

POWER SUGGEST PRO

BASIC USAGE

Whether you are doing content marketing, niche/audience research or any other kind of online market research, the bottom line remains the same: the most effective keywords are those that match what real people are typing into search engines.

Unfortunately, most keyword research tools on the market are based on data from the Google Keyword Planner, which is why keywords found using these tools are often too broad, not descriptive enough or unrelated at times. This is hardly any surprise as keywords from Google Keyword Planner are generalized and optimized for paid advertising, which is what they were really meant to be used for in the first place.

On the other hand, Power Suggest Pro is purpose-built to uncover the exact search phrases that people are using by harnessing keyword auto-suggestions from 6 major search engines. Coupled with its wildcard search technology (using asterisk in query), you will uncover ultra-relevant and effective keywords most marketers never knew existed. This search tactics guide illustrates how you can get the most out of this tool.

AUDIENCE RESEARCH



Run this query	And get results like..
"how to * for small business"	"how to setup voip for small business", ...
"* tips for small business"	"branding tips for small business", ...
"* software for attorneys"	"timekeeping software for attorneys", ...
"best * for artists"	"best website builder for artists", ...
"* for new parents"	"dinner delivery for new parents", ...

NICHE RESEARCH

Run this query	And get results like..
"website design for"	"website design for architects", ...
"online marketing for"	"online marketing for musicians", ...
"nlp for"	"nlp for athletes", ...
"cameras for"	"cameras for action sports", ...
"* gadgets"	"energy saving gadgets", ...
"* style furniture"	"baroque style furniture", ...



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BASIC USAGE (CONT'D)

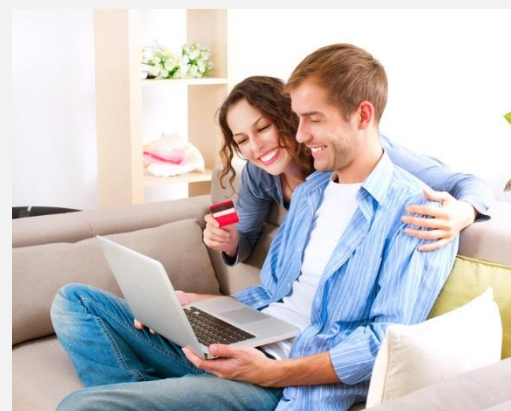
PAIN POINTS RESEARCH



Run this query	And get results like..
"how to fix"	"how to fix bad credit", ...
"how to stop"	"how to stop snoring naturally", ...
"how to deal with"	"how to deal with anxiety", ...
"how to * without"	"how to buy a house without a realtor", ...
"* system that works"	"trading system that works", ...

BUYER KEYWORDS RESEARCH

Run this query	And get results like..
"buy * online"	"buy dumbbells online", ...
"buy * on amazon"	"buy headphones on amazon", ...
"best * under \$1000"	"best acoustic guitar under \$1000", ...
"cheap * for sale"	"cheap golf carts for sale", ...
"where can i buy"	"where can i buy beeswax", ...



LONG TAIL KEYWORDS RESEARCH



Since long tail keywords are simply more specific keywords, they can really be found using any type of query. For instance, the example queries above for uncovering pain points and market niches are also excellent candidates for identifying long tail keywords and content ideas that actually attract organic traffic from search engines to your website.



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SEARCH TACTICS CHEATSHEET

This is by no means an exhaustive list of what you can do with Power Suggest Pro. These are some of the great ways of using the tool. The beauty of this tool is that the possibilities of keywords and insights you can uncover from it are truly infinite. So let your creative juices flow!

