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Do Not Forget These Important Keyword Variables

Many amateur marketers have conscientiously learned to do their keyword research, proudly sharing their experiences of researching, compiling, cleaning and putting their huge lists into action.

But what many don't know is how to use keywords and phrases that are not historically thought of so as to help you bring in better targeted traffic for your internet promotional programs.

Whenever you are creating your keyword list and before you clean and finalize it it, don't forget about these:

Plurals

If you are targeting "internet marketing guide", be certain you also include "internet marketing guides" as the plural version. Many individuals either do one or the other, though not both.

Misspellings

This may be due to typos or the fact that the individual searching does not understand how to correctly spell a word, but some keyword tools offer you miss-spellings that you can add to your list.

Here's the bad news, you've got to intentionally go use those typos in your marketing programs. If you are a stickler for correct spelling, this may provoke you, but try and keep your eye on the prize and notice that you'll be ranking high and capturing a segment of the people other marketing consultants are ignoring.

Filtering

This is a means of gathering keywords where you're in control of what words are chosen and in what order (for instance, "used cars" - ensuring "used" comes first and is coupled with the word cars).

For some newbies, they get very frustrated when their search results deliver a selection of words like "new cars" and "used furniture" because they didn't know the way to properly filter out these phrases.

Phrase Match

This includes all of the words you put in quotation marks, and any words before or after the phrase, such as - buy used cars today - (if you put "used cars" in the keyword tool).

Negative Match

This strategy of looking includes some words and leaves out others. For instance, if you type "cars" -"used" it could return key-phrases with cars in it, but none that have got the word used.

Keyword variables help you expand your list and casting a wider net means you capture a larger share of the audience that may be buying your services and goods, so its always a sensible move in your [keyword strategy](#)

Whether you are marketing a business or your services, using **proven marketing strategies** and communication methods to **connect with your market** are essential to your business success. Every business that has a website can benefit from effective [Keyword Research](#), it can boost your business and give you that 'edge' to get ahead of your competitors.

Build a trusted and profitable brand online with proven step-by-step, straight forward marketing strategies and be the "Go-To" influential leader in your market. Sign up for the Free Newsletter [Online Marketing Strategies](#) today!

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