

Don't forget to turn up your computer speakers!

# Tom Antion's Internet Marketing Master Class Part II

Keywords



GreatInternetMarketingTraining.com



## Announcements

- 🎤 Please leave an honest Google Review at <https://g.page/InternetMarketingTrainingCenter/review?rc>
- 🎤 I will be giving you massive value in this masterclass, but there's always something else to learn.
- 🎤 To get the full value of this masterclass you should immediately start working with the concepts you learn today.





# Keyword Research

- 🍷 Number 1 Mistake I've seen in 25 years of selling online.
- 🍷 CSI Theory
- 🍷 Tremendous Return on Investment
- 🍷 Keywords are used: \_\_\_\_\_,

\_\_\_\_\_, \_\_\_\_\_,

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,

\_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,

\_\_\_\_\_, \_\_\_\_\_



# Keyword Research

- 🔎 Your name is not a keyword
- 🔎 How many keywords apply to your business?
- 🔎 Wedding Reception E-book





# FINDING KEYWORDS FOR YOU

- ✎ Right in front of your eyes.
- ✎ Suggested Keywords (Google Autocomplete)
- ✎ Suggested Keywords at the bottom of Google
- ✎ Look at your own site and literature
- ✎ Look at competitor's sites
- ✎ Listen to/ask your customers and prospects



# FINDING KEYWORDS FOR YOU

- 🎤 Survey your customers and prospects (don't give them incentives)





# TOOLS

- 🍷 Google Itself
- 🍷 Keywords Everywhere - \$10 bucks
- 🍷 Google Trends
- 🍷 KeywordSheeter.com (free version)
- 🍷 Google Keyword Planner (Really good, but pain in the a\*\*)



publicspeaking

- public speaking
- public speaking academy
- public speaking power
- public speaking skills
- public speaking courses
- public speaking topics





# Google at Bottom of page

Searches related to public speaking

public speaking **tips and tricks**

public speaking **techniques**

**types of** public speaking

**what are the 7 elements of** public speaking?

public speaking **tips for students**

public speaking **skills**

public speaking **examples**

**importance of** public speaking





# KeywordsEverywhere.com (Top of Page)



public speaking training



public speaking training 2,400/mo - \$3.07 - 0.59

Remove

public speaking training **courses near me**

Remove

public speaking training **courses** 90/mo - \$5.89 - 0.42

public speaking training **activities** 50/mo - \$8.85 - 0.38

public speaking training **online** 50/mo - \$2.62 - 0.58

public speaking training **companies** 10/mo - \$5.72 - 0.46

public speaking training **classes** 10/mo - \$3.14 - 0.72

public speaking training **nyc** 20/mo - \$14.03 - 0.42

public speaking training **for youth** 10/mo - \$11.17 - 0.65

public speaking training **jobs** 20/mo - \$0.29 - 0.33



# KeywordsEverywhere.com (Mid Page)



## [Public Speaking Training | Talk To Us About Our Services](#)

[Ad](#) [www.claritymediagroup.com/](http://www.claritymediagroup.com/)

Come To New York, LA, Or San Francisco To Become A Charismatic **Public Speaker**. Harness Your Skills At **Public Speaking** At Our NY, LA, And San Francisco Offices. Message Development. **Speech Coaching**. Media Training.

## [1-Hour Public Speaking Presentation Skills Class - forbes.com](#)

[Ad](#) [learn.forbes.com/](http://learn.forbes.com/)

★★★★★ Rating for forbes.com: 4.1 - 226 reviews

Start your free 30-day trial today and choose from more than 500 courses. Courses for Every Level. Satisfaction Guarantee. Self-Paced Learning. Learning at Your Speed.

## [Become A Top Speaker | Get More Skills & Offer More](#)

[Ad](#) [www.johnmaxwellteam.com/Speaking](http://www.johnmaxwellteam.com/Speaking)

Being associated with the John Maxwell Team gives you confidence, credibility, and clarity. You will level-up to better clients. bigger opportunities. and more impact. Become A Sneaker.

