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.

2. Find more niche keywords
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.

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 have their enormous potential.

5. Evaluate the keyword difficulty
Generally, it’s easier to rank for long tail keywords. It’s a growing 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. There’s also a nice graph on Moz that shows how metrics like one of the widely used keyword research metrics like Page Authority or Domain Authority.

7. Check metrics and extrinsic information
Check metrics and extrinsic information (MOZ, Majestic, social metrics, link). You 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).

Extra notes:
- How to bake a pizza
  - Types of pizza
  - History of pizza
- Search volume trend:
  - High search volume:
    - Pizza
    - Pizza delivery in Boston
  - Low search volume:
    - Types of pizza
  - Low engagement:
    - Fat head keywords
  - Middle keywords
  - Long tails keywords
- Engagement vs. search volume vs. number of words
- How to rank:
  - Page authority
  - Domain authority
  - External links
  - Social signals
  - Home page
  - Search
  - Page
  - Start
  - Page authority
  - Domain authority
  - External links
  - Social signals
  - 25
  - 100
  - Easy
  - Hard
  - Medium
  - Search
  - January 2016
  - July 2016
  - December 2016
  - Check ranks and metrics of your competitors (MOZ, Majestic, social metrics, link). You understand what you need to improve to overcome them.
  - Work with other important metrics
  - Search volume trend helps you to evaluate the potential of the keyword throughout a year. There’s also a nice graph on Moz that shows how metrics like Page Authority or Domain Authority.

References:
- Check more information on: http://bit.ly/keyword_research_checklist