

X-Ray Glasses Showing WHERE To Find the Buyers in Any Niche...

'THE BUYER INTENT' CHEAT SHEET

Facts:

90% of keywords suck. Who cares about the Information Seekers when you can target the Buyers with credit cards in hand?

TRACKING THE BUYERS INTENT

Cheat Sheet Shows Keywords With Highest Probability of Buying.

**Ben Reveals How
he Identifies the
BUYERS in any
Market!**



A Bonus Special Report

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Hi DEII Members,

In Module 2 while watching my Niche Hunting System, you heard me use the phrase "commercial intent" frequently.

You also watched me quickly scan through long lists of keywords from Google Keyword Tool and quickly disqualify certain keywords as "worthless because this keyword has little commercial intent."

You might have wondered to yourself two things:

(a) What the heck is Commercial Intent?

(b) How do you pick a "good" keyword from a "bad" keyword with regards to where the buyers are?

That is my mission in this Bonus Report. I want to give you x-ray glasses to view keywords differently from this point forward.

What you will gain from this skill is...

You will now be able to quickly glance at a keyword and be able to predict if this is a keyword that attract BUYERS or just information seekers.

What Exactly is Commercial Intent?

Let me explain it this way.

There are two people and each has a dog who bites people.

There's Bob who lives in Wisconsin. He has a dog that won't stop biting people and he either needs to fix his problem or get rid of his dog.

There's Mary from New Jersey. She has a dog that also nips at people but it's not so bad that she needs to get rid of her dog. It just happens every so often and it is annoying.

Got me?

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Bob fires up his laptop. He goes to Google and starts to surf the web for a solution.

He types in... **"how to stop a dog from biting."**

It just so happens that Mary from NJ is also surfing the web. She types in "dog behavior"

Now.

Using good 'ol common sense... if we knew NOTHING about Bob and Mary other than the keyword search phrases they're using, which one looks like they are ready to buy AND which one looks like they are just an information seeker?

Again, remove the person from the equation.

Consider ONLY the search query they made into google.

Well, this is a no brainer.

We would definitely say Bob's the winner right?

So, in geek-speak we would say that Bob's keyword phrase has **Higher Commercial Intent** than Mary's.

Commercial Intent means, a higher chance of him buying!

Quiz #2: Now let's forget the background story.

Pretend I simply handed you two post it notes.

The first post it note says:

"hemorrhoids"

The second one says...

"hemorrhoid relief"

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Question:

Which one has the Higher Commercial Intent, eg. the phrase most likely to be a buyer?

The second one!

Someone seeking "**relief**" is a buyer.

Someone searching for something as vague as "hemorrhoids" could be a student... it could be a researcher... it could be anyone.

There is zero commercial intent from the phrase "hemorrhoids."

However you would only type in "hemorrhoid relief" if you were seeking to get relief, eg. to find a treatment or cure.

See how commercial intent works?

One Last Example:

3 people are searching Google.

They're all looking for camera's.

The first types in "cannon camera."

The second types in "cannon camera Powershot"

And, the third types in "Canon PowerShot SD1300IS 12.1 MP Digital Camera with 4x Wide Angle Optical Image Stabilized Zoom."

Which one is the BUYER?

The third person of course.

The First Rule of Identifying Commercial Intent Keywords:

A Keyword Phrase that is SPECIFIC tends to have high commercial intent.

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"Hemorrhoid" vs. "hemorrhoid relief"

"stop dog from biting" vs. "dog behavior"

"cannon camera" vs. "cannon camera powershot reviews"

This is referred to as a **Long Tail Keyword Phrase**.

Are you getting how this works?

Just apply the common sense rule.

When you see a bunch of keywords ask yourself, "Which are the buyers? Which of these people would type in a phrase that indicates they are on the cusp of buying or at least ready for a solution that may involve a purchase?"

The Second Rule of Commercial Intent:

This is a huge tip.

When I created my sold-out Massive Traffic From Google chiropractic course, I did a tremendous amount of keyword research.

