

How to do keyword research

by mangools

1. Find your main niche keyword

Start with a **long tail keyword** that is specific to your niche. It has to be something that people search for and your plan is to be among the top results.

how to bake a pizza 🔍

types of pizza 🔍

where did pizza originate 🔍

history of pizza 🔍

2. Find more niche topics

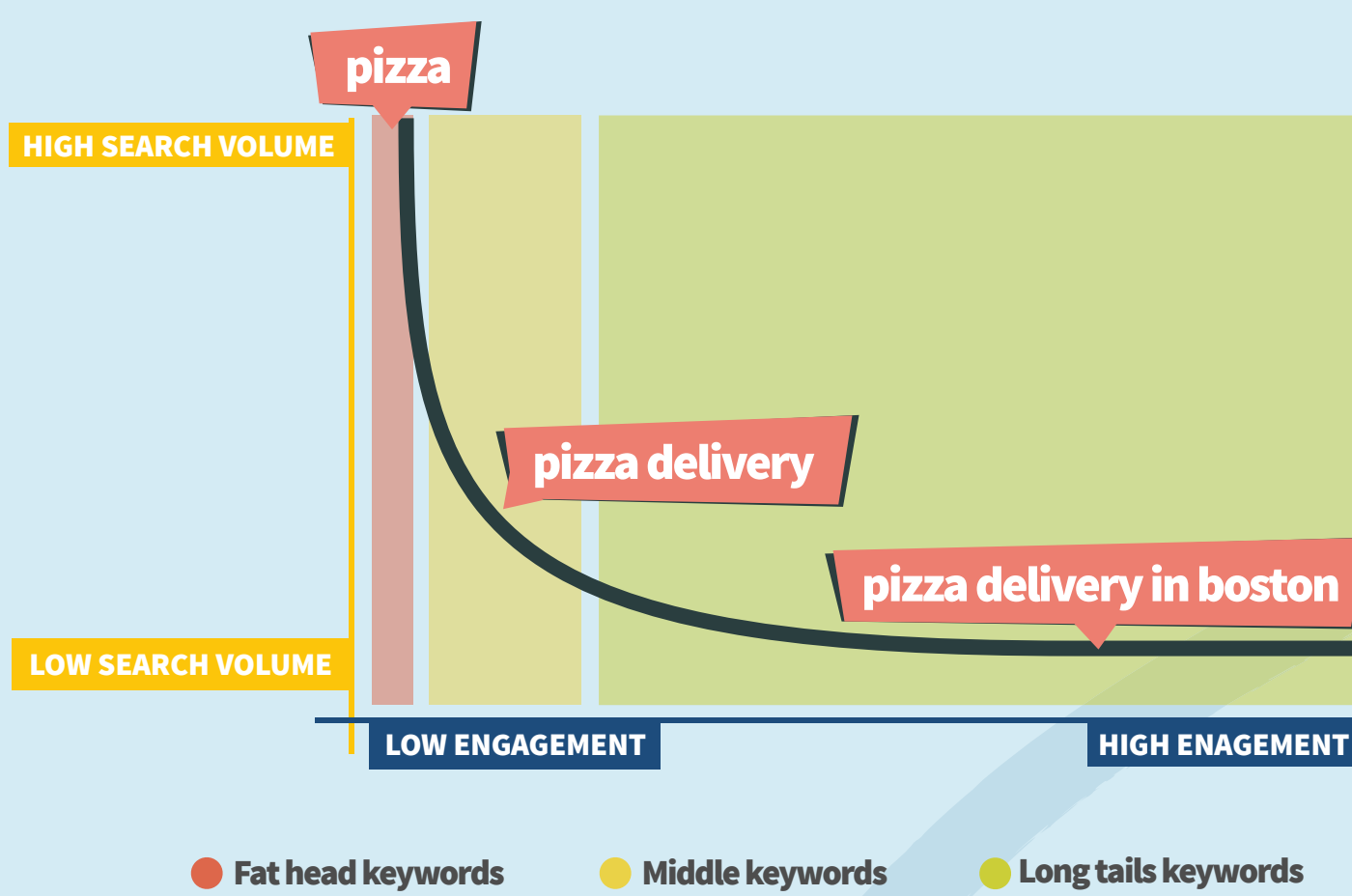
The more keywords you have, the better you can analyze and **pick the valuable ones**. Check Quora, Reddit, blogs, competitors and keyword research tools.