## **K** Related Keywords

[Export to CSV](#)

★ Keyword	Vol	CPC	Comp
★ <a href="#">public speaking tips</a>	12,100	\$1.22	0.2
★ <a href="#">dale carnegie public speaking</a>	1,600	\$1.51	0.42
★ <a href="#">public speaking workshops near me</a>	720	\$3.60	0.49
★ <a href="#">public speaking classes for kids</a>	720	\$3.59	0.54
★ <a href="#">public speaking classes atlanta</a>	110	\$9.64	0.62
★ <a href="#">public speaking classes for high school students</a>	90	\$4.68	0.59
★ <a href="#">public speaking training activities</a>	50	\$8.85	0.38
★ <a href="#">public speaking training courses near me</a>	0	\$0.00	0



# KeywordsEverywhere.com

(Bottom of Page)

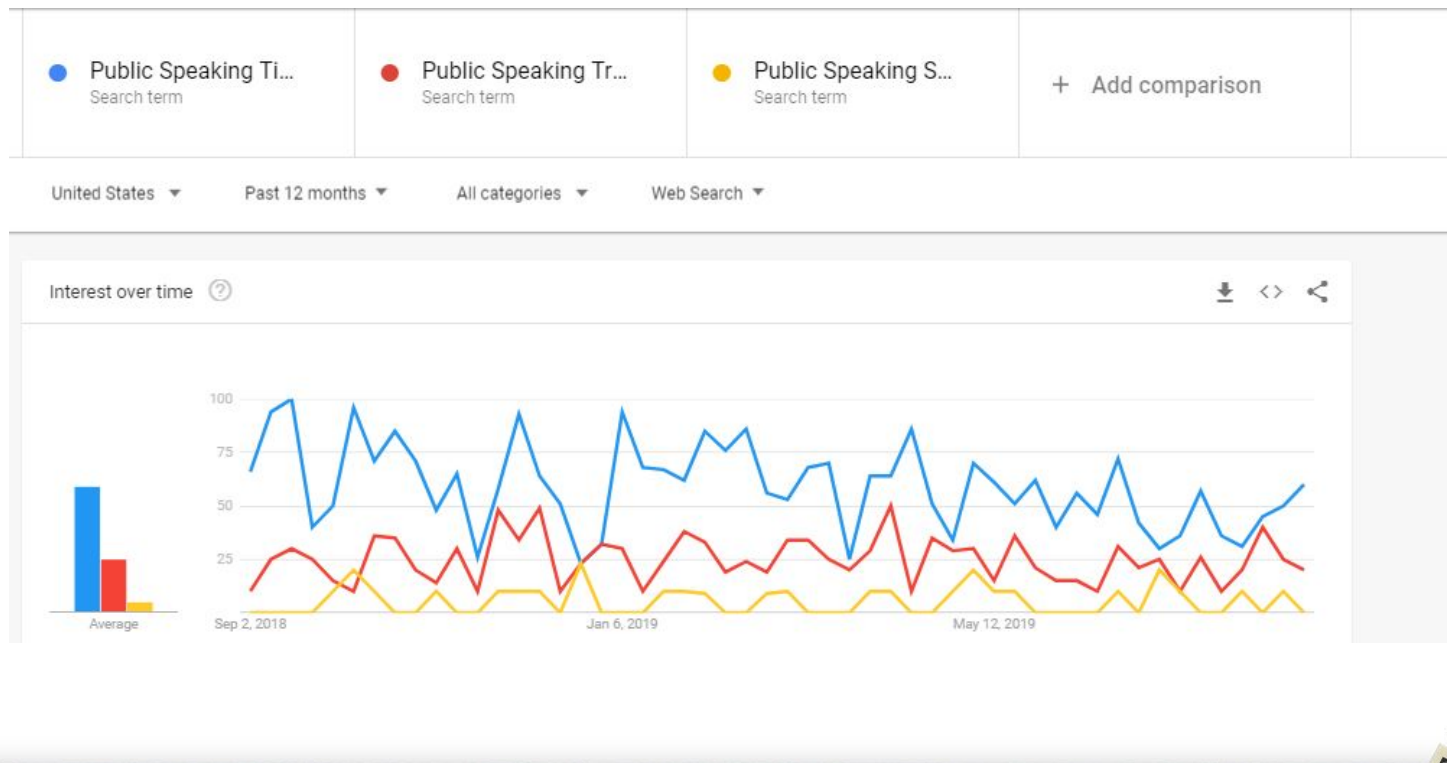


## Searches related to public speaking training

public speaking training <b>courses near me</b>	0/mo - \$0.00 - 0 ★
public speaking training <b>activities</b>	50/mo - \$8.85 - 0.38 ★
public speaking <b>workshops near me</b>	720/mo - \$3.60 - 0.49 ★
public speaking <b>tips</b>	12,100/mo - \$1.22 - 0.2 ★
public speaking <b>classes for high school students</b>	90/mo - \$4.68 - 0.59 ★
public speaking <b>classes for kids</b>	720/mo - \$3.59 - 0.54 ★
<b>dale carnegie</b> public speaking	1,600/mo - \$1.51 - 0.42 ★
public speaking <b>classes atlanta</b>	110/mo - \$9.64 - 0.62 ★

