



VIDEO MARKETING
INSIDER

KEYWORD RESEARCH FOR ENDLESS VIDEO CONTENT IDEAS





INTRODUCTION

Keyword research for YouTube is something vitally important and not that difficult when you know how to do it.

Once you know your niche and target market, you can mainly use a mixture of common sense and free methods/tools to get content ideas.

There is not much need to invest in paid tools although there are several ones that can aid the research process.

THE NICHE

I do not want to dwell too much on this but as this is the ultimate starting point, it'd be unfair not to touch on it.

Put simply, a niche involves products, services, or interests that appeal to a small, specialized section of the population.

As a bonus, you can [use this guide](#) to learn better how to choose a niche:



THE CONCEPT OF THE AVATAR

An avatar is a persona that is, in essence, your ideal customer within your niche.

The person who you believe, through research will buy your products/services.

A simple example is the Dating niche.

If I were to get started in this niche, I would need to understand who exactly I am trying to target.

Dating for seniors, dating for women, dating for divorcees...etc.

These are entirely different niches and you need to be clear who you are going to target.

Long term, you can mix it up and within a dating channel, you can have videos aimed at seniors who want to date as well as people in their 40s who want to date.

You just need to ensure your keyword research is done with the right avatar in mind.

[Use this guide](#) to understand the avatar concept regarding YouTube



UNDERSTANDING DIFFERENT TYPES OF KEYWORDS

Before you look at practical steps to getting a ton of content for your new channel (or existing one) it's vital that you understand the 3 main types of keywords and how to get the best results from them.

What you want to identify keywords that are going to make you money, you want to go and identify keywords that you could potentially rank for and you want to go on and find keywords that do have commercial value

"The winner or the loser of the game is actually being determined even before the athlete or the boxer walks into the ring."

This is an area that can make or break your YouTube marketing.

You're going to spend a significant amount of time in this specific area.

Some of these steps are going to be manual, unfortunately.



HOW NOT TO THINK

I don't think that there are any "difficult" or medium competition keywords.

I feel that the reason why we say that this keyword is very competitive, maybe it's because our skills, knowledge and experience is not of that level where we can rank for that specific keyword.

Your skillset, your knowledge, your experience will determine how you're going to rank the specific keyword.

TYPES OF KEYWORDS

- The first type of keyword is the **informational keyword**
- Second type of keyword is the **comparison keyword**
- The third type of keyword is your buying or your **buying keyword**



INFORMATIONAL

Essentially these keywords are of people looking for information.

They're not really at that stage yet where they are ready to buy something.

Examples of informational keywords:

Best perfume for ladies

How to lose weight in 21 days

What is the Best Stretch for a bad back?

So, what is the objective, or what is the goal, when you're wanting to rank for informational keywords?

Ideally, your objective should be building an email list, because if you're looking to get ranked for informational keywords such as Best perfume for ladies or What is the Best Stretch for a bad back and immediately you try to sell your product, or a product that you're affiliating for, your conversion rates are going to be low because they're not at the stage where they're looking to buy.

Sure you may make some commissions but the overall rate will be low.

When you're ranking for informational keywords the objective should be to build a list.

The best way to do this is offering a simple lead magnet as a call to action.

A sample of this in action can be found here: <https://youtu.be/XAmaCWhGX7o>

Watch the whole video and follow the CTA to see the full process.



COMPARISON KEYWORDS

Okay, someone has searched for Best perfume for ladies.

They have now made a decision, after looking at all the different types of perfumes out there for ladies, and it's come down to Michael Kors and Yves Saint Laurent Black Opium, and they want to know which is the better product."

Yves Saint Laurent Black Opium versus Michael Kors or a Michael Kors versus Yves Saint Laurent Black Opium.

And this is at the point where they are in the mix where, if you nudged them a little bit, they might be tempted to buy.