3. Get even more ideas with LSI keywords

Latent Semantic Indexing keywords are semantically related to the main seed keyword. They are a great add-on to keyword research.

types of pizza 🔍

SEARCH VOLUME VS. ENGAGEMENT VS. NUMBER OF WORDS

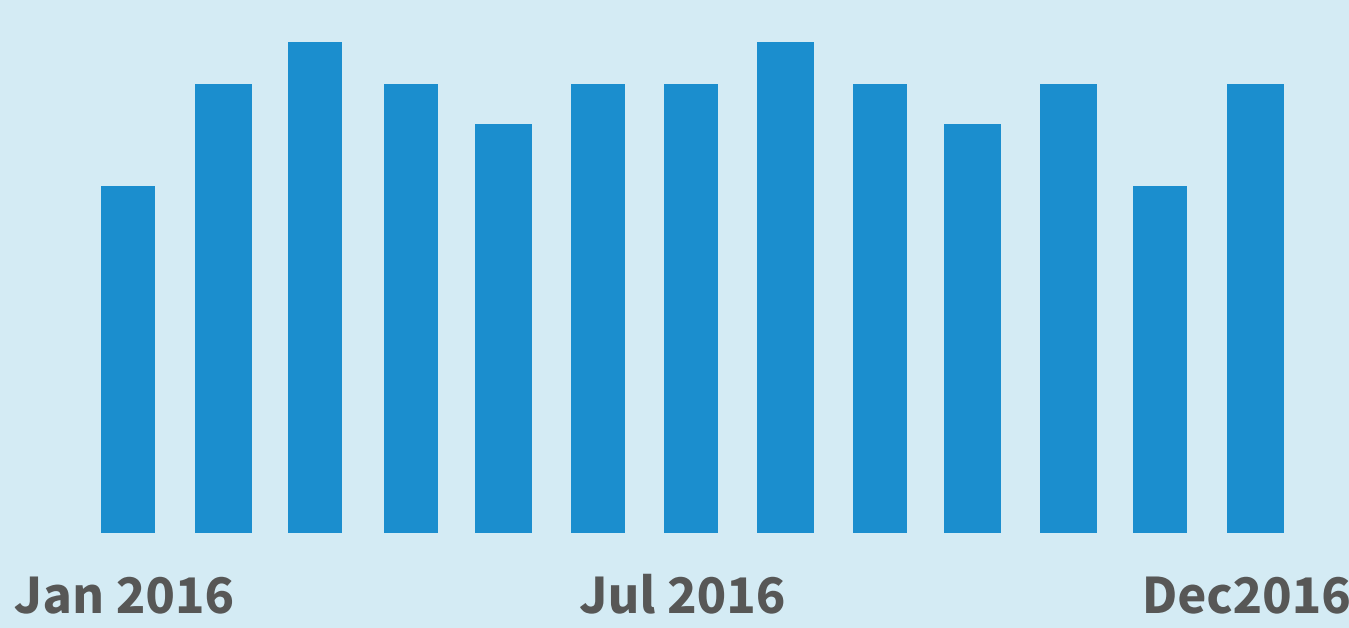


4. Unlock the potential of long tail keywords

Long tail keywords have lower search volumes but there are thousands that represent an opportunity for you. Count them up and you'll see their enormous potential.

5. Evaluate the keyword difficulty

Generally, it's easier to rank for **long tail keywords**. It's a promising start. If you build authority and your score is high enough, you can start ranking for keywords with a higher search volume and difficulty. **KWFinder.com** can help you with this.

