



QuikKeyword

“ **Blah, blah
blah . . .**

QuikKeyword – Search Engine Marketing Service

QuikKeyword™ is a Search Engine Marketing Service that provides individualized keywords and phrases that will beat your competition in search engine rankings... guaranteed. Your QuikKeywords™ in as little as one hour.

“**If during your Search Engine Marketing Campaign, your web site does not achieve a top three placement in one of the major search engines, we'll fix it or return you your money ... no questions asked.**

In today's Search Engine Marketing (“SEM”) world, it's getting increasingly difficult to know which web services provider to trust your business with. What if they don't deliver on their promises or on your hopes? What if the solution takes too much of time? What if it's not easy to implement, use or maintain? What if they forget all about you after you make the purchase? What if they just lose all vested interest in the welfare of your business over time?

These are all legitimate concerns of any buyer. That's why we put together our “The 5 biggest worries buyers face when finding a Web Services Company and how to eliminate them”™ ebook.

Download your copy now

<http://www.aspirewebsolutions.ca/the-5-biggest-worries.PDF>

It's a relatively new industry, there are little to no governing bodies to regulate it, and yet, the end user at one point or another has to take a leap of faith to try a new company. Of course if you happen to be one of the fortunate few and get a referral then great, you've already won half the battle.

Now for those individuals that have to comb through the vast lands of so called web service providers, you have to protect yourself in your next purchase decision.

That's where QuikKeyword™ comes in. We decided to take a grass roots approach to SEM. We literally start with talking to you like a real person, one to one. Using our "**Dominate the Web**" system, we hone your marketing material down to it's core constituents and messages. The dominate the web introductory ebooks are available online right now for free at:

<http://www.aspirewebsolutions.ca/services/dominate-the-web.htm>

The QuikKeyword™ service is part of an overall system we call "The K.O.I.L."™ (which I'll explain later). The core of QuikKeyword™ lies in a technology we call "Keyword Competitive Index Analysis"™ or KCI™ for short. This is how it works:

By using a proprietary database of over 300 million queries over the last several months, we can determine, if not closely approximate what people are actually searching for. Then we look at what keywords web sites are actually using within their web pages. You see, it's not good enough to just to use keywords that are common and ordinary. Let's say you're selling 'hi-tech telephones'. Your immediate impulse may be to use keywords like:

The best telephones on the web
many models available
telephones in many colors

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easy web
solutions.

wired and wireless telephones
built in caller id
speaker phone telephones
last number redial
flash button
display screen
10 memory redial buttons, and of course,
hi-tech telephones

You might agree that these keywords/phrases appear to be very legitimate words for that particular business. The only problem is that ALL telephone suppliers are saying the same thing!

This leads to a World Wide Web littered with common, overused, redundant, abused words and phrases.

You do NOT want to be part of this pack. What you do want is to be just far enough yet close to place well above all the other web sites using these common phrases. What I mean is that someone searching for 'hi-tech telephones' will invariably use some of the words outlined above, and you do want to place on the search pages for some of these words.

However, to make your web site the cream and rise to the top, you must use words that people are actually searching for and yet very few people are actually using in their web sites. This dramatically increases your odds of someone viewing and clicking your link. This is what we call "Keyword Competitive Indexing"TM. Literally, it's comparing a keywords search ranking status i.e. how often a particular keyword is used in a search, vs. the number of web sites actually using those particular keywords in their web pages.

In our above example, a KCI analysis instead reveals something rather interesting:

GE wireless
two-line phones
separate mailboxes
translucent phones



noise free
expandable handsets
call blocking
stopping telemarketers

Notice that some of the above words aren't necessarily ones you'd think about from the top of your head. Nor would you have guessed that they are that important that people would be making quite a few searches for them. Pay particular attention to the last two words "call blocking" and "stopping telemarketers". These words are like gold. They reveal what real people are actually thinking. It's a sneak peak into the minds of common ordinary people and their concerns.

So what do you do with these great KCI keywords? Well, for one, you can now start integrating them into some of your web pages in common ordinary language. Perhaps you can write an article, a review or mention it in your 'blog'. Definitely you'll want to add them to your meta keyword and description tags as well as the other parts of your overall SEO strategy.

Look at the picture below (fig 1.) to see what we mean.