So now your objective can be more towards offering value and then selling a product

You can expect your conversion rates to be a little bit higher if you're ranked for comparison keywords and asking people to buy as opposed to you ranking for an informational keyword and asking people to buy.

Why?

Because this is at the stage where people are already deciding, "Okay, which one am I going to buy?"

But the one that gets you the highest earnings per click, or the one that's going to get you the highest conversions out of these three keywords, the one that's going to make you the money, is the third type of keyword, which is your buying keyword.



BUYING KEYWORDS

An example of what is a buying keyword, when it comes down to people typing online, would be Yves Saint Laurent Black Opium review, Yves Saint Laurent Black Opium discount code, or Yves Saint Laurent Black Opium 10% off.

These are different types of buying keywords.

These are the type of keywords where you're going to have the highest conversion rates, in terms of people buying, as opposed to out of the other different types of keywords that I've just presented to you.

And, yes, the objective of ranking for these buying keywords is to, ultimately, sell a product.

From my experience, especially if you're promoting a product that you firmly believe in, if you're doing a review video of a product that you firmly believe in, more often than not what I found is that people have already made a decision that they're going to buy it.

When someone types in "Yves Saint Laurent Black Opium review," more often than not, they've already made that decision that they're going to buy the said perfume.

What they really want is they want to have that little bit of assurance.

They want to have you to push them over the fence.



IMPORTANT

When I create reviews videos of products that I believe in, and I have to specify this because I know that there are people out there who create product reviews for the sake of making money.

So, then, if you're trying to push people over the fence, it **MUST** resonate with you morally and ethically.

You want to be promoting a product that you firmly believe in and when you are promoting a product that you firmly believe in and you create a review video, you want to create a review video in a way where you are reassuring or you are assuring viewers of the fact that they're making the right decision in wanting to make a purchase.

Give them that validation that they are making a right decision.

You want to push them a little bit over the fence to purchase that specific product.

As for the types of review videos, there are several kinds.

Review videos where you compare three to five different products.

Plain and simple review videos from a technical perspective.

Review videos sharing your story and how the specific product has helped you.

What I found, at the end of the day, out of all of the different types of review videos that I've created, is that the one that converted best for me was the one where I was sharing with people a discount code, a really good congruent bonus or just reassuring them that they're making the right decision, validating the fact that they're making the right decision.

Pushing them over the fence and just letting them know, again, like, "Hey, this is a good investment that you are making."



FAST MONEY-GETTING STARTED

If you're starting out as an affiliate marketer, the type of keywords that you want to start going for first are essentially your buying keywords, because these are the keywords that are going to make you money.

The informational keywords and the comparison keywords will ultimately make you money, but they require you to nurture and build a relationship with the people who are searching for those specific keywords.

So many people want to skip the nurturing part and while I get it, long term it's a bad idea.

That said, if you're starting out as an affiliate, you probably want to start in the buying keywords first and then work backwards.

Buying keywords first, comparison keywords and then informational keywords.

So, now you understand the types of keywords, let's move onto keyword research.

Here, we will not focus on buying keywords as they are self explanatory.

The first step is getting a long list of potential keywords and there are several ways we can do this.



USING THE AUTOCOMPLETE FUNCTION

Assuming you know your niche and avatar, ask yourself this:

What are 5-7 basic problems my avatar has and how would they articulate this into YouTube searches.

For example, let's say I am in the Tennis for beginners niche.

Here are 5 simple phrases someone may type in.

How to serve an ace

How to improve your backhand

How volley a tennis ball

How to choose a tennis racquet

Tennis tips for beginners

So I need to go to YouTube and begin to type.



how to serve a tenn|

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

how to serve a tennis ball 390/mo - \$0.85 - 0.02 Remove

how to serve a tennis ball for beginners 10/mo - \$0.00 - 0

how to serve a tennis ball like a pro 10/mo - \$0.00 - 0

how to serve a tennis ball fast 20/mo - \$0.00 - 0.01

how to serve a tennis ball youtube

how to serve a tennis ball in steps 10/mo - \$0.00 - 0

how to serve a tennis ball video 10/mo - \$0.00 - 0

how to serve a tennis 3,600/mo - \$0.00 - 0

how to serve a tennis ball with spin

how to serve a tennis ball for lefties 20/mo - \$0.00 - 0.02

Report search predictions

As you can see, we get given suggestions from YouTube before we complete our phrase.

