THE KEYWORD COURSE

Applying Keyword Skills to your Craft Business

AUGUST 1, 2024

THINGS TO MAKE AND SELL
https://thingstomakeandsell.com/

Contents

Important links 2
Introduction Video 3
Who I am. 3
Who am I targeting? 4
STEP ONE - Backup 6
STEP TWO – Filing and organization 6
STEP THREE – Checking your core product 9
STEP FOUR – looking for new product ideas 14
STEP FIVE – Content marketing 14
STEP SIX - Advertising 19
STEP SEVEN – Social Media 20
STEP EIGHT – Craft Markets 21
STEP NINE – Local Search 22
Conclusion. 24

I am going to try to make it so you do not need to watch the videos if you do not want to, by writing as much detail here as I can.

I know that I talk a lot in my videos, I get easily distracted -Ball! – and repeat myself and even forget things that are probably important.

Watch one or two of the videos. You never know, I might tell you something important and perhaps entertain you for a bit.

All the videos are done completely unscripted (Unless you count reading off this report as a guide) and for that fact I apologise.

Important links

If you need the core links again, here they are.

The keyword bundles page on my website.

https://thingstomakeandsell.com/keyword-bundles/

The download link for this report (LOL) You are reading it.

https://thingstomakeandsell.com/keywordscoursePDF

The links to the videos.

The YouTube Videos

The download link for the report with all the services, software's and websites that I use or have used in my online marketing business.

https://thingstomakeandsell.com/craftbusinesslinks

If you have not yet "added" yourself to the mobile notification button on my website, that will tell you when I add new stuff to the blog, then you can get that link by going to the website and it should pop up at the top sooner or later. I suggest that you do it, just in case...

Introduction Video

Who I am.

Not a long story, but… 15 years of doing this for clients and over time I built over 300 websites.

I was involved in a bad home invasion and that caused me to get PTSD and fibromyalgia, and it changed my life.

With those issues and my age, I decided that I now want residual income, I also want to help people.

That is why I am working on my own website – full time – helping crafter's, makers and woodworkers get their business as profitable as possible.

I have done a lot of SEO and marketing for my clients, and succeeded, but now it is time for me to do it for myself.

I will use my own keyword research to show you how to use the keywords I supplied to you. *(I was about to do some core page planning for my crafters website when I realised that it would help you to see what I am doing for myself, and generally be a great grounding for the entire keywords course)*

What my website is all about.

Things to make and sell.

https://thingstomakeandsell.com/

I presume that you have already been looking through my site for help and advice.

Because you are a paying client (you bought a keyword bundle) I will happily listen to any suggestions you might have. Use the email address in the attached PDF with links in it that you might need for your business.

Who am I targeting?

Crafter's, also known as makers, artists and woodworkers. Creative people who want to sell what they create.

Small home DIY type people.

Anyone who wants to sell what they make. Both offline and online.

You would have purchased a keyword package from me.

You will get at least a few hundred keywords.

I will do an annual update for as long as I am still active on my website for your chosen keyword, if you contact me and ask for the update.

This series of videos will be to show you how to use the keyword packages and at the same time show you all the extended ways you could use them. (Podcasts, Tik Tok, etc)

Most importantly I want to show you what INFORMATION you can get from going through your keyword package.

What I look for in my own keywords.

All this is for your own personal marketing, IE your website, Your Etsy listings, Your social media, Your advertising etc.

Plus, I will show you how to use the keywords using Chat GPT when you create content for your website or for videos and even other social media. I cover the titles, the descriptions and the "hashtags" or related keywords and more.

The videos showing you how to use Chat GPT and other tips and more will be on the How-to -use-keywords-blog page on my site -

https://thingstomakeandsell.com/how-to-use-keywords-for-your-crafting-business/

Is the main keyword viable as a product or website?

Core Pages for my website.

Top Silo structure keywords, for content (of all types)

Also known as Categories.

Question keyword.