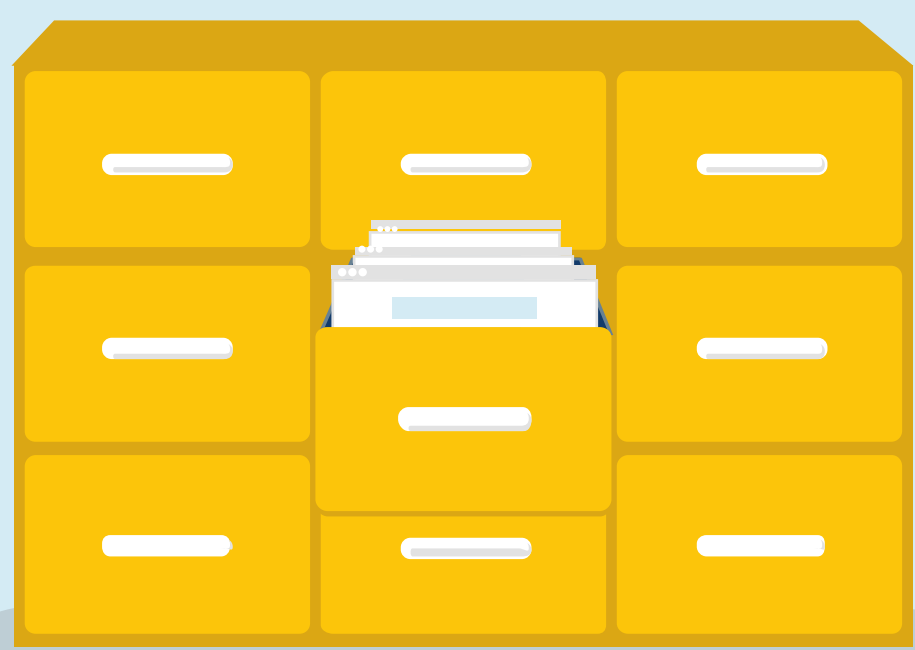
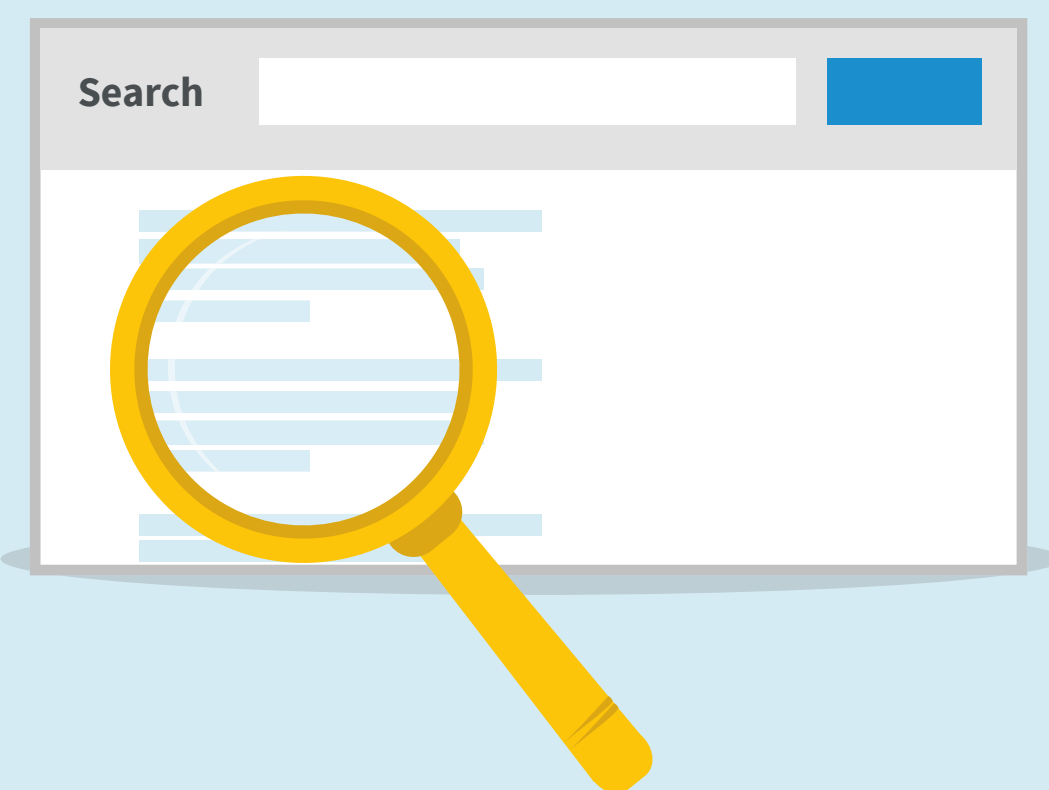


6. Work with other important metrics

Search volume trend helps you to evaluate the potential of the keyword throughout a year. Then, there's average CPC, PPC. **Well-known Moz metrics** are one of the widely used keyword research metrics like Page Authority or Domain Authority.

7. Analyze competitors and SERP

Check ranks and metrics of your competitors (Moz, Majestic, social metrics, links). You'll understand what you need to improve to overcome them.



8. Keep it organized

Create keyword lists, analyze their overall search volume and SEO difficulty. Each website section or blog post should have their own list(s).

Find out more on:

http://bit.ly/keyword_research_checklist

