Navigating Social Media to Build Your Practice

Find Keyword Rich Blog Topics

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ONE BITE AT A TIME
Keywords are the online map to your page.
Example list:

Babies  Vaccinations  Sibling rivalry
Terrible twos  Vaccinate  New mothers
Tantrums  First day of school  New fathers
Discipline  Pre school  Sex after baby
Rewards  Bassinets  Post partum depression
Toys  Baby beds  Baby blues
Vacations  Toddler beds  Treatment for baby blues
Cholic  Discipline  Kids
Fussy babies  Toddlers and divorce  Small kids
Developmental stages  Toddlers blended family  Measles
Potty training  Doctors visits  Pets and kids
Potty chairs  Pediatricians  Family bed
Boy’s names  How to pick a pediatrician  Sleeping with baby
Girl’s names  Thumb sucking  Separation anxiety
Developmental issues  Sick baby  Choosing a pre school

This is a short list for our purposes … your list may be three or four times the length of this one.
Keyword: Terrible Twos

Toddlers
Toddlers and Tierras
Learning to walk
Best diapers
When to start potty training

Time out chairs
Melt downs
Shopping with toddlers
No means no
STRATEGY: Internet Search of Specific Phrase

shopping with toddlers tips
shopping with toddlers
shopping with toddlers grocery shopping with toddlers
shopping with 2 toddlers
About 3,490,000 results (0.34 seconds)

6 Simple secrets to shopping with toddlers - SheKnows
Apr 1, 2011 - Believe it or not, shopping with your toddler while maintaining your sanity is possible. Here are some tips from Elizabeth Lyons, bestselling ...

10 Tips for Staying Sane While Grocery Shopping with Toddlers. Our parenting expert, Dr. Michele Borba, offers advice for staying off ...

Toddler Mall Trips - Tips for Shopping With Children
www.whattoexpect.com › … › Make the Most of Everyday Outings
Toddler mall trips can be challenging. Make it a stress-free trip with tips for shopping with children at WhatToExpect.com.

Grocery-Shopping Tips With a Toddler - What to Expect
www.whattoexpect.com › … › Make the Most of Everyday Outings
Get grocery shopping tips for when you take your toddler along. Here's advice for taking your toddler shopping.
Commenting on blogs is good for you!

A top mommy blog

When I click her name, I am redirected to the commenter’s blog!

One of many commenters
Commenting Rules:

1. Never sell yourself on someone else’s blog or website. Let your thoughtful comment do that for you.

2. Only comment on the bloggers article. When on their blog, it’s all about them.

3. Add quality to the conversation. Comments like, “Nice article,” or “Well done” don’t compel a reader to click over to your site.

4. Comments like, “Visit my site at … “, or “I’ve written a great article about this …” are a huge turn off. Compliment the author, post comments that are thoughtful and thought provoking. Comments that show you read the article and are thinking about it.
STRATEGY: Internet Search Using the ABC’s

Yahoo!

shopping with toddlers a

- toddlers and tiaras
- toddlers activities
- toddlers and constipation
- toddlers and diarrhea

Yahoo!

toddler a

- toddler activities
- toddler activity table
- toddler activities at home
- toddler age range
- toddler art activities
- toddler art projects
- toddler allergy symptoms
- toddler athletic shoes
- toddler allergies
- toddler alarm clock
STRATEGY: Online Keyword Tools

SEOBook.com

Registration is free.
KeywordEye.com

Cloud view:

Hover over the term for details.
### Grid view:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Country</th>
<th>Search Volume</th>
<th>PPC Comp.</th>
<th>PPC Comp. Score (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>toddlercon</td>
<td>United States</td>
<td>12,100</td>
<td>Low</td>
<td>0</td>
</tr>
<tr>
<td>games for toddlers</td>
<td>United States</td>
<td>8,100</td>
<td>Medium</td>
<td>49</td>
</tr>
<tr>
<td>signs of autism in toddlers</td>
<td>United States</td>
<td>8,100</td>
<td>Medium</td>
<td>34</td>
</tr>
<tr>
<td>activities for toddlers</td>
<td>United States</td>
<td>6,600</td>
<td>Medium</td>
<td>36</td>
</tr>
<tr>
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<td>6,600</td>
<td>Medium</td>
<td>62</td>
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<tr>
<td>toddler activities</td>
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<td>6,600</td>
<td>Low</td>
<td>28</td>
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<tr>
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<td>United States</td>
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<td>High</td>
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<tr>
<td>toddler boots</td>
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<td>High</td>
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<tr>
<td>toddler car seat</td>
<td>United States</td>
<td>6,600</td>
<td>High</td>
<td>100</td>
</tr>
</tbody>
</table>

1 - 50 of 100 items
KeywordEye advanced search option

For my “toddler” search I chose United States and Search Volume in Ascending Order.

For the first set of results, I picked out a phrase that captured my interest, “activities for toddlers”. The results are interesting!
STRATEGY: Google Trends

Google trends offers the hottest topics trending online right now.
CONTACT ME!

Let me know what you gained from this session. Are you excited about what you learned? Confused? Overwhelmed? Contact me at TJ@PinkPigeonMedia.com Or tjgr62@gmail.com

Need help?
Starting a blog can be intimidating. But YOU CAN DO IT and I can help you!
Consult with me: http://pinkpigeonmedia.com/consultation/

Source for Hosting: InMotion affiliate link
I’m an affiliate for InMotion. I love them for all kinds of reasons. If you choose InMotion, I would much appreciate it if you would purchase hosting by using my affiliate link.
https://secure1.inmotionhosting.com/cgi-bin/gby/clickthru.cgi?id=TracyRay

Social Media Tools
I have a number of social media resources available through my affiliate links on my website. These are tools I’ve used and love.

Resources to get you started using social media: http://pinkpigeonmedia.comaffiliate-resources/