In all forms, IE for the categories (silos)

For social media.

For videos.

For content posts.

For Kindle books.

For courses. (free or for sale)

Advertising Keywords

Direct Google advertising PPC for buyer keywords.

Social media advertising – IE Trends on Pinterest.

Actual product advertising – IE Etsy listing.

Video marketing advertising – All types, questions, buyer, more.

Using the keywords to research the following…

Your actual product viability.

Trends.

Your opposition.

All marketing platforms (Etsy, Google, Amazon etc)

Social media activity. I mean everybody here…

STEP ONE - Backup

Create a duplicate folder with all your keywords in there.

This is simply a back up.

That way you can do what you like to the original folder.

STEP TWO – Filing and organization

Sorting and filing the keywords into master lists and folders.

Obviously, all these steps are optional.

This step is to allow you to get a feel for all the keywords and to do a bit of sorting and filing.

Renaming each document.

I opened each excel doc and eyeballed those keywords and then renamed the document showing what those keywords are and I added how many keywords were in that document.

I kept all the original renamed folders.

I also copied all the renamed documents over to the backup folder, so I had an even better backup collection.

New category or group folders.

But I also added those that grouped together into new folders so I can use those as "category" items in the future. Categories are great for keeping your thinking in a tidy "niche" and not straying into making too many radically different products.

Plus, you will use categories repeatedly on content marketing on your website.

The categories will also be a help if you do any advertising.

Working inside each group folder.

I then opened each of those individual group documents and copied all the keywords over onto a master category document.

I then deleted all the duplicate keywords. *This would always happen because I had collected keywords from a few different places.*

I then saved that document in alphabetical order.

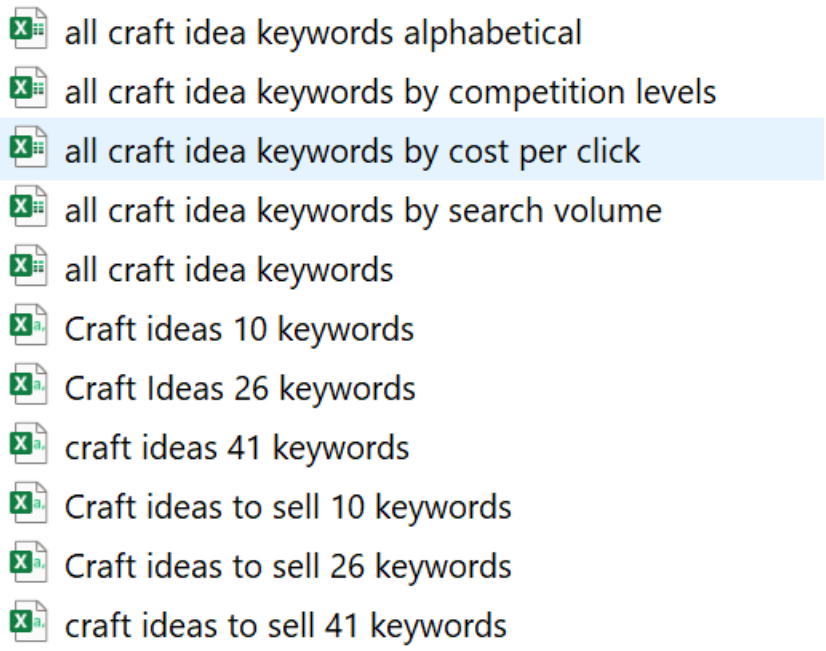
I then saved it in keywords search number order. (Most searches to least)

I then saved another version in CPC (Cost Per Click) order for use in advertising and also to see what keywords my opposition thought was the most important. If there is a high cost per click, then it means a lot of people are advertising and competing for that keyword.

Finally, I saved a version with the levels of competition sorted tallest to shortest (In a manner of speaking). Just so you know, I seldom look at this one, but I did it because I could.

So, the keywords and documents I now had collected in that category folder looked like this.