Keyword Competitive Index™ Ranking Summary

No.	Keyword	KCI score	Count	24hrs	Competing	Engine
1	osteoporosis	367897	6672	641	121	MSN
2	osteoporosis	161920	1844	177	21	MSN
3	osteoporosis	113588	2335	224	48	MSN
4	osteoporosis	96355	2759	265	79	MSN
5	osteoporosis	40669	605	169	9	GGL
6	osteoporosis	13225	115	32	1	GGL
7	osteoporosis	12717	821	79	53	MSN
8	osteoporosis	6889	83	23	0	GGL
9	osteoporosis	5970	470	131	37	GGL
10	osteoporosis	4095	181	3	8	ALT
11	osteoporosis					
12	osteoporosis					
13	osteoporosis					
14	osteoporosis					

Fig 1.

From looking at the above table you can see that the keywords that you want to use are the top ones with highest possible KCI scores. We try to use KCI scores above average, depending on your industry, anywhere between 100+ up to 1000+ can be a great score.

We literally run hundreds of words and phrases for you (after having consulted with you first), and reduce it to your top 10 to 15 keywords/phrases. These are all provided to you in a report.

In our last example “hi-tech telephones”, the keywords that came from the top of our head, do not appear anywhere near the top ten. In fact, their KCI scores are in the 10’s vs. 1000’s. We really take great pride and pleasure from coming up with unique keywords for our clients that are uniquely their own. It’s what separates them from the rest from the pack and is their first step in Dominating the Web.

In a nutshell, that’s the power of KCI™ technology. You should now be able to see that simply picking words out of a hat as it were, is simply a waste of time and money.

This powerful tool is available to us at our fingertips, so we can often get you your individualized keywords/phrases in as little as 1HR.

Don’t forget all our “**One2One Client Care**”™ System tools make your life easier by saving you time and headaches using these great features:

- ❑ **Save Your Time**™ Your Search Engine Marketing (“SEM”) assistant. This means we will manage your online marketing campaigns, so you don’t have to.
- ❑ **Easier Over Time**™ technology. Most of our solutions are either wizards (i.e. step1,2,3) based or as simple as drag and drop. This means the more you use it, the easier it gets. In part because it’s designed to be easy the first time, but also because you’ll actually remember how to use it the next time.



- ❑ **Complete Customize™** service. You're never locked into a given solution because most of our applications are cusomtizable. This means that we'll make it your way.
- ❑ **1HR Phone Call Return Guarantee™**. We understand that sometimes you will have questions and usually because something is due yesterday. We understand that you'll probably want to be able to reach us...fast. That's why we guarantee that we'll return your call in 1hr. (During Mon - Fri, 9 - 5pm. Not including Holidays)
- ❑ **Insta-Messaging Assistance**. Real-time or mobile text messaging allows you to stay in touch with us all the time. It's like having a friend with you at all times.
- ❑ **"How to" Help Documents** are always available 24/7. Sometimes you just want to do it all yourself but need a push in the right direction.
- ❑ **Professional Services Experience and Certified Project Management** (PMP). We know you want to work only with professional people with professional experience. We have many years experience with top Fortune 500 companies such as IBM, Sears Canada, TD Bank and more.

So the next time you do a web search, stop for a moment and take notice of what words you use and if those would be something that are normally used. We bet there will be at least a handful that don't match any standard or common way of thinking. It's those words that we can find for you. One last reminder to leave you with... with QuikKeyword™...

“If during your Search Engine Marketing Campaign, your web site does not achieve a top three placement in one of the major search engines, we'll fix it or return you your money... no questions asked.”



**Don't take our word for it, listen to
what our clients are saying:**

**“Aspire Web Solutions provided me a wealth of business tools
that fit perfectly to my business needs”**

-Archana Jaiswal, <http://www.MindOne.ca>

“Excellent...love working with you!”

-Kelly McCormick,
<http://www.McCormickTeam.com>

“Aspire is a very professional company that's well worth the investment.”

Laura Helsel, Owner
Riverdale Pilates
<http://www.RiverdalePilates.com>

**More FREE ebooks on our “One2One Client
Care”™ System are now available now at:**

<http://www.aspirewebsolutions.ca/solutions/solutions.htm>

Learn how to Dominate the Web Now:

<http://www.aspirewebsolutions.ca/services/dominate-the-web.htm>

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Call 416-516-2390 for your

No Cost - 100% Risk Free
1hr Consultation now.