modifiers and Keyword Stemming
- Misspelled Keywords and Using Keywords that Just Don't Sound Right
- The Advantages of Long Tail Keywords
- The IMAA Rule on "Findability" and its relation to "Engagement" and "Conversion"
- Additional Keyword Tools and the Keyword Triangle
- Geo Targeted Keywords for Local & Regional Search Engine Optimization (SEO) Success and Much More!

7 Reasons to Choose the IMAA as Your Search Engine Marketing Training Partner:

- 1. Industry Leading SEO Educational Content that's Second to None**
- 2. Cutting Edge Strategies for Achieving Rapid Page 1 Rankings with the Search Engines**
- 3. Proven Concepts and Strategies for Dominating the Competition**
- 4. Easy-to-Use and Implement Tactics Developed by Expert Online Marketers**
- 5. See Real Online Marketing Results in as Little as One Hour!**
- 6. YOU become an Internet Marketing Expert in No Time at All**
- 7. Knowledge gained that will last a LIFETIME!**

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Enroll Today with the IMAA and Start Seeing Online Marketing Results in as Little as ONE HOUR!