This was the CRAFT IDEAS category folder.



One thing I love about doing this initial sorting and filing is while it is quite a bit of work, it gives me a very good overall feeling for what is going on in all things related to that group of keywords.

When I used to do this level of keyword research for each of my new clients it was always the best way for me to learn a lot about their business niche.

I used to openly tell my clients if I felt that they would be better off changing lanes in their business so they could target more business.

An example here is my business from the 90's. I made hammock chairs in the beginning, and it took me about 6 years to find out the hard way that I should be making more benches than hammock chairs.

Finally, I found out I should be making complete patio sets and not just benches. Keyword research would have told me all that in a day.

STEP THREE – Checking your core product

Use the keyword lists to see if your product is viable. IE are people searching for what your business produces.

It is normally best if you can see your exact product searched for in a lot of different variations.

You know, Like XXX for him, or XXX for her, or XXX near me, or XXX for weddings, or XXX for 3rd anniversary. Stuff like that.

It tells you that you can market your chosen niche item in a lot of different ways.

On the opposite side of the keyword results, if there are a lot less searches AND a lot less variations of those searches you could have a product that is not very popular.

Look at these examples – that are bad options

Example one – Crochet Bikini Set. A total of 210 searches across the top searches.

white crochet bikini set	170	$0.31	0.99
blue crochet bikini set	40	$0.00	0.66
triangle crochet bikini set	0	$0.00	0
women's crochet bikini set	0	$0.00	0
black crochet bikini set	0	$0.00	0
pink crochet bikini set	0	$0.00	0
swimwear crochet bikini set	0	$0.00	0
floral crochet bikini set	0	$0.00	0
high-waisted crochet bikini set	0	$0.00	0
two-piece crochet bikini set	0	$0.00	0
girls' crochet bikini set	0	$0.00	0
etsy crochet bikini set	0	$0.00	0
red crochet bikini set	0	$0.00	0
bandeau crochet bikini set	0	$0.00	0
swimsuit tops crochet bikini set	0	$0.00	0
halterneck crochet bikini set	0	$0.00	0

Example Two – 80's jewellery. A total of 30 searches across the top searches. I would avoid this niche like the plague.

KEYWORD	VOL	CPC	CMP	T
mens 80s jewelry	30	$0.00	1	
rings 80s jewelry	0	$0.00	0	
necklaces 80s jewelry	0	$0.00	0	
yellow gold 80s jewelry	0	$0.00	0	
80s jewelry nearby	0	$0.00	0	
women's 80s jewelry	0	$0.00	0	
earrings 80s jewelry	0	$0.00	0	
costume jewelry 80s	0	$0.00	0	
etsy 80s jewelry	0	$0.00	0	
gold 80s jewelry	0	$0.00	0	
bracelets 80s jewelry	0	$0.00	0	
jewelry sets 80s	0	$0.00	0	
silver 80s jewelry	0	$0.00	0	
80s jewelry sale	0	$0.00	0	

These are good options

Example Three – Chokers. A total of 50 000 searches across the top searches.

Suddenly you can hear the checkout lines pinging!

★	black chokers	14,800	$0.11	1
★	heart chokers	5,400	$0.24	1
★	lace chokers	4,400	$0.25	1
★	pink chokers	2,900	$0.05	1
★	velvet chokers	2,900	$0.25	1
★	pandora chokers	2,900	$0.14	0.93
★	mens chokers	2,400	$0.32	0.99
★	pearl chokers	2,400	$0.15	1
★	zara chokers	2,400	$0.05	1
★	childrens chokers	1,900	$0.06	1
★	red chokers	1,900	$0.09	1
★	blue chokers	1,300	$0.05	0.97
★	diamond chokers	1,000	$0.25	1
★	etsy chokers	720	$0.13	1
★	girls chokers	460	$0.21	0.8
★	silver chokers	371	$0.15	1
★	vivienne westwood chokers	260	$0.00	1
★	necklaces chokers	250	$0.27	1
★	white chokers	197	$0.18	1
★	chokers sale	170	$0.35	0.99
★	leather chokers	110	$0.00	1

Example Four – Puzzle Rings. A total of 5000 plus searches across the top searches. This one is likely to sell well at markets, because people have a high curiosity level coupled with impulse buying.

