

CONDUCTING KEYWORD RESEARCH

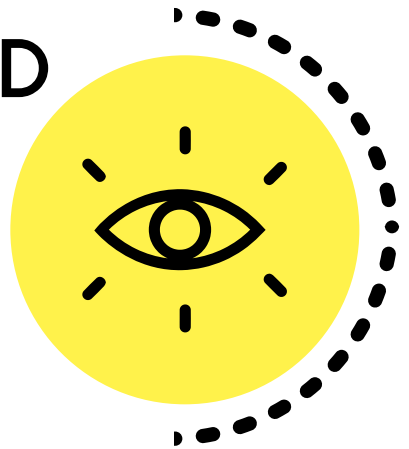
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SEED KEYWORD

Seed keywords are the foundation of your keyword research. They define your niche and help you identify your competitors.

Steps:

1. List down what your business or website is about.
2. Think from the user's perspective.
3. Use tools like Google Trends to find relevant terms.



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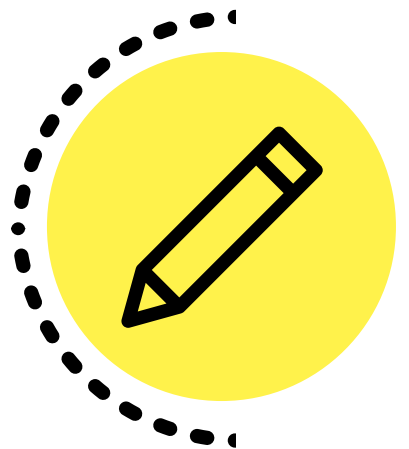
RESEARCH TOOLS

Google Keyword Planner:

1. Log in to your Google Ads account.
2. Go to "Tools & Settings" and then "Keyword Planner."
3. Enter your seed keywords to get a list of keyword ideas.

SEMrush/Ahrefs:

1. Enter your seed keyword.
2. Explore the 'Keyword Magic Tool' or 'Keyword Explorer.'
3. Export the list of keywords.



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ANALYZING

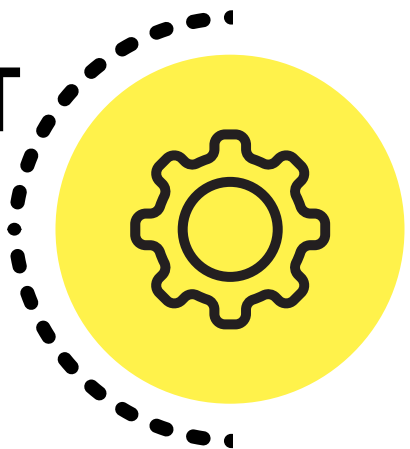
- Search Volume: The number of searches for the keyword per month.
- Keyword Difficulty: How hard it would be to rank for the keyword.
- CPC (Cost Per Click): How much advertisers are willing to pay for a click for the keyword.



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USER INTENT

- Informational: The user is looking for information.
- Navigational: The user is looking for a specific website.
- Transactional: The user is ready to buy.



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COMPETITOR ANALYSIS

1. Identify your top competitors.
2. Use tools like SEMrush to find what keywords they are ranking for.
3. Look for gaps in their keyword strategy that you can exploit.