Search Tactic	Example Search Terms
<p><u>Find Commonly-Asked Questions</u> Use “how”, “what”, “why”, “when”, “where” with specific products, services or topics to find commonly-asked questions</p>	<p>how * bicycles what * small business why * weight loss</p>
<p><u>Find Topics and Areas of Interests</u> Use “how”, “what”, “why”, “when”, “where” to find topics, activities or other areas of interest</p>	<p>how to write where is the best place for when is the best time to</p>
<p><u>Pain Points Research</u> Use words like “stop”, “overcome”, “quit”, etc. to uncover the pain points of people</p>	<p>how to overcome why is it so hard to how to alleviate</p>
<p><u>Buyer Keywords Research</u> Use words like “buy”, “order”, “purchase”, “cheapest”, “deals”, “best value”, “sale”, etc. to find an abundance of buyer keywords</p>	<p>where can i buy purchase * online order * online * free shipping best reviewed</p>
<p><u>Use Location</u> Use country, city or state as part of search term to identify product and services wanted by people in that particular region</p>	<p>best * in california where can i find * in london learn to * in melbourne where to buy * in canada florida * app</p>
<p><u>Use Time and Period</u> Use year, season or an upcoming holiday as part of search term to uncover the things that people are anticipating</p>	<p>best * 2015 * products 2015 * christmas 2015 * movie 2015</p>
<p><u>Niche Research using “For”</u> “For” is extremely effective for discovering the niches of a product or market</p>	<p>internet marketing for confidence building for online dating for</p>

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SEARCH TACTICS CHEATSHEET (CONT'D)

Search Tactic	Example Search Terms
<p><u>Audience-Centric Research using "For"</u> "For" can also be used to discover products and services wanted by a specific group of audience</p>	<ul style="list-style-type: none"> * for startup business * for new parents * for photographers * for book lovers
<p><u>Topic-Centric Research using "For"</u> You can also use "For" to find products and services of interest for certain activities, topics or locations</p>	<ul style="list-style-type: none"> * for meditation * for woodworking * for bathroom * for traveling
<p><u>Product Comparison</u> Use "vs" or "compare" to find out what are people comparing a specific product/service against</p>	<ul style="list-style-type: none"> nikon * vs canon bluehost vs compare wordpress and
<p><u>Urgency</u> Find products, services or solutions for which people have an immediate or urgent need for</p>	<ul style="list-style-type: none"> how to * quickly how to * immediately emergency * fast shipping 24 hour
<p><u>Hashtags Search using "#"</u> Use "#" as the search term to find currently popular hashtags</p>	<ul style="list-style-type: none"> #
<p><u>Popular Websites Search</u> Use "www." as the search term to find popular websites. Combine this with country targeting to find popular websites in any country.</p>	<ul style="list-style-type: none"> www.

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USER INTERFACE GUIDE

The screenshot shows the Power Suggest Pro application window. The interface includes a menu bar (Application, Preferences, Quick Links, About), a title bar (POWER SUGGEST PRO), and a main content area. The main content area is divided into several sections: a search input field, search options, search engines, search results, and a sidebar with keywords and country targeting. Callouts with question marks point to various elements: Search Term, Search Options, Search Engines, Search Ideas, Keywords Count, Country Targeting, Clear Existing Results, Use This To Save Keywords, and Use This To Export Keywords.

Search Term: Enter your search term here

Search Options: The suffix option enables you to specify the intensity of the search. Use the recursive option to automatically search the first set of keyword results.

Search Engines: This enables you to specify which search engines to use for the search.

Keywords Count: The total number of unique keywords in the current set of results.

Country Targeting: Use this function to target a specific country or language.

Clear Existing Results: Clears the search term box and the results window.

Use This To Save Keywords: This enables you to save the current keyword results to a list.

Use This To Export Keywords: This enables you to export keywords to Google Keyword Planner or other tools for analysis. You can also save the keywords as text or csv format.

- **Search Term:** Enter your search term here
- **Search Ideas:** Clicking on this will present the built-in 150 search ideas for selection
- **Search Options:**
 - The suffix option enables you to specify the intensity of the search
 - Use the recursive option to automatically search the first set of keyword results
- **Search Engines:** This enables you to specify which search engines to use for the search
- **Keywords Count:** The total number of unique keywords in the current set of results
- **Country Targeting:** Use this function to target a specific country or language
- **Clear Existing Results:** Clears the search term box and the results window
- **Use This To Save Keywords:** This enables you to save the current keyword results to a list
- **Use This To Export Keywords:** This enables you to export keywords to Google Keyword Planner or other tools for analysis. You can also save the keywords as text or csv format.

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