

If you have thousands of links to your website with good anchor text, Google will promote your website higher and higher in the search engine rankings. Google will do this because when a user searches for “Car Sales Leeds” and Google sees that you have the most links that say “Car Sales Leeds” that go to your website, the algorithm will assume that you are the most important, and rank you in the top position. Of course, this is assuming you also have good on-page optimisation also; lots of backlinks and poor on site optimisation do not lead to top results!

This is the basis of the Search Engine Optimisation and search engine searching process.

Example Anchor Text Link on the net:

Car Sales Leeds → This is the “Anchor Text”, or the clickable text that goes to your website.

**A wide range of cars for sale in the Leeds area.
We offer the best prices, and the best service
available!**

A. Keywords and Keyword research.

With the anchor text in mind, let’s begin to talk about the keyword, or keywords you would like to promote. You should begin to research your keyword and the amount of people that are searching for these specific words.

A good way to gauge this is to go to:

<https://adwords.google.co.uk/select/KeywordToolExternal> (or your local derivative).

Add your keyword or keywords here:

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)


Type the words in the image into the box below

Enter one keyword or phrase per line:

car sales leads

Use synonyms

Type the characters you see in the picture below. ?



fwltz

Letters are not case-sensitive

[Filter my results](#)















Press "Get Keyword Ideas"

The results will be displayed as in the example below:

Keywords people search for Local UK searches last month Global Searches

Keywords	Advertiser Competition	Local Search Volume: September	Global Monthly Search Volume	Match Type
used car sales leads	<div style="width: 20%;"></div>	Not enough data	320	Broad
car sales jobs leads	<div style="width: 10%;"></div>	Not enough data	46	Broad
cars sales leads	<div style="width: 5%;"></div>	Not enough data	91	Broad
car sales leads	<div style="width: 30%;"></div>	3,600	2,900	Broad
eagle car sales leads	<div style="width: 0%;"></div>	Not enough data	Not enough data	Broad
chequered flag car sales leads	<div style="width: 0%;"></div>	Not enough data	12	Broad
mb car sales leads	<div style="width: 0%;"></div>	Not enough data	22	Broad

According to the results, there were 3,600 people in the U.K. who searched for "Car Sales Leads" last month. Google also gives you alternative keywords to examine:

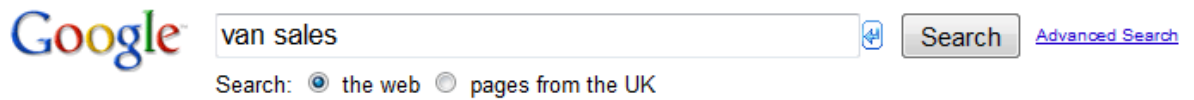
Additional keywords to be considered - sorted by relevance ?			
automobile sales		880	27,100
auto dealerships		590	60,500
auto dealers		12,100	1,220,000
car garages leads		Not enough data	480
car sales jobs		12,100	18,100
car dealers		823,000	1,220,000
used car		3,350,000	4,090,000
car dealerships		49,500	673,000
car dealers leads		2,400	2,400
car garage leads		Not enough data	320
car servicing leads		260	320
car sales software		210	880
car sales		1,000,000	1,830,000
military car sales		1,000	9,900

In the above “additional keywords to be considered” section, the alternative keyword “Car Sales” has 1 million local searches in the past month. This is because the term is broader ranging and is not geo-specific.

Geo specific keywords mean that you are targeting a certain geographic area for your website marketing. If you had a business selling vans to the Manchester area, you could market your website for the keyword “Van Sales Manchester”. This geo-specific keyword would obviously be a lot easier to promote than the keyword “Van Sales”, as the latter would have much more competition, requiring a lot more work and a lot more backlinking to compete with all the other companies.

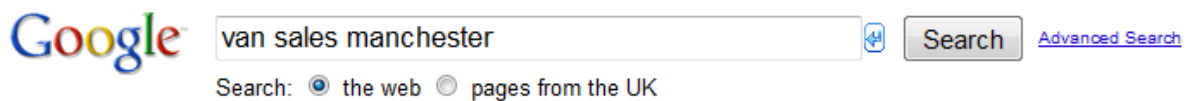
Choosing less popular “niche” keywords is a good way to promote your Website to the top search engine results, as the competition is less but there can still be thousands of people searching for these terms.

Let’s look at the above example “Van Sales” and “Van Sales Manchester” searches in more detail to learn about the difference in regular and geo-specific keywords:



Web [+ Show options...](#) Results 1 - 10 of about 133,000,000 for [van sales](#). (0.15 seconds)

The keyword “Van Sales” has 133,000,000 results. This means that you are competing with over 130 million other websites for domination of Google!



Web [+ Show options...](#) Results 1 - 10 of about 4,650,000 for [van sales manchester](#). (0.12 seconds)

In comparison, the keyword “Van Sales Manchester” has 4,650,000 results. This means you are now competing against 4.6 million other websites, a much more manageable number.

You can promote your website for any keyword you wish. The above example of keyword research is there to illustrate the difference in competition between two keywords. As I said earlier, it will take a lot more work and possibly thousands of more backlinks to reach page one for a popular, non geo-specific keyword.

B. Analysing the Competition and Learning Search Results

Ok, so you have found the keyword you would like to promote, now how do I find out how to compete? Good question!

I will be continuing with the above example of “Van Sales Manchester”.

Let’s find the top results for this search, and dissect the sites and it’s optimisation in a real-world example.