

How to identify and make money from "hot trend keywords"?

Nowadays, millions of searches are carried out on Google and other search engines every hour. Most of these searches are repetitive – they had been searched by many people in the past and others will continue to do so in the future.

There will be a demand associated with each of these keywords. Keyword demand shows how popular a keyword is amongst Internet surfers. The more the a keyword is being searched, the higher is its demand.

It was observed that the demand for most keywords follow a trend that lasted through months and seasons. These keywords don't experience much fluctuation; they do not deviate much from the trend.

On the other hand, there are some other keywords that show sudden fluctuation in demand at a particular time period. These may be new keywords that are never searched before or old keywords that ride on a resurging wave of interest.. This usually occurs when a new product is launched, or when the 'keyword' is in a popular news story. When something like that happens, many people search for that keyword on Google or other search engines. And this causes a sudden spike in demand for that keyword.

From an Internet Marketing perspective, keywords that experience a sudden spike in demand have two advantages:

- 1) These keywords have a high buzz factor attached to them. And this buzz, if capitalized in the right manner, can yield hordes of zero cost and word of mouth traffic. This traffic can be used to generate affiliate commissions and/or AdSense profits.
- 2) Some of these keywords are 'revenue keywords' that can be bought at a very cheap price at PPC search engines like Google Adwords. This is particularly true for 'never searched before' keywords, because they have zero competition. Even some 'previously searched' keywords with sudden spike in demand have almost nil competition and this translate to a very low Adwords cost. At such a low cost, PPC traffic can reap handsome affiliate commissions for the smart marketer.

So when a hot new product is revealed, or an astonishing scientific discovery made, or when a high profile celebrity is caught by the candid camera –these instances will cause the search for the related keywords to go up. There is a major spike in demand for these keywords and smart marketers can quickly jump in to cash on this trend.

The problem lies on how to find those special keywords (the keywords that experience a sudden spike in demand). As search engines evolve, Internet Marketers are blessed with many useful and free tools that make life a whole lot easier. The powerful search engine Google has equipped many new keyword tools such as Google HotTrend to search for "hot keywords".

Another problem is to search for the profitable keywords from a pool of "hot keywords". How to do that? How to make money from those keywords? There are some systems have revealed those secrets.

About the Author

Stephen Ng is a full-time millionaire marketer. Now he dedicates time to help other people achieve the same successes as him. Find out more at Autopilot Cash Secret System <http://autopilotcashsecret.com>

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