To the best of my knowledge, no one has EVER done more exhaustive keyword research into what phrases potential patients are typing into google.

Well... what I found time and time again were that the keywords with the highest Commercial Intent... also... had the highest CPC's (COst Per Click)!

Since Google's Pay Per Click Advertising is based on a competitive bidding system, like an auction, we can theorize that the higher the Cost Per Click that vendors are willing to pay means they are making sales from these keyword phrases.

People aren't total idiots.

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They would not pay \$4.97 per click and continue to do so, if there were losing money.

So one of my biggest insights to give you in this report is to look at high C.P.C. as one of the strongest signs of Commercial Intent!

Okay, just in case I lost you... here's a quick quiz.

You are looking at four keywords in Google Keyword Tool. They are as follows:

- hemorrhoid**
- hemorrhoid treatment**
- hemorrhoid relief**
- hemorrhoid pictures**

Now. Just using common sense... which ones are worthless to us and which ones might contain some buyers?

Well we could GUESS... but let's see what Google tells us!

Let me show you what the CPC for these keywords are ranked highest to lowest...

Estimated CPC: \$11.47 --> hemorrhoid relief

Estimated CPC: \$8.40 --> hemorrhoid treatment

Estimated CPC: \$4.66 --> hemorrhoid

Estimated CPC: \$1.32 --> hemorrhoid pictures

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Estimated Avg. CPC
<input type="checkbox"/> ☆ hemorrhoid		201,000	\$4.66
<input type="checkbox"/> ☆ hemorrhoid treatment		49,500	\$8.40
<input type="checkbox"/> ☆ hemorrhoid surgery		12,100	\$3.92
<input type="checkbox"/> ☆ hemorrhoid relief		6,600	\$11.47
<input type="checkbox"/> ☆ hemorrhoid cures		22,200	\$4.69
<input type="checkbox"/> ☆ hemorrhoid cream		9,900	\$1.94
<input type="checkbox"/> ☆ hemorrhoid pictures		4,400	\$1.32
<input type="checkbox"/> ☆ external hemorrhoid treatment		2,900	\$4.72
<input type="checkbox"/> ☆ best hemorrhoid treatment		2,400	\$4.52
<input type="checkbox"/> ☆ thrombosed hemorrhoid		14,800	\$3.45
<input type="checkbox"/> ☆ natural hemorrhoid treatment		1,900	\$4.38
<input type="checkbox"/> ☆ hemorrhoid symptoms		4,400	\$1.53
<input type="checkbox"/> ☆ hemorrhoid treatments		49,500	\$5.25

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Do you see how the keyword phrases with the highest Commercial Intent also have the highest cost per click?

So... I love to view CPC as a strong sign that this is where the buyers are!

The Third Rule - Look at Competition

Google is also nice enough to tell us how many advertisers there are for key phrases.

In Google Keyword Tool this looks like a green bar. The longer the bar the more advertising competition.

It looks like this...

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Estimated Avg. CPC
<input type="checkbox"/> ☆ hemorrhoid		201,000	\$4.66
<input type="checkbox"/> ☆ hemorrhoid treatment		49,500	\$8.40
<input type="checkbox"/> ☆ hemorrhoid surgery		12,100	\$3.92
<input type="checkbox"/> ☆ hemorrhoid relief		6,600	\$11.47
<input type="checkbox"/> ☆ hemorrhoid cures		22,200	\$4.69
<input type="checkbox"/> ☆ hemorrhoid cream		9,900	\$1.94
<input type="checkbox"/> ☆ hemorrhoid pictures		4,400	\$1.32
<input type="checkbox"/> ☆ external hemorrhoid treatment		2,900	\$4.72
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<input type="checkbox"/> ☆ hemorrhoid symptoms		4,400	\$1.53
<input type="checkbox"/> ☆ hemorrhoid treatments		49,500	\$5.25

Guess what?

When there are no advertisers chasing a keyword, what does that tell you?