Note them all down minus the unconnected ones.

Then go to Google and enter a whole phrase for more ideas:

Searches related to how to volley a tennis ball

tennis volley drills	320/mo - \$0.29 - 0.05 ★
youtube tennis volley instruction	20/mo - \$0.00 - 0.02 ★
how to improve your volleys in tennis	0/mo - \$0.00 - 0 ★
tennis volley video	70/mo - \$0.00 - 0.03 ★
what is a half volley in tennis	480/mo - \$0.00 - 0 ★
essential tennis volley	0/mo - \$0.00 - 0 ★
volley tennis game	70/mo - \$0.00 - 0.03 ★
best tennis volleys	20/mo - \$0.00 - 0.23 ★

Do this for all your 5-7 seed keywords and if you find there is a lack of suggestions, then potentially it's not a good niche.



THE UNDERScore TECHNIQUE

how to serve a tenn|

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

how to serve a tennis ball	390/mo - \$0.85 - 0.02	Remove
how to serve a tennis ball for beginners	10/mo - \$0.00 - 0	
how to serve a tennis ball like a pro	10/mo - \$0.00 - 0	
how to serve a tennis ball fast	20/mo - \$0.00 - 0.01	
how to serve a tennis ball youtube		
how to serve a tennis ball in steps	10/mo - \$0.00 - 0	
how to serve a tennis ball video	10/mo - \$0.00 - 0	
how to serve a tennis	3,600/mo - \$0.00 - 0	
how to serve a tennis ball with spin		
how to serve a tennis ball for lefties	20/mo - \$0.00 - 0.02	

Report search predictions

A little known technique is to use the underscore.

First we enter a seed keyword and we get given suggestions as normal.

Next, add an underscore at the start of the phrase then hit space and look what happens:

You get more ideas with the seed phrase at the end.

Let's look at more ways to come up with content ideas

_smoothie recipes

Volume: 201,000/mo | CPC: \$0.96 | Competition: 0.21 ★

green smoothie recipes	33,100/mo - \$1.08 - 0.08
fruit smoothie recipes	27,100/mo - \$1.26 - 0.21
keto smoothie recipes	9,900/mo - \$1.47 - 0.13
protein smoothie recipes	8,100/mo - \$1.47 - 0.13
vegetable smoothie recipes	5,400/mo - \$1.36 - 0.19
healthy smoothie recipes for weight loss	
weight gain smoothie recipes	1,300/mo - \$0.77 - 0.09
chocolate smoothie recipes	2,400/mo - \$1.06 - 0.11
vegan smoothie recipes	2,900/mo - \$0.92 - 0.08
spinach smoothie recipes	5,400/mo - \$1.00 - 0.06

Report search pr



SPYING ON YOUR COMPETITION

You may be considering a niche or be using YouTube already.

Regardless, a great idea is to find channels in your niche whose videos are getting views and sorting their videos into the most popular.

Think Media is a big channel in the niche of tech reviews and camera tutorials.