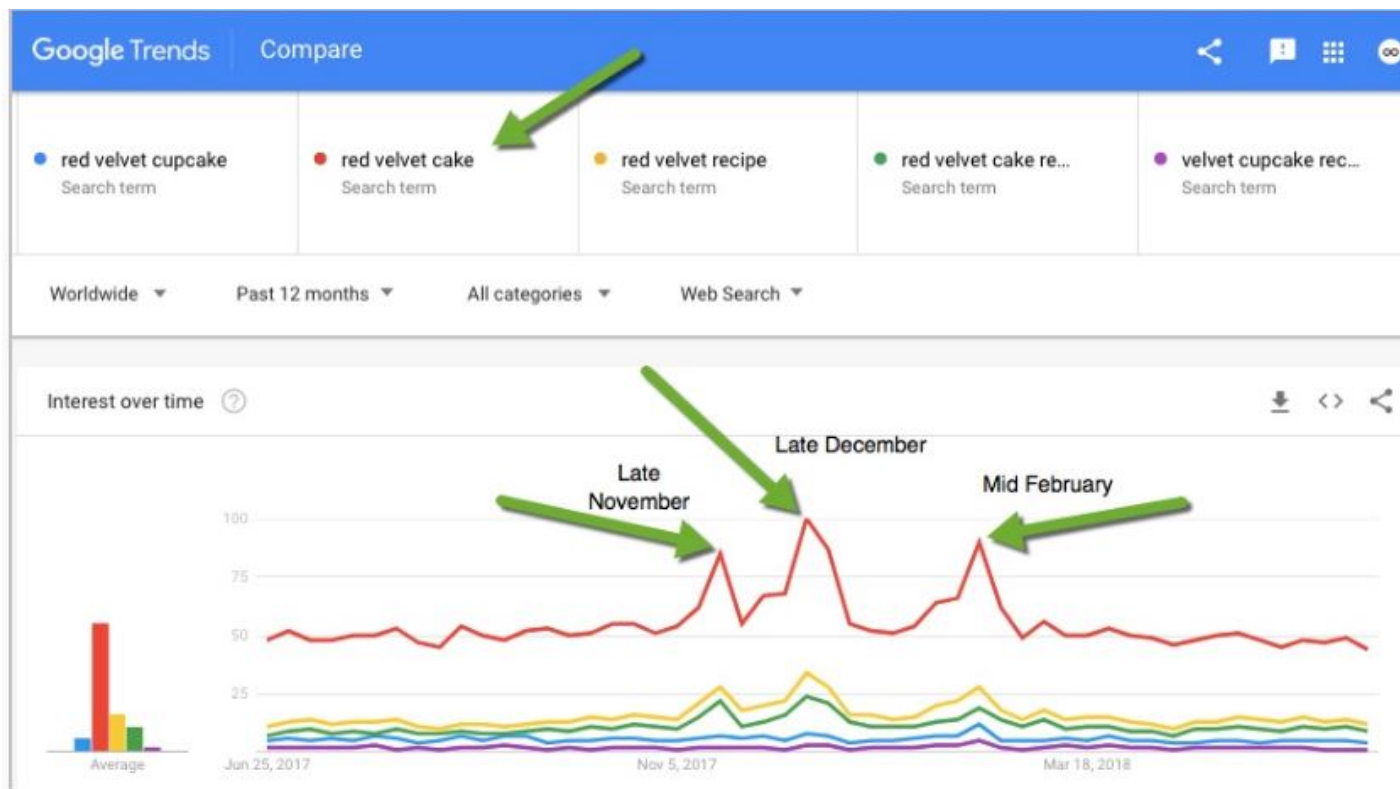


# Google Trends





# Google Trends







# KeywordSheeter.com

Generate Ideas

public speaking jobs scotland  
public speaking jobs sacramento  
public speaking steve jobs  
public speaking sales jobs  
public speaking jobs in school  
science public speaking jobs  
jobs that need public speaking skills  