No one can make money with that keyword.

That's why there are no advertisers!

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When there are TONS of advertisers for a keyword phrase, what does that tell you?

That people using that keyword phrase are BUYERS!

Otherwise there wouldn't be anyone who would continue advertising!

A Big Tip:

When using Google Keyword Tool, I click Columns and I check off three options:

- * **Competition**
- * **Global Monthly Searches**
- * **Estimated CPC**

In my mind, these are the three most important pieces of data that Google can give me.

It tells me what keywords contain the buyers in any niche!

When you get good at this, you will feel like Superman with x-ray vision. You will be able to glance at keywords and predict the keywords containing all the buyers.

**On the Next Page You Will Find
an Invaluable “Commercial Intent
Cheat Sheet” & Instructions on
How to Use It...**

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The Commercial Intent Cheat Sheet

I decided to make you a Cheat Sheet of the keywords used most often by BUYERS.

Wouldn't this be nice intel to know?

You bet.

To use this list, simply take a buyer keyword and add it in front of your product. For example if your product is a remedy for snoring, you can use "Stop snoring" as a keyword that would have **strong commercial intent**.

You can extend this list even further with the help of a thesaurus to find related words.

- Cure - This person has a problem and need a fix. An example would be "hemorrhoid cure."
- Stop - Someone typing Stop into google is looking to stop some "pain" and need a solution. An example is "stop back ache."
- Fix - This would be used by someone looking to fix or repair a problem which indicates buying intent! Can be used with most products, these searchers have a problem and are looking for a solution (also Repair, Restore, Patch, Save, Rescue).
- How to / How do I / How do you - Be careful with this one. Sometimes it indicates Buyers other times only information seekers. An example of a buyer would be "how to stop bed bugs."
- Review - No one is looking for reviews unless they are on the verge of buying. They want to check a couple reviews before they buy. Offering a bonus at this point can be an excellent way to close the sale. An example would be "cannon powershot SD1300IS reviews."
- Buy - Indicates readiness to purchase now! Example: "buy used toyota."
- Remove - Example: "remove computer virus"

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- Learn - This indicates buying intent for info-products. Such as "learn how to play the piano."
- Quit - This is a "problem-solution" word and strong indicator of buying intent. Example: "how to quit smoking"
- Author name + review. Example: "dan brown review"
- Product name + review. Example: "Girl with the dragon tattoo review" or "weight watchers reviews"
- Author name. Example: "Ben Cummings"
- Product name: Example. "ChiroBully"
- Brand name: "Sony"
- Remedy - This works well in the health niche. Example" "remedy for yeast infection"
- Get / Get Rid of - They want it now OR want to get rid of it now. Examples: "Get Britney Spears poster." "Get rid of blackheads"
- Prevent - Example: "how to prevent hair loss."
- Top Rated / Best / #1 - Someone looking for "top rated bed mattress" is definitely a buyer. "Best Chicago attorney." "#1 rated chiropractic consultant"
- Discount - Similar to Buy, they are ready to make a purchase but are looking for someone who has it cheaper.
- Vs. - This is a GREAT one. This is when a buyer is comparing two products. Example. "Weight Watchers Diet vs. Fat Loss 4 Idiots"
- Budget / Economical / Low Cost / Low Priced - Examples: "budget Orlando hotel." "Low cost Broadway tickets."



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So, there you have it!

I hope you enjoyed this Report. Here are some recommended ways to use this Cheat Sheet:

- * Have it in front of you when you are evaluating Niche Markets
- * Use it to write Article Titles. You will attract buyers.
- * Use it when doing SEO, eg. the keywords for a website
- * Use it when doing PPC

I'm sure after reviewing this list you are starting to get the idea of how to identify keywords where the buyers are hiding!

When you gain the advantage of knowing where the buyers are, now you can attract them like bee's to honey with an effective Traffic Strategy. Which I will teach you in detail in the coming year...

Take action. And prosper .

Regards,
Ben

