

Use Lateral Thinking To Find Related Concepts

Lateral thinking involves pivoting and exploring tangents. It's like stopping, taking a few sidesteps, then continuing ahead – now viewing the scene from a different perspective.

Your core list of keyword candidates will be words a person might use when directly looking for your product or service. But also be alert for words someone might use when looking for related products or information. You may want to capture the attention of these searchers, too.

For example, assume you sell or manufacture horse riding equipment (saddles, etc.). People looking for the following may also be interested in what you offer. (They may not be searching specifically for horse riding equipment, but they likely would be interested if they came across it.):

- Horses (in general and by breed)
- Horse riding events
- Stables
- Trail riding vacations
- Horse magazines

One way to think about this is to ask yourself, “Would I be happy to have a banner ad on a site related to [topic]?” If you would, then that site's topic is a logical related or quasi-relevant concept for your Search Engine Marketing. For example, if you sell horse riding equipment, would you like to have a banner ad on a Web site which lists horse riding events? Sure.

Now flip the concept over. Would someone looking for information about horse riding events be interested in horse riding equipment? Quite possibly. Therefore, I should try to get the attention of these searchers, if possible.

Creative Marketing or Spam?

Using related searches to reach your audience can be either an additional, creative marketing tactic or a first cousin to spam. It depends upon how responsibly you approach the technique. I personally applaud the idea and definitely think you should consider using **words related to your product or service**. (We could call these quasi-relevant terms.)

Don't get me wrong. I'm not saying use any word at all in an effort to lure traffic. But you *can* use words which are related to your business – as long as they are