

# KEYWORD RESEARCH GUIDE

*Keywords are the foundation of SEO. If nobody is searching for what you're writing about, you won't get any traffic from Google—no matter how hard you try.*

That's why mastering the art of keyword research is so important for your success in SEO. The cost of making a mistake is just too high. Pick the wrong keywords, and you risk wasting lots of your time and resources.

## What is keyword research?

Keyword research is the process of discovering valuable search queries that your target customers type into search engines like Google to look for products, services, and information.

### Properly conducted keyword research helps you to:

- Better understand your niche and target audience
- Tailor your content strategy to the needs of your audience
- Get more relevant organic traffic to your website

### We'll cover the three steps of keyword research:

- **Finding keywords:** how to find relevant keywords with keyword research tools
- **Analyzing keywords:** how to prioritize keywords using key metrics and criteria
- **Targeting keywords:** how to identify primary keywords and nail their search intent

Before you can help a business grow through search engine optimization, you first have to understand who they are, who their customers are, and their goals. **(INTENT)**

## Use a Seed Keyword to Get More Keyword Ideas

A seed keyword is any bigger keyword from your niche that is used as a stepping stone to finding more keyword ideas.


*In our example—keyword research for a dog food company—we can simply use the keyword “dog food.”*

First, enter your seed keyword into a keyword research tool like Semrush's Keyword Magic Tool.

*I'm using Semrush Tool (a PAID KEYWORD RESEARCH TOOL) You can Create a free Semrush account and get 10 free searches per day so that you can follow along with the steps in this guide. [CLICK HERE TO CREATE FREE ACCOUNT](#)*

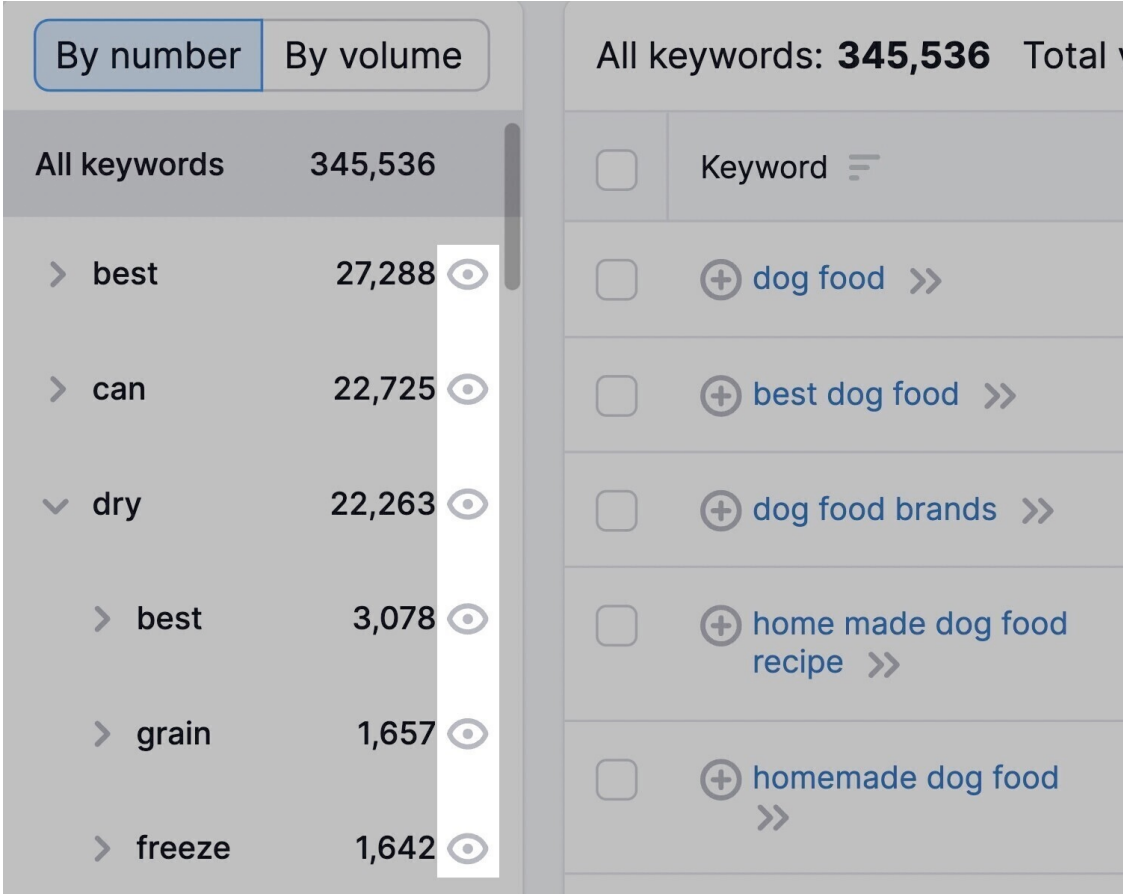
# Keyword Magic Tool

Find millions of keyword suggestions for your SEO.