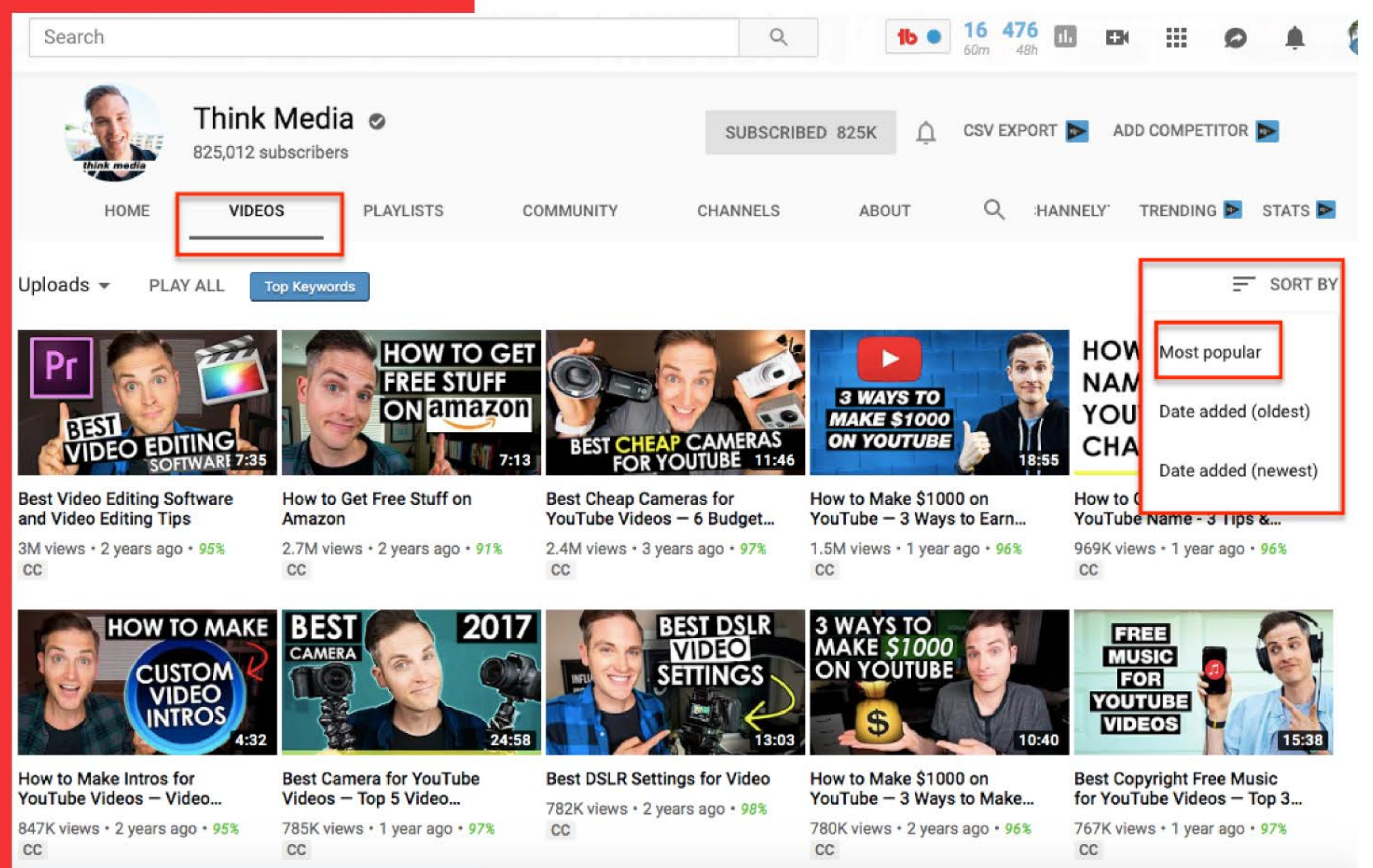
So if you are in, or want to enter a similar niche, go to the channel and sort the videos by most popular.

As you can see, his videos are getting between 3 million and 767K views.

Now you may not get the same numbers but you do know the topics are popular and that is a great sign the word is worth going after.

Do not copy 100% but you could title a video:

Top 3 Video Editing Softwares
Best Cameras for YouTube on a Budget





FORUM

Do a search for forums in your niche on Google.