But you can see that the online searches are not too shabby either.

KEYWORD	VOL	CPC	CMP	T
gold puzzle rings	2,400	$0.19	1	
silver puzzle rings	1,000	$0.14	1	
mens puzzle rings	1,000	$0.24	1	
diamond puzzle rings	390	$0.27	0.98	
engagement puzzle rings	320	$0.72	1	
womens puzzle rings	260	$0.25	1	
sterling silver puzzle rings	260	$0.21	1	
white gold puzzle rings	140	$0.41	1	
rose gold puzzle rings	110	$0.00	1	
stainless steel puzzle rings	70	$0.00	1	
pandora puzzle rings	70	$0.36	0.98	
ebay puzzle rings	20	$0.00	1	
white puzzle rings	0	$0.00	0	
brain teasers puzzle rings	0	$0.00	0	
pink puzzle rings	0	$0.00	0	
tiffany & co. puzzle rings	0	$0.00	0	
emerald puzzle rings	0	$0.00	0	

Check these on all platforms that matter.

So now what you do is to take the top keywords and search for each one of them individually across all the following places. Well, I guess, only the ones that you feel matter. For example, I never sell on or compete on places like eBay, so I would not bother researching there.

Google search.

Google Images.

Google Shopping.

Bing – if you are in the United States.

Amazon.

Etsy.

YouTube.

You could also dig deeper into all the bigger social media sites to see who is doing what in connection to those keyword variations you are working through.

Another research thing would be while all the details are fresh in your mind about each keyword you can look into the bigger wholesale places. Aliexpress, Alibaba, Wish, Temu, and any others you know about.

(Just a comment here – VERY OFTEN the suppliers on the wholesale websites are not first-language English people and therefore can do very bad keyword listings. I am not judging, as it must be very hard to do business in a second language, but it is worth noting when you are looking for a product or doing research)

For those who are taking all this seriously, I also hope you are keeping notes and are running a spread sheet for all the top products and keywords that you are considering using.

Please see the attached report with the links in it, as I hope to add a few digital downloads to help you with this process.

Keeping notes and details that are apt for your chose niche and product will help you with an easy reference in the future.

STEP FOUR – looking for new product ideas

How to use the keywords for the new things you make to sell or want to make and sell.

This is pretty much the same as step three, but what you are doing is purposely looking for the closely related products. Perhaps in a new niche Like weddings, or corporate gifts or something.

The idea is to see if your product has a parallel group of products that are almost identical but are all being searched for using different keywords and names.

Do each category one by one.

Google the keywords that you think are interesting.

Make notes.

STEP FIVE – Content marketing

Content marketing

Content marketing is always the best use of your keyword package by far.

When I say content marketing this is primarily written content on pages on your website.

I am passionate about this aspect as it is the easiest way to build an authority website where Google sees YOUR website as the primary authority on your chose niche or product.

However, the keywords are all very useful for a lot of other places where you can add your content and know 100% that what you are "publishing" is a sought-after thing (Keyword).

Let me list some of the places that you can position your content to get exposure and then traffic and ultimately sales.

The entire point of using keyword orientated content all over the internet for your marketing is because you already know that the specific keyword is searched for online, and the more you link content to your "sales" pages the more of your products will get sold.

Your main website.

I am 100% sure that your core website needs to be one where you have 100% control. This is normally a self hosted WordPress website.

It can be self hosted and have other types of frameworks, like HTML, CSS or whatever.