public speaking jobs toronto  
public speaking jobs texas  
public speaking jobs tucson  
public speaking trainer jobs  
public speaking teacher jobs  
public speaking teaching jobs  
public speaking travel jobs  
public speaking tutor jobs  
public speaking part time jobs  
top public speaking jobs

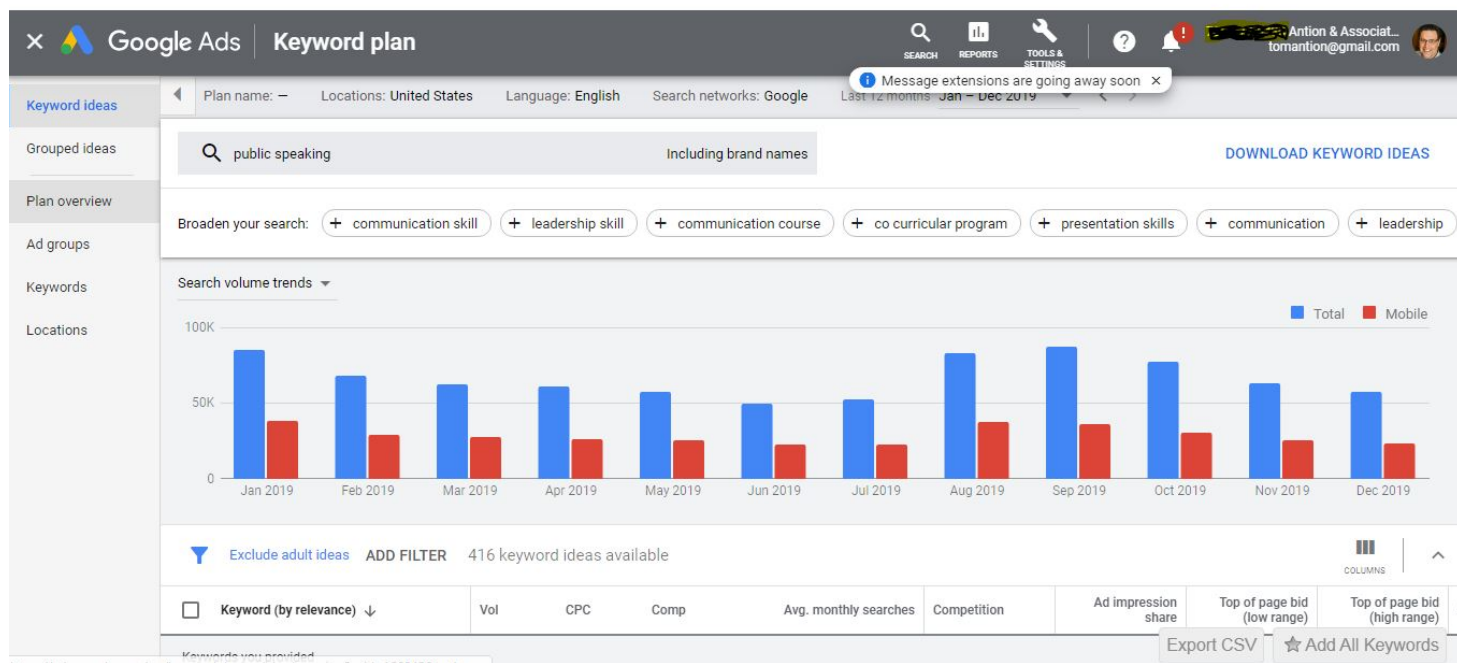
Negative Filter.