Use this string when searching on Google for forums:

KW inurl:/forum

golf inurl:/forum

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

[All](#) [Images](#) [News](#) [Maps](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 29,600,000 results (0.88 seconds)

GolfWRX
<https://www.tapatalk.com/forum/104096> ▼

1 hour ago - GolfWRX - the world's largest and best online **golf** community. Expert editorial reviews, breaking **golf** tour and industry news, what to play, how ...

GOLFMK7 - VW GTI MKVII Forum / VW **Golf** R Forum / VW ... Nov 15, 2016
Golf Simulator Forum: Forums Aug 19, 2016
The Sand Trap - **Golf** Forum and Community Aug 12, 2014
Powered by vBulletin - Disc Golf Course Review Mar 19, 2014
More results from www.tapatalk.com
Classifieds · Golf Balls · General Golf Talk · Wanted to Buy Forum

MyGolfSpy Forum - Golf Product Reviews and Community
<https://forum.mygolfspy.com/> ▼

We want to hear what YOU think about the **golf** equipment you have tried. One of the best ways for other members to learn about equipment is from other ...

What is the best golf forum? - Quora
<https://www.quora.com/What-is-the-best-golf-forum>

Oct 19, 2018 - I don't know if it's the best, but I used to be very active on a forum called "The Hacker's Paradise". <http://www.hackersparadise.com> Mostly great ...

What is the best golf forum? - The Hackers Paradise
<https://www.thehackersparadise.com/forum/...php/44018-What-is-the-best-golf-forum> ▼

May 1, 2013 - I'm now a member of 3 different **golf** forums (fairly new to all) and I was wondering what



FORUM

Many forums are set up into categories which helps with sets of potential key-words that could be organised into playlists later on down the line.

/// Equipment Domestic & import clubs, balls and gadgets here Child Categories: Japanese and Non-US, GPS/Range Finders/Mobile Apps, Long Driver's Lab, Golf Balls, Golf Bags/Carts/Headcovers	2.2M	 Wilson Staff has an... T.B. Today @ 3:51am
/// WRX Club Techs Clubmaking and clubfitting, - Grips/Shafts/Buils/LM Data Child Categories: Avg Joe Swings Stiff and Below	882K	 Question about par... ChipNRun Today @ 4:07am
/// Putters Sound off favorite putter designers and show off your collection Child Categories: Sponsor Putter Companies, Putter Mods and Micro Putter Artisans	526.6K	 Toulon Garage Hea... KevCannon Today @ 3:45am
/// Golf Style and Accessories This is the place to talk about style, apparel, and all other accessories	353.4K	 Woodland's shoes ... dlanerie Today @ 3:09am

Join if necessary (some forums require registration) see what topics are the most viewed, get the most replies and what questions are asked.

These are your potential YouTube video topics/keywords.

Now let's look at some actual tools you can use:



KEYWORD RESEARCH TOOLS

The first two that you're going to definitely need, because if you're watching this video, that means you're doing YouTube marketing, so you're definitely going to need [TubeBuddy](#).

The reason why you're going to need TubeBuddy is to go and figure out some of the tags to get keyword ideas as well as look at some of the rankings of those tags of specific videos that you are researching.

I would recommend a [star license](#) at first.

The second one that you're going to need is VidIQ and, again, they provide tags, rankings and also views per hour, which I am a massive fan of.

VIDIQ is a [Google Chrome Extension](#)

For the most part, the free plan will be enough.

Other Free Tools for ideas:

<https://keywordtool.io> (free plan is limited)

<https://keywordseverywhere.com/>

<https://soovle.com/>

<https://answerthepublic.com/>



THE CONCEPT OF VIEWS

Informational keywords get by far the most searches and therefore the most views.

And if you can use these to build a list and get subscribers, you can then send these folks to your videos that are going after Buyer or Comparison Keywords.

