

# Keyword Modifiers For SEO Success

## First Line Modifiers Are GeoTargeted

Your city, state, region, etc.

### Buying Keyword Modifiers:

- Buy
- Purchase
- Shop
- Order
- Cheap
- Money Saving
- Lowest
- Affordable
- Value
- Free
- Best
- Accessories
- Items
- Shipping
- Get
- Online
- Coupons
- Deal
- Delivery
- Comparison
- Review

12 trigger words that work to create positive emotions and help guide people into buying.

1. **Amazing:** Attention grabbing. Combine with other power words to make it simply amazing!
2. **Proven:** Take the risk out because it is tried and true.
3. **Important:** Makes readers take notice. After all, they don't want to miss anything.
4. **Energize:** Effective in psychology, health and wellness
5. **You:** Use the word "You" to create an emotional connection with your reader.
6. **Fast:** This speed word triggers the purchasing reflex. Fast results or fast delivery.
7. **Guarantee:** Make it risk free; a sure thing.
8. **Free:** Free is a powerful motivator to anyone on a budget.
9. **Limited:** Makes it exclusive or at least hard to get.
10. **Save:** Save time, save money...
11. **New:** Makes people curious; is it a breakthrough product?
12. **Simple:** Better than easy, but closely related.

There are a few power words that drive people to do something. Here are 127 of them. These create an emotional impact. Use power words to trigger action in your website copy. Use these in your headlines and prominently on your website to grab attention. Use these phrases in your writing when you need results.

1. advice
2. affordable
3. alert
4. announcing
5. approved
6. astonishing
7. attractive
8. authentic
9. bargain
10. beautiful
11. better
12. big
13. bonanza
14. bottom line
15. breakthrough
16. colorful

17. competitive
18. complete
19. confidential
20. daring
21. delighted
22. delivered
23. direct
24. easy / easily
25. edge
26. endorsed
27. energy
28. enormous
29. excellent
30. exciting
31. exclusive
32. exploit
33. fascinating
34. focus
35. free
36. fun
37. genuine
38. gift
39. greatest
40. guarantee / guaranteed
41. health / healthy
42. high tech
43. highest
44. how-to
45. imagine
46. immediately
47. important
48. innovative
49. insider
50. instructive
51. interesting

52. introducing
53. just arrived
54. largest
55. last minute
56. launching
57. lavishly
58. lifetime
59. limited
60. listen closely...
61. love
62. lowest
63. luxury
64. magic
65. mainstream
66. mammoth
67. miracle
68. money
69. monumental
70. more
71. new
72. obsession
73. odd
74. opportunities
75. perspective
76. pioneering
77. portfolio
78. powerful
79. professional
80. profitable
81. promising
82. proven
83. quality
84. quick / quickly
85. rare
86. reduced

87. remember
88. results
89. revolutionary
90. reward
91. safe / safely
92. save
93. scarce
94. security
95. sensational
96. simple / simplified
97. solution
98. special
99. special offer
100. spotlight
101. strong
102. sturdy
103. sure fire
104. survival
105. technology
106. terrific
107. tested
108. the truth about
109. tremendous
110. unconditional
111. under priced
112. unique
113. unlimited
114. unlock
115. unparalleled
116. unsurpassed
117. unusual
118. urgent
119. valuable
120. value
121. wanted

- 122. wealth
- 123. weird
- 124. willpower
- 125. wonderful
- 126. yes
- 127. you/your

### What is a "trigger related phrase" for keyword research?

There are certain words that act as triggers to action. These types of words are more than just common "keyword phrase terms" because they tend to encourage your visitors to take some kind of action. Since trigger words involve value and often will entice a visitor to take action, they also can be powerful as root words for your keyword forensic research.

### 7 Examples of "trigger related phrases" to explore in your keyword research:

Trigger 1. Learning or to study

• Learn - Learning is a very powerful trigger word for enticing someone to sign up for anything from a newsletter to a home study course. People love to access and learn new information and therefore using these types of words as a root word may often fill in some missing words that form an action related phrase cluster for you. You also need to use some caution with a word like "learn" since there may be bigger windows of opportunity as you use synonyms. For example words like "study" or learn, for some people may be interpreted as synonymous with hard work (if they have any bad memories of attending school as a child.)



Other synonyms that you might explore which in ways, could provide entirely different phrase clusters, include words and phrases like:

- Instruction
- gain knowledge
- gain the facts
- ascertain
- detect
- discover
- eliminate confusion

### **Trigger 2. To Save money - or even just save on time**

• Save or saving – People are always looking for ways to save. Save on money, save on resources, save on time. This can be an excellent trigger, if your product or services somehow saves money or saves people time, by streamlining a process.

Synonyms worth checking:

- safeguard
- preservation
- reduce consumption of
- improve economy
- layaway
- salvage

### **Trigger 3 - Make money or to earn a profit**

• Profit – People are always looking for ways to make money or to increase profits. Other words that are worth exploring are supporting words used with price, pricing, prices, cost, etc.

Synonyms worth checking:

- gross profit
- net profit
- financial gain
- revenue
- invest in success

### **Trigger 4 - To protect**

• Protection or safety – This can range from anything directly related to fears or concerns involving computer viruses to some types of personal protective equipment. It could involve anything that your product or service does to make people safer. For example something like steel-toed footwear or even lessons in self-defense.

Synonyms worth checking:

- defense
- defend
- guard from attack
- defensible

- ward off
- reduce threat

### **Trigger 5 - Identifiable branding**

• Brands – Some people search by their dedication to specific brands or genres. There are big brands for every type of product. For example Sony TV. Or perhaps you have a brand like Nike footwear or for example "Rolex watches."

Try researching some trigger root words targeting specific product brands.

Synonyms worth checking:

- trademark
- label
- mark
- or any specific brand that your business deals with

### **Trigger 6 - Does your product or service relate to "Health?"**

• Health – Try exploring trigger words that are relating to health topics.

Try researching specific conditions, afflictions, or cures. Try exploring root words relating to photos or pictures of specific symptoms.

Synonyms worth checking:

- freedom from disease
- specific ailments
- symptoms of
  - Examining specific questioning terms e.g
  - How can I tell if I have high blood pressure?
  - What is a normal level of iron for a man

Also explore photos or pictures of specific conditions. People will often try and use the Internet to doctor themselves.

### **Trigger 7 - Information related**

• Information trigger words and phrases that involve the delivery of certain information or Frequently Asked Questions (FAQs) or self-help style tutorials are also in demand.

Try questioning phrases like Who, What, Where, When, Why and How...



In Summary:

There are many more trigger-type words to experiment with but these are often the same terms that will cause someone to click on something and take action. Also think of sales triggers (the reason why someone buys a product is often revealing a trigger.)

Of course you do not have to use these specific ideas, but it helps to always ask yourself about the reason someone chooses your service over a competitors. If you are creating a promotion or a sales letter, it is always worth it to really review your product or services unique benefits.

A couple other important triggers to keep in mind when doing your keyword research are as follows:

- Some searchers will be motivated by triggers that enable them to prove they are right about something controversial.
- Some searchers are looking for products or services that eliminate error or increase efficiency in some way.
- Some searchers will appreciate any product or service that somehow makes them look better or sound better (ego.) These include things like weight loss or solutions to baldness etc.

**Does your product or service help your customer:**

1. Learn something new?
2. Save them time or save them money?
3. Help them become more profitable?
4. Somehow protect them from a threat?
5. Have some popular branding?
6. with their health in any way?
7. Focus on the delivery of high interest information?

Chances are at some point something here will apply, so keep this list handy, the next time you are working on your content.