When I was doing SEO for clients the biggest problem businesses had been when they used a "clever" website designer who use a system that was either totally unique or was difficult to work with. The business would then "change" to a new SEO or website company, and we would all have problems. However, with WordPress, you can fire your designer and appoint a new one and they can get started editing the very first day.

That is not the biggest reason yet. WordPress is very Google friendly and easy to work with even if you are a total beginner. OK, so there is a learning curve, but once you get the hang of it, it is simple.

Tricks with working on your website and more are exactly the type of help-content that I will be adding to my website blog page on a regular basis. Get yourself onto the notification thing (it pops up on my website pages) and that way you can keep up with the help content I will have available for you to use.

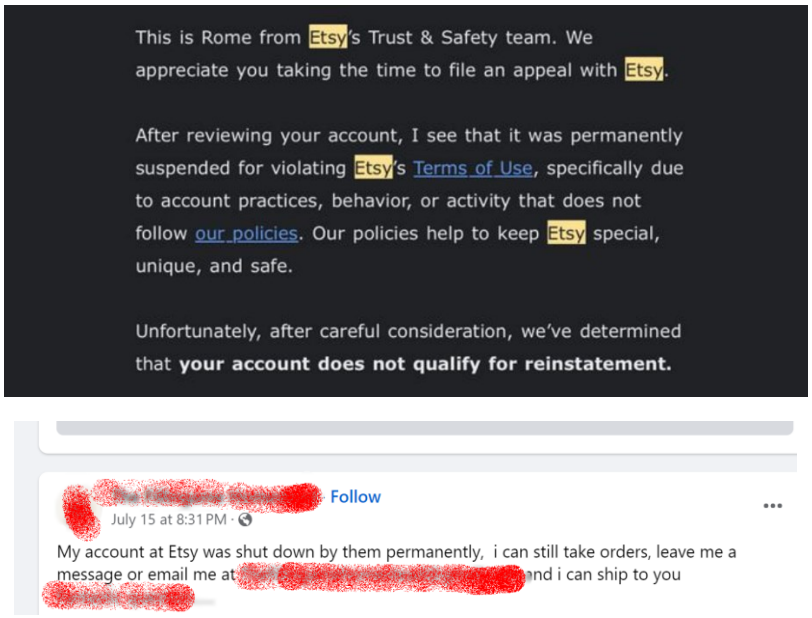
WHY SHOPIFY, WIX, ETSY and other sites are bad for your business.

You are basically a tenant there and if they think you did a bad thing – or worse, your opposition thinks you are a problem and reports you, you can be shut down immediately.

99.9% of the time there will not be a problem. But, in the 15 years I have been doing online marketing for clients and myself I have seen quite a few shops disappear forever.

Imagine if you worked for 2 hours a day on your business website for 3 years and one day it was gone?

MY GIFT TO YOU – If you do not yet have a website and want to get a self hosted WordPress website, I will build up the basic framework for you for free. If you use my affiliate link to get your hosting – and I only refer good hosting – then I will install WordPress, set up your emails, install the Elegant Themes theme Divi for you for free (you save about $80 a year) and Create a few of your core pages. I then send you to a few videos where you can follow on with some shortcuts I use and more stuff that should help you. The affiliate link I am referring to is in the links report that came with this report. It is also on my website.



OK, so how to use the keywords on your site?

You will go through all the top keywords and use them to create 3 to 10 core pages for your site. They will also probably be in line with the next part I mention.

These will still be pages that look and sound natural for your businesses core products and services. IE where you want people to go to if they are surfing your website.

You will create categories and under those categories build a silo structure. This is essentially a pyramid system of important pages (keywords) in the top row, then the next lever related pages – or posts using closely related but slightly less important keywords and so on.

Please look at the question tree thing I supplied to you in the keyword bundle. That will explain it all to you a lot better.

If you structure your website in this "silo" structure and interlink between all the relevant pages correctly, Google will want to marry your website.

You will also use keywords in the titles of all your images, and in the descriptions of your pages.