Now you have a list of a LOT of potential keywords from the aforementioned strategies, we need to manually add them to YouTube to do some more checking.

To begin with, make a shortlist 10 to 15 keywords as a start to go for.

Let's imagine this one:

how to get rid of acne scars

The screenshot shows YouTube search results for the query "how to get rid of acne scars". The top three results are:

- The Latest Apple Cider Vinegar Trend** by DoctorOz (833,050 subscribers, 2.7M views, 11 months ago, 97% rating). Video duration: 3:30. 30.3K views, 1K likes, 1% ER.
- Acne & Dermatology : How to Get Rid of Acne Scars** by ehowhealth (611,816 subscribers, 76K views, 10 years ago, 68% rating). Video duration: 1:15. 317 views, 0 likes.
- Laser Treatment To Get Rid Of Acne & Acne Scars** by AMA Regenerative Medicine & Skincare (56,323 subscribers, 287K views, 3 years ago, 94% rating). Video duration: 2:15. CC.

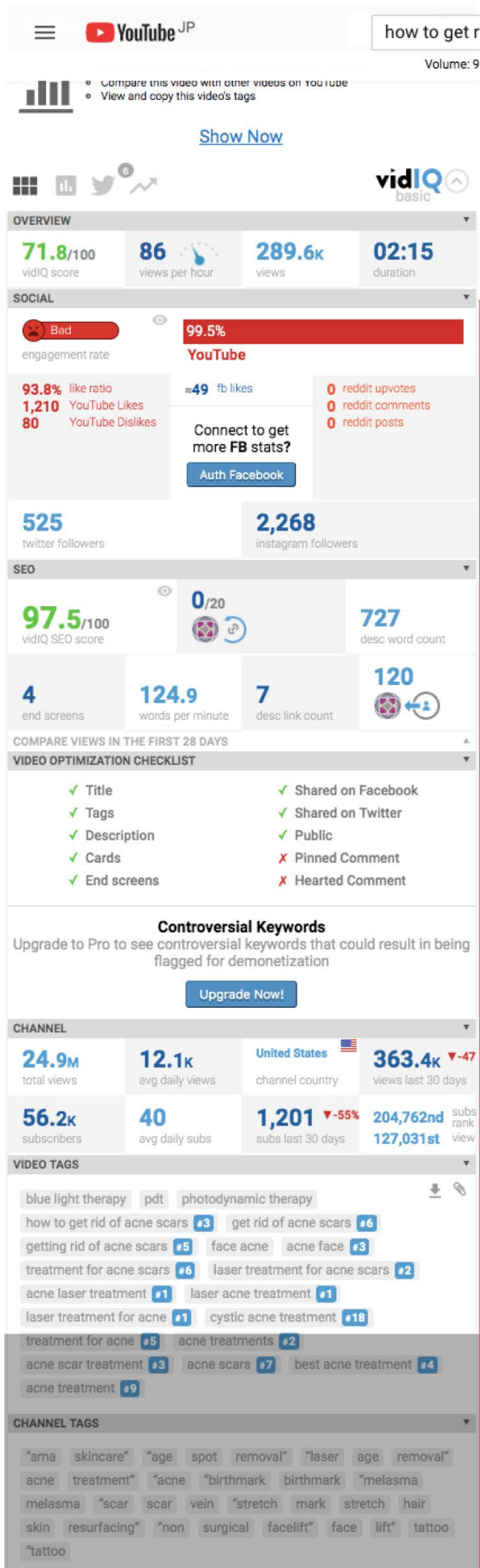
Overlaid on the right is the vidIQ extension interface. It shows the search volume for "how to get rid of acne scars" as 782K searches per month. The competition is high, and the overall keyword score is "Poor: 17/100". It also lists related searches such as "how to get rid of acne scars black skin", "how to get rid of acne scars overnight", "how to get rid of acne scars naturally", "how to get rid of acne scars fast", and "how to get rid of acne scars on back".

