

**“Discover The Hidden Google Secret That Will Boost Your Quality Score, Improve Your Natural Search Rankings, And VIRTUALLY ELIMINATE All The Time You Spend Looking For Low Hanging Fruit Keywords”**

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## ***Introduction***

Most internet marketers spend tons of time trying to “get past” Google. We’re always looking for some trick, some tool, and some technique that will help us rank easier in the organic listings and avoid the dreaded ‘*Google Slap*’ with Adwords.

Why not take a different approach? *Work with Google and let it do all the work!*

In this short report I’m going to share with you a little known (some would say ‘hidden’) tool that tells us **exactly what Google thinks about a web page**. The best part, the tool is free.

## ***A Short Story***

A friend of mine, fitness and nutrition expert Mike Roussell recently launched a new infoproduct a while back. He teamed up with sports performance and training guru Alwyn Cosgrove and created *Warp Speed Fatloss*, a killer program to literally melt fat off your body 3-4 times faster than the current ‘state of the art’ fatloss and fitness programs.

*Warp Speed Fatloss* is a great product. The main ebook is over 420 pages and gives you semi-customized meal and exercise plans for 28 days. If you want to get yourself looking like a rockstar or celebrity FAST check it out here →

<http://UltimateLeanBody.com/warpspeed>

Anyway, Alwyn and Mike were following a classic Jeff Walker style “PLF” Product Launch and were recruiting partners. I decided to jump on board and promote to my fitness list and also to try and get some new subscribers via PPC. So I did the ‘normal stuff’ ...

- I wrote a short autoresponder sequence for my list and started mailing it out.
- I made a new list just for WSFL prospects I brought in.
- I made a presell page promoting the product and getting people to optin to my WSFL prospects list.
- I emailed them every day about the product, the launch, etc.

One thing – *I got Google Slapped on both the Search Network and the Content Network in a couple of days!*

Something was wrong. The great and all powerful Google gods thought my presell pages weren’t relevant and I was paying through the nose for clicks. So instead of whining about it, I “asked Google” what they thought of my pages... and it all got better.

## ***Listening To Google***

The whole *Quality Score* thing boils down to a relationship between three things:

- Your ads
- Your keywords
- Your landing page

When everything is in harmony you get the cheapest clicks possible. When one or two things get out of whack you get the “mini-slap”... and when everything is out of whack, well let’s not go there ☺.

Here’s the thing – most of us treat organic SEO and pay per click (PPC) the same way. We do our keyword research, make our pages, and then start promoting the pages with articles, link building, PPC ads, etc.

Sometimes, Google doesn’t agree with what we think a web page is about. The result is a page that doesn’t rank well and clicks that cost too much. Here’s how to fix this...

### **Step 1 – Make your landing page**

Don’t sweat the keyword research. Have a general idea of the main keyword for your page, some secondary keywords, and write your content.

Remember, the goal of a *presell page* is to sell the click! Every page you create should have some form of purpose and presell landing pages need to get the visitor into a “buying mood” and get them to click on the product link.

Sales pages need to sell. Duh. This sounds silly, but it isn’t when you take some time and look through infoproduct sales letters and even the product pages for ecommerce stores. Sales pages are all about benefits and connecting with the visitor. You need to talk about more than just the “features” of a product... you need to sell them on how their life will be better when they buy this. That’s the secret to a good sales page.

### **Step 2 – Ask Google**

Here’s where you practice some ‘hidden’ kung fu and virtually put an end to all your *quality score* and *relevancy* problems. This is so freakin easy it is scary...

Go here → <https://adwords.google.com/select/KeywordToolExternal>.

This is the Google Keyword Tool External. It’s part of the Adwords tools but you don’t need to have an adwords account to use it.

Here’s a screen shot of what things look like initially:

## Listening To Google

**Keyword Tool**

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL.  
[Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

**How would you like to generate keyword ideas?**

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

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

Enter one keyword or phrase per line:

Use synonyms

Type the characters you see in the picture below.

Letters are not case-sensitive

[Filter my results](#)

**Selected Keywords:**

Click 'Sign up with these keywords' when you are finished building your keyword list.

No keywords added yet

[+ Add your own keywords](#)

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Done adwords.google.com Manual Digg Reddit StumbleUpon del.icio.us

*NOTE: This tool is available when you are logged into your Adwords account as well. One thing to pay attention to is that when you run the tool from **within your Adwords account** you may get different results. We'll talk about this later. For now you want to run the tool **outside of Adwords**. Trust me.*

Most people have seen this tool before. Then again, most people don't use it (shame) and 99.9% don't use the "secret sauce" – the "Website content" tab.

Look at the column pane on the left. The one labeled 'How would you like to generate keyword ideas?' That label is misleading – I don't want *keyword ideas* I want to know exactly what Google thinks.

Click on the '**Website content**' button. Voila!