Your Google Website

Setting up a second "content" website for yourself on Google owned properties is always a great idea.

The only negative aspect is that it will add more time to what you do. However, if you went to the two links below and spent a weekend creating 2 amazing sites – ON GOOGLE – using

the core keywords that you extracted from the keyword bundle I gave you and did some creative linking on those pages to everything that matters to you.

Link to a few pages on your website.

Link to your social media sites. In DETAIL. Use keywords in the links (called hyperlinks)

Link to any big social media posts that you made.

Then take the trouble to "index" those 2 sites (your new Blogger site and your new Google sites)

If you do not know, the best way to get a page or post indexed is to share that URL all over the internet many times. Twitter, Medium, Pinterest, Reddit, Facebook, Facebook groups, Instagram and any others that you have. Add the links to some of your YouTube videos. This will get Google to index those pages, and Google will then follow those links to your core pages and credit those for activity.

https://sites.google.com/

https://www.blogger.com/

Your Local listing.

Adding a proper local listing for your products is a MASSIVE advantage. See the section I did below for even more details.

However, I want to add a thing that you could and should do on your website. Create pages with your local city, and local suburbs in the titles.

For example, I live in Brantford Canada, so I would add a page like this –

"Large Wooden Canadian Flags for sale in Brantford – Perfect for your house or cottage"

Or

"Wooden carved wall art as gifts available in West Brant – Brantford"

Please do not go to my countrydesign.ca website to see if I ever actually created pages like that.

Please see more below for a proper "local" listing system. It is under step Nine.

Your podcast.

If you do have a podcast running, then you should ALWAYS use keywords with high searches in your podcast titles. It's obvious.

Your books

Using big keywords in the titles of the books you create is the best way to sell a lot of books.

Another massive way to boost your product sales or to grow a second income source. I hope to add a lot of posts to my blog on the website showing you all how to create a perfect second income stream but writing and publishing books on stuff you know THAT IS A POPULAR SEARCHED FOR KEYWORD.

Your courses.

Create massive or tiny courses on all the keywords that have decent searches.

Your Videos.

Use the most appropriate keywords for your titles and descriptions.

Groups on social media.

If you used the bigger category or two to create a Facebook page or group and – perhaps – a LinkedIn group too. Please remember that for these to succeed you need to do a lot of posting of content (again, use the keywords for ideas).

In my opinion this is a good idea, BUT it can seriously use up any extra crafting time you might have available. Get a partner?

Other. RSS feeds, email marketing, web 2.0 properties.

Using keyword-based content on all the other places that you can find is not a bad idea, but it will use up a ton of your time. Earlier I suggested Blogger as an option and the free version of WordPress works well too.

There are a lot of places, blog platforms, article directories and many other places you could place content and then link it back to your first or second level content.

This used to be a powerful SEO trick to get rankings back in the past, and while it is not useless these days, it has less impact.

Don’t get me wrong. It still works, and if you have the time or an assistant helping your business then I suggest that you use it. The more links you get to your end products the higher they will rank in the search engines.

STEP SIX - Advertising

Advertising.

This is probably the simplest way to use your keyword package to make money.

Advertising – if done right – is an immediate sales method and can be scaled up to any level you like. The limitations will be on how many items you can produce if your product is handmade.

Remember that you could add second- and third-income streams, Like Kindle books and printables or even courses, and those items can be scaled to any height using paid ads.

Now, you could just go to the google keywords tool and set up ads from there, but with the keywords bundle you received from me, you have a lot of keywords that you can add (safely) to the Google keyword tool system and know that you are targeting the keywords of YOUR choice, and not the keywords that Google will suggest to you.

Plus, you can run ads on Shopify, Pinterest, Facebook and many more places and through split testing eventually find a perfect set of keywords that each time you ran a series of ads with those keywords you make money.

I suggest grouping a set of related keywords and then taking all of them with a "cheap" CPC (Cost Per Click) and run ads with those keywords. That way, you will be paying as little as 10c a click. Then if you can convert 20% of them into sales, I think it will be as little as 50c per sale.

