



## ExpertClick Tip: Choosing Your Topics

Selecting the right topic keywords is your key to success at ExpertClick. How should you choose them?

1. **See what's popular** - Check out our most popular topics on the main page: <http://expertclick.com/Expert/SearchExperts.aspx>. Choose all the keywords that you can that link you to that front roster.
2. **Study other members** - Emulate or pay Homage to other members that are like you and have some of their words by linking them on words they have – you benefit from their news releases and they benefit too, from your new releases.
3. **Think one word topics** - At least half of your 39 topics words should be simple single-word topics, for they will have you show up in more searches.
4. **Try Wordle.net – to suggest words.**
  - Browse their galleries to find ideas – for example, here's the [Innovation gallery](#).
  - Copy and paste several paragraphs of your content into <http://www.wordle.net/create>. You may be surprised what you see. Check out this image created using content from ExpertClick source Arnold Sanow:



5. **Perform key word research at KeywordsSpy.com**  
See related search keywords you should use and value here. For example, go to <http://www.keywordspy.com/research/search.aspx?q=innovation&type=keywords> to see "Innovation."

Any questions? Please contact Mitchell P. Davis at: [Mitchell.Davis@ExpertClick.com](mailto:Mitchell.Davis@ExpertClick.com)