 US ▾

Search

You can use these groups to exclude keywords that are not relevant for you  
Here are the list of keywords for you!



The screenshot shows the Keyword Magic Tool interface. On the left, there are two tabs: "By number" (selected) and "By volume". Below the tabs, a table lists keyword groups and their search volume. On the right, there is a list of individual keyword suggestions with checkboxes and expandable options.

Keyword Group	Search Volume
All keywords	345,536
> best	27,288
> can	22,725
▼ dry	22,263
> best	3,078
> grain	1,657
> freeze	1,642

On the right side, the interface shows "All keywords: 345,536" and "Total volume: 345,536". Below this, there is a list of keyword suggestions with checkboxes and expandable options:

- Keyword
- (+) dog food >>
- (+) best dog food >>
- (+) dog food brands >>
- (+) home made dog food recipe >>
- (+) homemade dog food >>

You can also use FREE Keyword research tools like, Google Keyword Planner or Surfer SEO Extension

## Some Other Tools

- Keywords.io
- KWFinders by Mangools
- UberSuggest

I'm going to show you how can you used Google Keyword planner for same type of keyword research like SEMRUSH Tool

Enter Your Broad Keyword/Seed KWs to find more keywords related to your topic.

because your account has been canceled.

## Keyword Planner

### Discover new keywords

Start with keywords      Start with a website

Enter products or services closely related to your business

+ Add another keyword

English (default)   India

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business  
[Learn more](#)

Enter a site to filter unrelated keywords

Using your site will filter out services, products, or brands that you don't offer

[Get results](#)

## Enter Your Broad Keyword/Seed KWs in Google Keyword Planner Tool (Alternative to Semrush for FREE)

Keyword Planner >

Plan from Nov 14, 2023, 5 PM, GMT+05:30

Keyword ideas   Forecast   Saved keywords   Negative keywords

  India   English   Google   Nov 2022 - Oct 2023   [Download keyword ideas](#)

Broaden your search: [+ shirt](#) [+ apparel](#) [+ women's clothing](#) [+ 100 cotton](#) [+ jerseys](#) [+ knit shirts](#) [+ hoodie](#)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
Keywords you provided				
<input type="checkbox"/> t shirt	100K - 1M	0%	0%	High
Keyword ideas				
<input type="checkbox"/> custom t shirts	1K - 10K	0%	0%	High
<input type="checkbox"/> graphic tees	1K - 10K	0%	0%	High
<input type="checkbox"/> t shirt printing	10K - 100K	0%	0%	High
<input type="checkbox"/> tshirt printing	1K - 10K	0%	+900%	High
<input type="checkbox"/> t shirt design			0%	Medium

[Exclude adult ideas](#)   Add filter   1,291 keyword ideas available   Columns   Keyword view

#### Refine keywords

[Expand all](#)

**Brand or Non-Brand**  
Non-Brands, men, women, girls, kids

**Color**  
white, black, pink, green, red

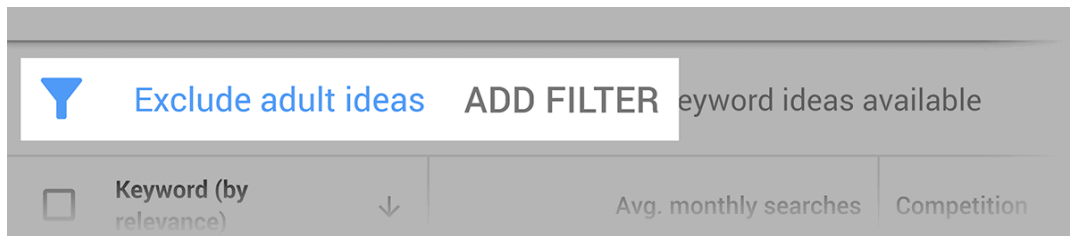
**Shirt Style**  
long sleeve, polo t shirt, henley, v neck,...