Now compare your numbers to what you would have paid to be at a market...

Average of $200 per market. Plus, gas and a bit more smalls. Your ad spend would be the same as 400 sales. Only you know if you are getting 400 sales at your markets. The best part about running ads is that it is like being on a permanent market. 24 hours a day.

Um, I sort of thumb-sucked these numbers out of thin air. Do your own (accurate) numbers.

I am NOT an expert in advertising. Sorry.

However, when I see a course that is a good one on how to do advertising for your craft business, I will do a review of it and post it on the website.

STEP SEVEN – Social Media

Social media is a big place, and everybody has their favorites.

My favorite is Pinterest simply because it acts like a search engine for ideas. People go there for that reason and the traffic from there can be very valuable.

Now this section is ONLY about using the keywords you received in your keyword bundle to research those on the bigger social media sites.

What you are looking for is which of the keywords seem to be busy, and equally not busy. Both have advantages. Busy means the keyword is popular and not busy means you can dominate it.

On my website I will continually be looking into ways that we can all take advantage of marketing on social media, and I suggest that you keep an eye on the site.

For now, take the top keywords that you are looking into (for every reason) and search through the results on each large social media platform.

Once you are making posts and videos on a platform you will be using the keyword for actual titles.

Then you will include your keywords into the descriptions. Please look at what ALL the top pins or posts or videos are for the top-ranking posts etc for each keyword so you can learn how to copy what is working for other people.

For multiple variations.

When I am posting as many as 50 posts (pins mostly) I use Canva to make all the variations. I then use Chat GPT to create 50 titles and Chat GPT to give me 50 unique descriptions. That way I have a lot of variety to use when I post for a single link.

BTW, once I have created and posted 50 pins I then go to two or three software tools and list as many as I have the energy to list so they can be reposted on a regular basis automatically.

STEP EIGHT – Craft Markets

For ideas for your markets, you are going to have to think differently.

Just seeing what keywords are proving which ideas or items or niches are popular is a big help, but…

I suggest that you take those keywords and a spreadsheet and go to a few markets (the more the better) and make notes of all the important things.

How big the show is, how many duplicate booths there are, did they specialise in the item (keyword)? Or were they mixed up amongst other items.

It is only through a lot of research – even when you already know from the keywords which items and popular can you start to see the overall or birds eye view of which keywords of niche groups are the best to start making to sell.

New products and expanding your existing range.

You would also take that keyword list to markets to see if it is worth your while to add those products to your range that you make and sell.

The cool part of this "expansion" trick is that it is easy to make a sample set of the item (preferably 100 plus items) and take them to a show and do a prominent display and see if you should be doing a lot more or not.

STEP NINE – Local Search

On Your Website

Local search is where you are targeting buyers within a drivable distance from your home. Normally your local city.

The keywords would have already told you what the popular items are that people look up the most.

You then create pages or posts on your website with that keyword in PLUS your towns name too.

For example, if your keyword is “Gift Baskets for Men” (14800 monthly searches) you would title the page as “Best Gift Baskets for Men in Brantford” Best gift baskets for men in Paris.

And if you really wish to carpet bomb your city with ranking pages, you will have a post titled Best gift baskets for men in West Brant – Brantford.

And so on and so forth.

That way, your website will become very powerful for local search keywords.

Google will still send people to your pages even if they do not add the name of the city to the search, but Google knows they live nearby to your store.

You will need to learn a bit of internal linking (from YouTube or my website) and apply that for best results.

On Social media.

You will apply the same keyword tactic in listings that you post on social media. Especially Facebook. Create a business page on Facebook and fill it with keyword orientated links. Post often.

On Google itself.

