

Keywords for PassionforFashionSanDiego.com

First, we start from scratch with a few generic terms to get a sense of what people are searching for.



There are a few important pieces of information that can be taken from this graph. First, the clear winner here in terms of volume is the term “work from home.” This is a very general term and could mean freelancing, telecommuting, or a home-based business. The trend for this term is interesting with a huge plummet around the end of the year and a quick return right after. “Direct sales” sees a very slow decline for the first few years but has flattened out over the last 18 months. Looking at this term compared to “home-based business”...



... we see an interesting picture. “Home-based business” is seeing a boost in popularity recently. This might be a good word to work with as long as you’re keeping an eye on the trends.

The problem with this set of words, however, is that competition is going to be very, very high. Some of the terms I found are associated with over 100,000,000 results. General usage of “home-based business” and “work from home” are going to be lost out there so we need to add words to create more specifically targeted content.

Trying to rank for terms like these are hard in one way but easy if you can figure out the twist. While home-based businesses and working from home are competitive things to create content about, maybe you can create your own spin on the topic. A few ideas:

- We talked about the idea of adding more of a female lean to the content. This might be a good thing to try out, particularly using the word “mom.” There is a large population of women bloggers, tweeters, and networkers out there and they love great content. Here are a few keyword ideas:

Keywords	CPC	Competition	Searches
work at home moms	\$0.05	1	40500
mom work at home	\$0.05	1	18100
home based business mom	\$0.05	0.8	720
looking for work from home	\$0.05	1	590
work from home for women	\$0.05	0.6	390
home based business moms	\$0.05	0.8	2900

- Another trend I’m seeing in suggested words talks about legitimacy and scams. With the popularity of work-from-home opportunities, I can imagine that the scammers are out in full force. Part of your content strategy could be to write about what to look for in a legitimate work from home business and how to watch out for scams. Just one good exposure and her popularity could get a big jump. Here are a few keyword ideas:

Keywords	CPC	Competition	Searches
home based business scam	\$0.05	1	880
legitimate home based businesses	\$0.05	1	4400
legitimate work at home jobs	\$0.05	1	14800

Part of your keyword strategy for this tough group is going to have to come from analytics later in the game. Using the two guidelines above to more narrowly target your writing will help but there may be an aspect that won’t be found in initial research. Also, you want to write about topics that are comfortable to you and there might be an aspect of this particular topic that you could excel at writing about.

So, the main piece of advice from this report is **look for ways to differentiate your content from the at-large terms above**. The searches, clearly, are out there and finding the niche while finding your voice should not be too difficult of a task.

The lists above are taken from a list of more than 1,000 phrases. Very competitive words, unrelated words, and low search volume words were removed. Then the list was sorted by search volume and recommendations made based on competition and current volume.

Keyword choosing is similar to the process in the hard sciences: make an educated hypothesis based on the data that exists, test and record that hypothesis, and make changes to your efforts when more data is available. This list should be commented with the words chosen before content is written. Then, in 3 or 4 months, we will come back to this list and compare the data with keyword data from Google Analytics. This will tell us how you're doing for the words we chose and what other words and phrases people are finding you with.

The data here comes from google.com/trends and adwords.google.com/select/KeywordToolExternal.

josh can help
websites // design // blogs // etc. **l.com**