As you can see, the top 3 videos have gotten a LOT of views.

And Tube Buddy tells us it's a hard keyword to rank for.

Your skills will determine the reality of that.

The Tube Buddy Extension also gives us suggested keywords on the right (related searches).



I chose the third video above and when clicked on, the VID IQ extension told me this:

As you run a keyword through VidIQ, you can figure out whether the hourly views that the top videos are receiving is worth the time, the effort, the energy, the financial investment that you're going to put in to getting that video ranked in the top 3 spots.

This video gets about 86 views per hour.

That equates to 2064 views a day give or take.

That's a lot of traffic and tells me this would be a VERY hard keyword to rank for.

That said, you can get other ideas such as video length, social shares and tags that could be used in the creation of your own video.

But in this case, I would probably go after something easier until I had a bigger audience.



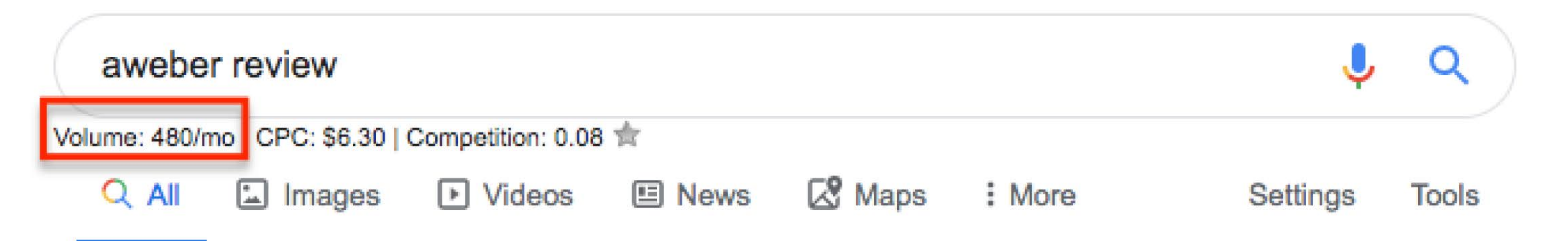
TOP YOUTUBE CHANNELS

Another indication as to whether or not the keyword is getting a lot of views is to just look at the top three YouTube channels.

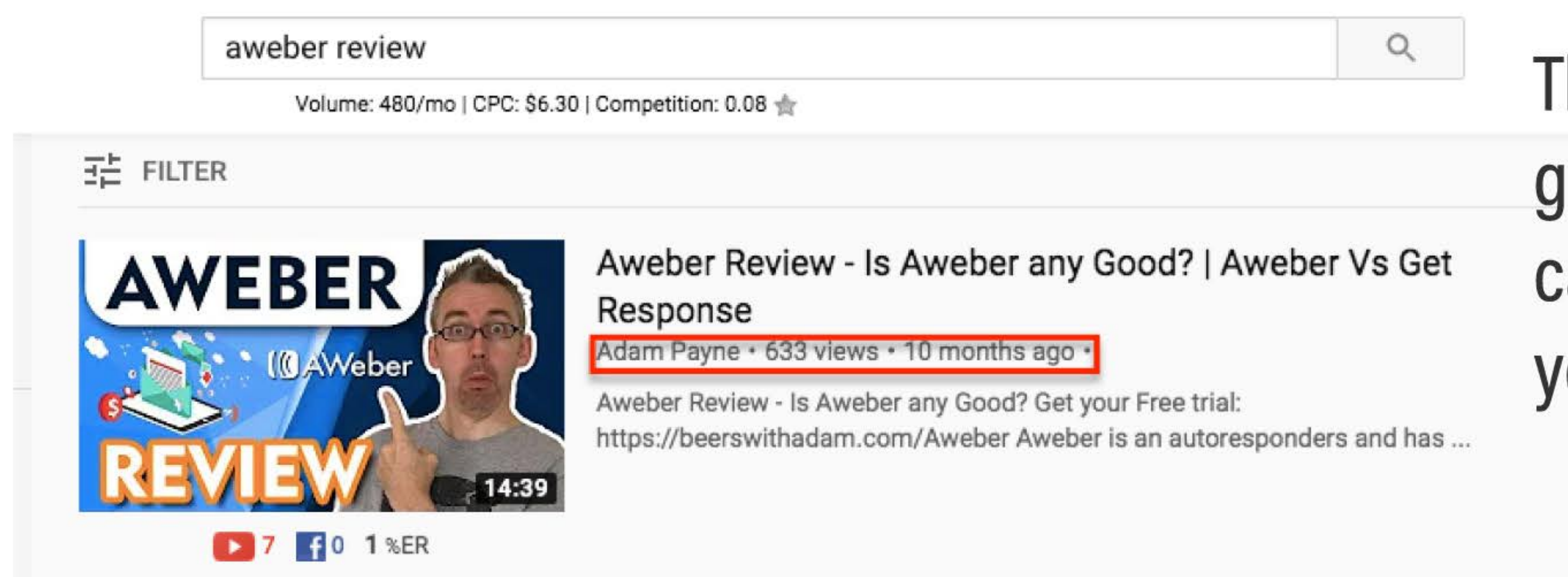
Simple maths can tell you how many views the videos get per day but for the mathematically challenged, we can go back to VID IQ.

