Tools and Analysis ▾

# Find keywords

Based on one or more of the following:

| Word or phrase | One per line |

Jamila Crockett

What Do Google Keywords
Tell Us About Our World?

# What Do Google Keywords Tell Us About Our World ?

A Nerdy Girl's Take on the World

By

## Jamila Crockett

# DEDICATION

This book is dedicated to my friends and family for their untiring support of all of my wacky dreams.

To all the self-proclaimed "Do It Yourself-ers" who just do it and don't sit just sit there.

To the techie community for your inspiration and cutting edge and innovative creations.

Viva la Internet!

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# ACKNOWLEDGMENTS

Thank you Marcus for your encouragement and support.

Grandma *Love You*

Mie, Tiff, Dee Dee, & Tamika *Hugz*

TO MY 5,000 + Facebook family, friends, and subscribers *Thank YOU* for your virtual *group hugz*, love, support, and well wishes ALWAYS.
*Smooches*

To everyone I know, thanks for being in my life. You have made this world more special for me because you are in it!

# 1

## *Introduction*

I know that what I am writing about is pretty nerdy but I am one of those girls who loves analytics and all things technical. I think if I would have played my cards right in college I would have dropped out and started a tech business like Bill Gates and Steve Jobs.

My computer "career" or more like interest started in high school in 1989 when our high school curriculum either allowed us to take a typing class or computers. I opted for computers because it seemed like cutting edge technology and most of all it was fun. I took Pascal and Basic using Commodore computers at the Lawrence Hall of Science during the summer program.

This was during the time when everything was DOS yet there were some leads in the areas of graphics with Macintosh having some of the most impressive black and white graphics you

could imagine! I remember install Aldus pagemaker on my Mac Classic and thinking, "Wow! that's amazing that the pictures of a tiger having so much detail."

How times have changed I could have never imagined that gaming and graphics would get so realistic looking.

Anyways, I digress.

The point is that I have always had a fascination with computers and internet technology. I am one of the ones that shout, "Keep the Internet Free!" And at one point and time before it was officially illegal, I wanted to be a hacker because I thought that it was amazing that people knew how to read code and learn how to get beyond other code. It was only an amazement for the intelligence behind it and nothing more.

Instead of stepping out on the "new frontier" at the time I chose to do something "smart". What is smart anyways? I guess it depends on who you ask.

I happily and gratefully graduated from college with a degree in Community and Regional Development and started a business consulting nonprofits. My heart was and still is very much for the community however my love for computer technology and internet based products has never died.

# 2

## *How I Started My Quasi-Techie Life*

As with most entrepreneurs, I began to accumulate so many hats along the way. I became annoyed anytime I had to learn something technological because prior to the dot com bust, things were changing so fast!

It seemed like every 10 months Microsoft in particular was coming out with new products and I felt overwhelmed trying to keep up. It was all too consuming and I thought that I had made the best choice by going into a social science as a career.

I neglected the fact that technology impacts multiple industries. No one could fathom the impact that computers would have on the world today, so many years in the future.

Well, at least in my small world view, I had no idea. They always say that hindsight is 20/20.

Well, let me tell you, if I would have known then what I know now about the emergence of so many tech companies and the expansion of silicon chips and ideas and the mere evolution of all what's possible today, it would have knocked my socks off and I would have invested more energy learning about computer programming, technology, and internet based business.

So, as I began to do more for my consulting business like marketing materials, basic web design at the time I completely loathed it because there was always a learning curve involved. I always thought in theory it would be better to have someone else do the work for me because by the time I learned how to do everything I would have wasted the time.

Back then anyways it was harder to even design a website that looked half way decent on your own unless you understood html or java or whatever language necessary.

Many times I hit a wall. Now-a-days you just hop on Weebly and BAM! you gotta website

with almost little to no effort on your part. What a breeze they make it!

(SHAMELESS PLUG: My affiliate link to learn more about Weebly: http://www.weebly.com/link/dXJ8lg)

LOL!!! I know that's bad to plug...why not? I like

them. They've made my life easier and I usually don't stand behind a company or a product unless I really believe in it.

# 3

## *Google Keywords Tool Reveals*

## *the Truth*

As I began building my website, I used the invaluable tool, the

Google Adwords Keyword External Tool ([www.adwords.google.com/o/Targeting/Explorer](http://www.adwords.google.com/o/Targeting/Explorer)).

This is the best tool ever! Or one of the best tools ever.

What's great about this tool is that you can search the most popular keywords in the world in your given language. By putting in a keyword like "entrepreneurship" you get about 2.2 million searches globally. The word "entrepreneur" yields 2.7 searches, slightly higher. The the word "business" yields a whopping 101 million searches.

Why is this important?

Well for a novice SEO "expert" (and I say novice because there is still so much to learn) and I still don't consider myself a "techie", this information is profound because if you are building a website and you want lots of people to see it, you have to choose words that people are most likely to search.

I was in the process of finding out what type of keywords I could include in the meta tags so that more people could find my new Nonprofit Start up Course (portal) and I remembered that the first time I did this, I did a search for nonprofit and all things related to nonprofit and I began to think...wait a minute I am only putting words that only one million or less people would search.

Now, in normal thinking, one would think that one million is a large number in the internet world it isn't. I got really distracted and began to search words like Google and got a whopping 755 million global searches and I thought, "WOW! What else is getting major search results like that?"

I tried to plug other words in there that I thought most of the world would be concerned about like hunger,poverty, Starbucks, and nonprofits having less than 10 million searches. The big shocker for me was the famous answer that every Miss America contestant uses as the greatest concern, "World peace" came in at a low of 368,000; far less than even a half of a million searches.

I must say that it does not mean that people don't care of these issues, it just means that people may not care about them as much as Facebook which reaches approximately 3.76 billion searches worldwide per month.

I think these numbers really highlight really what people are thinking about the most, want to know more about, or have a greater priority for. Most of us have already become a slave to Facebook at one time or another or have admitted being addicted to it for various reasons, going through Facebook withdrawls, or just stopping altogether!

Maybe an ideal business would be a 12 step program for healing from Facebook? At least you are guaranteed to get some hits on your website if you have that type of product.

# ABOUT THE AUTHOR

Jamila Crockett, Principal Consultant of JS Crockett Consulting, hobbies as a SEO and overall internet enthusiast.

This California native graduated from UC Davis with a degree in Community and Regional Development, emphasis in Organizational Management; completed the Management Development for Entrepreneurs Executive Management Program at UCLA; and earned a Certificate of Completion from CSU, Sacramento's Project Management program.

She currently lives in Southern California, while indulging in plenty of beach sunshine and all things SEO.

## ABOUT THE BOOK

Jamila Crockett, self-proclaimed nerdy girl and novice "techie" shares interesting details that Google Keywords reveal about public and private behavior.

Her spin on the true priorities of the American people is both intriguing and entertaining.

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