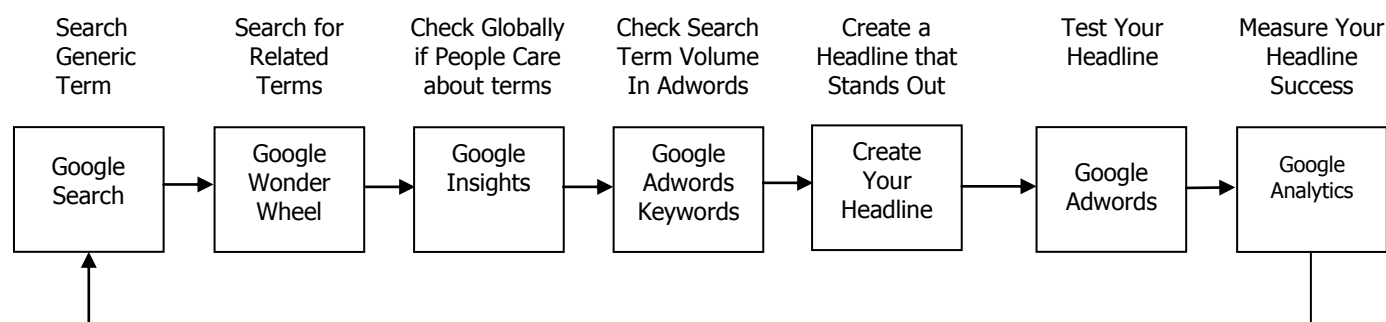


### Steps For Using Google to Develop Your Headlines



### What Does Each Google Tool Do?

#### Google Search

Google Search allows you to search on specific topics and to find out who is a player in your topic field. It also provides a lot of strategic information.

#### Google Wonder Wheel

The Google Wonder Wheel provides you with information on what other terms were searched on by the public. For example if you type into the Wonder Wheel the search term "Time Management", the wonder wheel will show you what the top other terms were also searched on.

#### Google Related Searches

This is another function available in Google Search that shows you other search terms a person may have found.

The related search tool allows you to find the most popular related searches to the one you initially took.

#### Google Adwords Keyword Selection Tool

This tool allows you to work out exactly how many different searches are done on a keyword or combination of keywords. If a certain keyword combination has a lot of searches it tells you that it is important to people interested in this topic.

#### Google Insights

The Google Insights program allows you to analyse the volume of searches of the last few years. It will also allow you to analyse search volumes by region.

The key advantage of this tool is that it will help you identify the best language to use for a region. For example, the Northern Territory has very little search volume for Time Management compared to Queensland and New South Wales. This may then affect the way you advertise the course in the Northern Territory.

#### Google Adwords

Google Adwords is a great tool to test headlines. The tool is primarily used to drive traffic to your website however you can use your headlines as adverts to see what the conversion rate is. A high conversion rate means that most likely your headlines will convert in the paper.

#### Google Analytics

Google Analytics allows you to track the number of people who visit your website, how they found your website and what content they were looking at.

This is a great tool to see whether the headlines drive traffic to the target areas.

#### Google News

Google News is another tool that you can use to find out keywords people are using to search for your headline, product or services.

### Tools On Google You Can Use

1. Google Adwords
2. Google Adwords Keyword Tool
3. Google Insight
4. Google Search Engine
5. Google Groups
6. Google News
7. Google Analytics
8. Wonder Wheel
9. Google Related Searches
10. Google Images

### Top 10 Headline Starters

1. Learn How ...
2. How To ...
3. Discover ...
4. The Secret to ...
5. Uncover ...
6. 7 Reasons Why ...
7. Unlock ...
8. 8 Strategies ...
9. 5 Steps ...
10. Breaking News !...

### Key Web Addresses For Google

1. Google – [www.Google.com](http://www.Google.com)
2. Google Australia  
[www.Google.com.au](http://www.Google.com.au)
3. Google Insight  
<http://www.google.com/insights/search/#>
4. Google Adwords Keyword Tool  
<https://adwords.google.com.au/select/KeywordToolExternal>

## Google Wonder Wheel

The **Google Wonder Wheel** is a fantastic tool for identifying keywords that customers care about for your advertising headlines. For example in the search below on the term – “**Time Management**” we found the following outcome.



From this search you can see some keywords that open our eyes as to what customers might be interested in when it comes to “**Time Management**”

**Keywords:** *Skills, tips, techniques, stress*

When we dug a little further into some of these keywords we began to find trends in what people were interested in.



The following keywords kept on showing up in searches as we dug into the original keyword “**Time Management**”.

**Keywords:** *Productivity, Stress, Habits, Stress Reduction, Prioritisation*

Based on the information we have found these keywords should be used in the headline to entice customers to the products or services we are selling.

## Google Adwords Keyword Tool

The role of the **Google Adwords Keyword Tool** is to see just how much interest a certain keyword has. From an advertising point of view, there is no point for using keywords that don't trigger a person's interest.

Below is a list of some of the keywords from the **Google Wonder Wheel** and the number of searches those words attain:

time management  
prioritizing time management  
time management productivity  
time management skills  
time stress management  
stress management

Keywords	Advertiser Competition	Local Search Volume: October	Global Monthly Search Volume	Broad
Keywords related to term(s) entered - sorted by relevance				
time management tips		1,000	14,800	Add
time management skills		1,600	18,100	Add
effective time management		390	6,600	Add
effective time management skills		73	720	Add
stress management		14,800	246,000	Add
time management program		73	1,300	Add
time management		49,500	673,000	Add
time management articles		110	2,900	Add
time management system		320	33,100	Add
time management		880	14,800	Add
time management at work		170	1,300	Add
time management quadrant		46	590	Add
time management planner		110	1,300	Add
tips for time management		110	3,600	Add
tips on time management		28	880	Add
priority time management		Not enough data	480	Add
personal time management		590	3,600	Add
covey time management		260	3,600	Add
time management programs		73	720	Add
time management help		91	880	Add
better time management		46	880	Add
time management software		880	22,200	Add
time management courses		880	5,400	Add
time management course		480	6,600	Add

You can see from the tool that in Australia, there are over 1000 searches a month on **time management tips**, **time management skills** and over 14,000 searches on **Stress Management**.

From the **Wonder Wheel Search** we saw that when people search on the keyword **time management**, they also look at the other key term **stress management**. This indicates that they are related and may work in our headlines.

You will also notice that globally there are over 673,000 searches a month on **Time management** and 246,000 on **Stress Management** which means both terms need to be used in a headline.

The result also tells us words we shouldn't use. In the case above you can see “**best time management**” has only 46 searches a month. This means the word **best** is not really relevant when choosing keywords as the search load is too low.

## Six Key Newspaper Headlines You Could Use For a Time Management Course Derived From Google

1. Learn How to Increase Workplace Productivity & Decrease Stress in 2010
2. Discover the Tips That Will Decrease Stress and Increase Workplace Productivity
3. Secret Time Management Skills to Increase Productivity Now Available
4. Five Key Strategies that you can use to be Time Management Efficient
5. Breaking News! New Time Management Tips To Increase Productivity
6. Efficient Time Management Skills That will Explode Productivity in Your Workplace