## Listening To Google

**Google AdWords: Keyword Tool**

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL.  
[Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

**How would you like to generate keyword ideas?**

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

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

**Enter a webpage URL to find keywords related to the content on the page.**

Include other pages on my site linked from this URL

[Or, enter your own text in the box below. \(optional\)](#)

[Filter my results](#)

**Selected Keywords:**

Click 'Sign up with these keywords' when you are finished building your keyword list.

No keywords added yet

[+ Add your own keywords](#)

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Enter the URL of your landing page or **any web page you want Google to analyze and tell you what it is about** and press the 'Get keyword ideas button'.

We'll use the *Warp Speed Fatloss* sales page as an example:

<http://UltimateLeanBody.com/warpspeed>

The results are nothing short of amazing:

## Listening To Google

**Google AdWords: Keyword Tool**

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Results are tailored to **English, United States**

Help make the Keyword Tool better: [Provide Feedback](#)

**How would you like to generate keyword ideas?**

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

Website content (e.g. www.example.com/product?id=74693)

Enter a webpage URL to find keywords related to the content on the page. [?](#)  
  
 Include other pages on my site linked from this URL

Or, enter your own text in the box below. (optional)

[Filter my results](#)

[Get keyword ideas](#)

Choose columns to display: [?](#)  
Show/hide columns  
 Group keywords by common terms

Showing keywords grouped by these terms:  
[way to lose weight](#) (8), [to lose weight](#) (8), [how to lose](#) (11), [lose 10 pounds](#) (5), [how to lose](#) (5), [weight loss program](#) (3), [lose weight](#) (10), [burn fat](#) (1), [way to](#) (5), [body fat](#) (11), [fat loss](#) (13), [lose fat](#) (7), [fat burn](#) (13), [weight loss](#) (7), [belly fat](#) (5), [fat](#) (20), [lose](#) (5), [weight](#) (5), [workout](#) (8), [Miscellaneous keywords](#) (15)

Match Type: [?](#)  
Broad

**Keywords**      **Advertiser Competition**      **Search Volume: April**      **Avg Search Volume**

Keywords related to **way to lose weight** - sorted by relevance [?](#)

Keywords	Advertiser Competition	Search Volume: April	Avg Search Volume	
easy ways to lose weight fast	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<a href="#">Add</a>
best way to lose weight fast	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<a href="#">Add</a>
ways to lose weight fast	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<a href="#">Add</a>
fast way to lose weight	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<a href="#">Add</a>
quick ways to lose weight	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<a href="#">Add</a>
easy way to lose weight	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>	<a href="#">Add</a>

**Selected Keywords:**

Click 'Sign up with these keywords' when you are finished building your keyword list.

No keywords added yet

[+ Add your own keywords](#)

[Sign up with these keywords](#)

Google actually goes out and looks at the web page and analyzes it. Then it reports back:

- The exact keywords Google says the page is about.
- The Adwords competition for those terms.
- The search volume (overall and the previous month) for those terms.
- The keyword groups you can use in your Adwords adgroups.

Now, there is growing evidence that Google doesn't just look at the text on the page. This isn't just an analysis of keyword density. Google looks at its database for the page and that includes the incoming links, the external links, and common synonyms for the main terms it finds.

The only thing left is to unlock the Golden Goose.

### Step 3 – Unlocking The Golden Goose

How we use this information depends on whether we are doing organic SEO or PPC.

For organic SEO you have a great list of the keyword phrases we should be able to rank for. The keyword phrases make great anchor text to use as we go about gathering links,

writing articles, and doing social networking. The relationship between search volume and competition gives us a hint as to how hard it will be to rank for a term.

Here's the thing → Google is saying that the page is about these terms. Use that information! Of course, if the terms are not exactly what you expected or wanted then you know you have changes to make in your content and your incoming links.

For PPC, Google just gave you a guaranteed *Quality Score Buster!* Use these keywords in your campaign with the adgroups that they give you. You're almost assured of getting a 'good' and probably an 'excellent' quality score rating for these terms in their own adgroups.

Over time of course, you want to move your 'good' quality scores to 'excellent.' You can make separate landing pages that are small variations in your original page and adjust the content a little to favor the keyword phrases that are lagging in QS. That's a polite way of saying to use a light amount of keyword stuffing ☺.

### **Step 4 – Followup To Gain More Insight**

The great thing about this is that it isn't a once and done practice. As a page gets more incoming links Google's ranking for that page changes. As your landing page gets more of a history, Google's quality score changes.

**So run the same process over again.**

You can run the external tool or run the tool from inside your Adwords account. Obviously you want to do this from inside the Adwords account if you're doing PPC once you've developed some history.

### ***Doing Evil?***

Of course, nothing restricts you from running the Google Keyword Tool on your own pages. You can (and should) run the tool on your competitor's pages!

Now, a dirty black hatter would see what Google thinks about their competitor pages and then launch a *negative linking campaign* to change Google's mind. I wouldn't suggest you do this but the bottom line is that **there is an incredible amount of power here.**

Without doing evil you can get a tremendous amount of insight into how your competitor pages are ranking. If Google thinks your page and your competitor pages are about different things, then you know you have some things to do.

Just don't be evil. It isn't usually needed.