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# **Keyword Research - The difference between success and failure**

Having the skill to do effective Keyword and niche Research is by far the most valuable asset you can have if you truly want to succeed online. It doesn't matter whether you are a network marketer or a blogger, an affiliate or a site flipper, if you are able to capitalise on the most profitable keywords then you are already ahead of the game.

In order to find a profitable niche you need to make sure that 1: there is a product or service that you can provide, 2: that there is demand for that product or service, 3: that there is not too much competition within that sub niche, and 4: that the market is not already too saturated and the SERP's dominated by giants.

Keyword Research Pro is an amazing piece of software designed by Fabian Lim, a 15 year veteran of the Search Engine Optimisation and Affiliate Marketing scene, so you know it's going to do your work for you in a way that is actually relevant to your needs. But before you can appreciate why Keyword Research Pro is so good you first need to understand the basic process of researching keywords using the free tools provided by Google.

If you have been marketing online for any period of time, you'll appreciate the ton of traffic the search engines can drive to your website every day. There is no secret to this fact, and the only way to get a piece of that beautiful Organic Pie is to target longtail Keywords.

As a Keyword Research Specialist I have noticed a trend toward a recurring billing system for top of the line keyword tools but with KRP we are talking about a one time cost. Less than \$100 and it's not just under either. I don't think you need to know exactly here, if you are not already convinced then finding it to be even cheaper than you thought will not persuade you to buy.

If you are a blogger and you have just written a post, having a tool that can provide you with this information means you can optimise each and every post with the best possible keyphrase. Do you have any idea what this will do to your stats over time? We are talking 1000's more visitors to your blog, and more importantly they will all be TARGETED visitors!

Want to find out more about [the Keyword Research Pro Review?](#), then visit the keyword research and Niche Marketing Blog where you can get tips and techniques on [Keyword Optimization strategies](#) and Niche Marketing strategies. This article, [Keyword Research - The difference between success and failure](#) is available for free reprint.