



Figure 4-4:
Related keywords and their search count in Overture.

The Overture Search Suggestion Tool is valuable on two counts: It suggests keywords and phrases that are in active play among searchers, and it ranks keywords according to popularity. The Overture list gives you a good idea of the competitive landscape surrounding your keywords and offers ideas for niche subjects.



Remember the connection between keywords as search queries and keywords as linchpins of optimization? Roughly, if a keyword is in heavy rotation as a search term, it is in rampant use as an optimization point. That means (again, speaking broadly) when you optimize a page or site for a popular keyword, you're competing in a thick field of sites. These popular keywords are the "hot" keywords that SEO consultants speak about. The broader the subject of your page, and the more general your keywords, the harder it is to make your mark — a lesson I repeat in the chapters about AdWords. The more likely path to success lies in niche subject categories, where you can create uniquely powerful content, fine-tune your optimization, and climb toward the top of that category's search page.

Keeping this in mind, use Overture to find keyword niches that apply to your content (if you have content at this point) and to give you new keyword ideas. Then take these new ideas to Wordtracker (described in the preceding section) to discover their position in the Keyword Effectiveness Index.