GOOGLE SEARCH VOLUME

Google search volume should not be a guide as to how many views on YouTube you will get.



Aweber Review (buyer keyword) gets 480 searches per month on Google, but my video, which is top ranked on YouTube has these stats:



That alone shows you that if you can get videos ranked on Google, you can get much more traffic to many of your videos.



FINAL KEYWORD CHECKS BEFORE YOU RECORD

- Ages of videos already ranking

Some videos ranking has got a lot of age authority.

Do not let that put you off too much as YouTube loves new stuff.

So, that's a little bit of a bonus.

But if all the videos are old (4 years or more) that could mean that in the long run, you'll find it hard to rank.

- Can You Make Videos That Will Compete?

Thinking of the golfing niche?

Look at this image:



how to putt better in golf

Volume: 40/mo | CPC: \$1.01 | Competition: 0.06 ★

FILTER



Easiest Putting Technique Ever
Cahill Golf Schools • 3,996 subscribers • 1.7M views • 5 years ago • 85%
Best Putting Technique Ever, Simple, Reliable.
CC

3.8K 356



Rickie Fowler Gives Tips on How to Putt Better | Golf Tips | Golf Digest
Golf Digest • 126,706 subscribers • 128K views • 1 year ago • 95%
Does a lucky putt count as a good putt? In Kevin's world, maybe, but Butch Harmon and Rickie Fowler know from experience that ...

638 22



How To Putt Better In Golf - Distance Control
Scratch Golf Academy • 181,414 subscribers • 177K views • 2 years ago • 99%
GET MY "SHORT GAME SECRETS" TRAINING: ► <http://scratchgolfacademy.com/sgs>
...
4K CC

All the videos are shot on a golf course/driving range etc.

If you cannot do this, then your videos may not appeal.

Certain niches require your videos to be shot outside, on location and so on.

You do not need Hollywood level productions.

And in many niches, you'll never need to be on camera even.

Just check before you make videos if you can compete.



SUMMARY

As you can see, almost all the research process of finding keywords is free.

But it does take time and effort.

Good luck!

Adam Payne [Video Marketing Insider]

Bonus resources:

<https://videomarketinginsider.com/youtube-thumbnails/>

<https://videomarketinginsider.com/successful-youtube-budget/>

<https://videomarketinginsider.com/youtube-affiliate-marketing/>

<https://videomarketinginsider.com/video-production-workflow/>

<https://videomarketinginsider.com/niche-video-guide/>