Stop Sheeting

Positive Filter.



# Google Keyword Planner







## Keyword Tips

- 🔑 No need for fancy expensive keyword tools
- 🔑 Related Keywords
- 🔑 Negative Keywords
- 🔑 Buying Keywords

**Example:** “Where to Buy Protection Dogs”  
**Where to buy X, Where can I buy X, Where can you buy X, Buy X, X for sale, X for sale online, Who sells X,**



# Voice Search

- 🎤 A NEW THING TO WORRY ABOUT
- 🎤 “VOICE SEARCH” - Search “queries” are becoming more conversational and long-tail searches more prevalent.
- 🎤 List of various keyword tools  
<https://ahrefs.com/blog/free-keyword-research-tools/#google-trends>



# What do you do with the Keywords?



- 🍷 Title Tags  
Tag = Keywords comma
- 🍷 WordPress “Yoast” and “All in one SEO Pack”
- 🍷 Blog Posting Titles
- 🍷 Article Titles
- 🍷 Don’t overdo in the body
- 🍷 Video Titles

# What do you do with the Keywords?



- 🔑 Jack of all trades
  - Better to do another video instead of loading lots of keywords.
  - Google hates you
  - Amazon Book description is ok.
- 🔑 Keyword density, keyword proximity (too perfect is no good)  
Random is better.





# Title Tags





# **Blog Posts, YouTube Videos, Article Titles**

**“Top Ten Public Speaking Tips”**

**“Public Speaking Tips: 10 Techniques  
to Make You Great on Stage”**





# How to Get Me to Send You Money

- 🔑 **Refer My Products and Services –  
Commissions Range from \$\_\_\_\_\_ to  
more than \$\_\_\_\_\_ and everything in  
between**

The only thing that is exempt is my military spouse scholarship program because the DOD does not allow me to give commissions on that.



# How to Get Me to Send You Money

- 🎧 See almost all of my products and services at <https://www.ScrewTheCommute.com/resources>  
50% discount for all military, law enforcement and first responders.





# How to Get Me to Send You Money

- 🎤 **Biggest Sellers:**  
**Internet Marketing Mentor Program –**  
**Year Long Program** (over 1700 students in  
the last 20 years)  
Your Commission for no discount group:  
\$1599.00  
Your Commission for discount group:  
\$799.50



# How to Get Me to Send You Money

🎤 **Professional Speaking Mentor Program –  
24 Week Intensive** (I've trained more pro  
speakers than anyone living)

Your Commission for no discount group:  
\$1199.00 - \$2798.00

Your Commission for discount group:  
\$599.50 - \$1399.00





# How to Get Me to Send You Money



**“Wake ‘em Up Video Professional Speaking System” (This includes 3 Consultations)**

Your Commission for no discount group:

\$139.40 - \$199.40

Your Commission for discount group: \$69.70 - \$99.70



# How to Get Me to Send You Money

- 🎤 **My Internet Marketing School** (The only licensed, dedicated Internet Marketing School in the Country)
- 🎤 Your Commission for no discount group: \$3820.00  
Your Commission for discount group: \$1910.00







# PayPal Credit

## 🎤 PayPal Credit