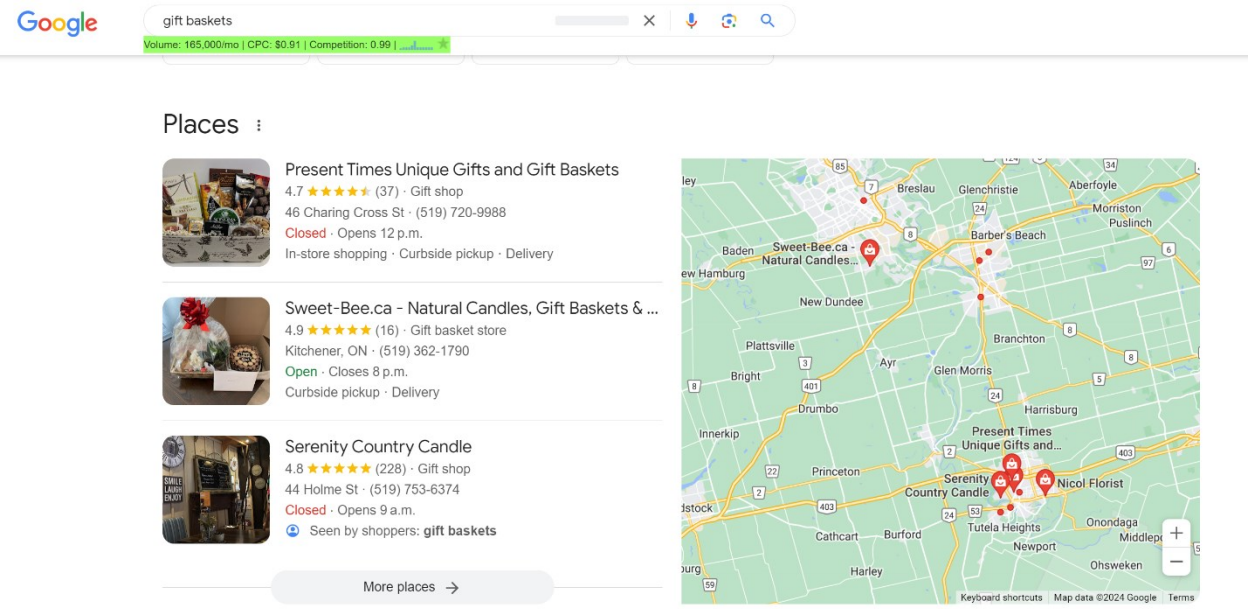
You can create a free Google Sites website and do a lot of “local” keyword title listings.

You can do the same with Blogger.

BUT, most importantly you can do it on an official Google Business Profile.

https://www.google.com/intl/en_ca/business/

THIS IS WHERE YOU WANT TO BE!!!!!!



If you look at the top of the image, I never even typed “near me” or the name of the city I live in. Google knows that this is a “local” product. (Try mailing a gift basket)

Therefore, if your craft – or a craft you spotted in the keyword bundle I sold you – is perfect for local search, then GO For It!

Use the keywords you have so you start off with the biggest searched for items.

List those onto your Google Business Profile listing AND a mirrored post or page on your WordPress website.

If you set up your Google business profile properly (using the best keywords) and filled out your entire profile with everything Google wants from you. Images, Images and Images. Plus, reviews, reviews and more reviews.

You might need to run a few ads in the beginning to get sales (and reviews) to get your GBP ranking in the top three results for a lot of keyword searches.

This is probably another topic where I will be doing a few more videos and posts on the website so you can learn more on how to make your craft business busy-busy-busy.

Conclusion.

I want to thank you for trusting me enough to buy a keyword package from me.

I want to thank you for spending time learning how to use the keywords that you now have in your possession.

I also want to thank you for being the type of person who knows what they like to do (craft) and is willing to take that addiction to the point where you spend all day creating and selling things that you love to do.

Just for fun, let me add a picture of some of the products I am creating for my next art show.





I have enjoyed putting together this report for you.

I hope that you use it and that your crafting business grows from strength to strength.



Rob Anderson

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