**Others**  
athletic, bear, music, jordan

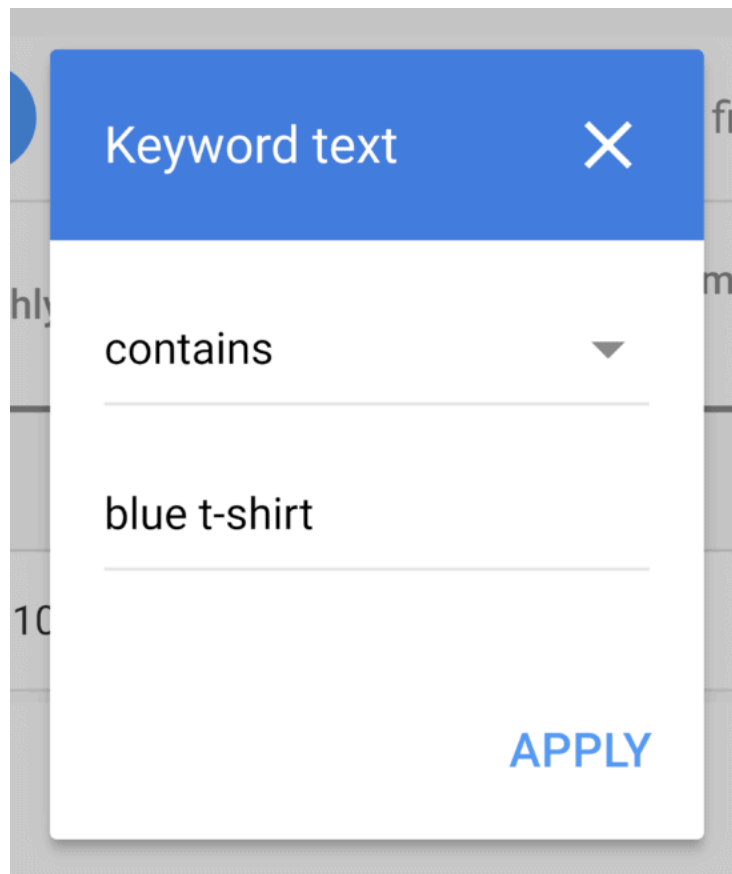
[Give feedback](#)

To get more detailed statistics, run a campaign.

You can see lists of Keywords. Now Find your relevant keyword and use it. If you want to narrow down search, Do not forget to use filter option in this tools



This feature gives you a decent amount of filtering options. So let me quickly break down each of the options for you.



I can use this feature to list narrow my search and I can find some relevant keyword for my website easily. For example, I can find those keywords that include words like - BEST, TOP, WHAT, HOW etc. or I can exclude them or any Navigational keyword ( *If I want to avoid them* )

Now we have results of all KWs with the WORD **“BLUE T-SHIRT”**

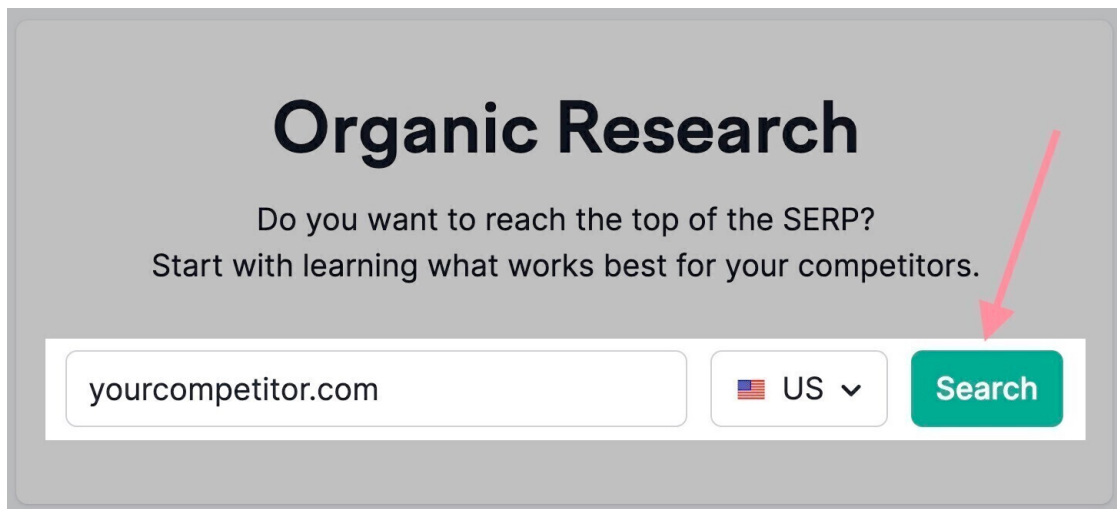
<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Your search term		
<input type="checkbox"/> blue t shirt	1K – 10K	High
Idea		
<input type="checkbox"/> light blue t shirt	1K – 10K	High
<input type="checkbox"/> blue tee shirt	100 – 1K	High
<input type="checkbox"/> navy blue t shirt	1K – 10K	High
<input type="checkbox"/> sky blue t shirt	100 – 1K	High
<input type="checkbox"/> royal blue t shirt	1K – 10K	High
<input type="checkbox"/> baby blue t shirt	100 – 1K	High
<input type="checkbox"/> blues t shirts online	10 – 100	High
<input type="checkbox"/> navy blue tee shirt	100 – 1K	High
<input type="checkbox"/> personalized shirts	1K – 10K	High
<input type="checkbox"/> long sleeve shirts	10K – 100K	High
<input type="checkbox"/> cheap t shirts	10K – 100K	High

# You can SPY your Competitors' Keywords too!

Knowing which keywords your competitors rank for can help you both understand your competitors better and find great keyword opportunities.

To see these keywords, you can use a competitive analysis tool like Semrush's Organic Research tool.

First, enter your competitor's domain, select the target location, and hit "Search."

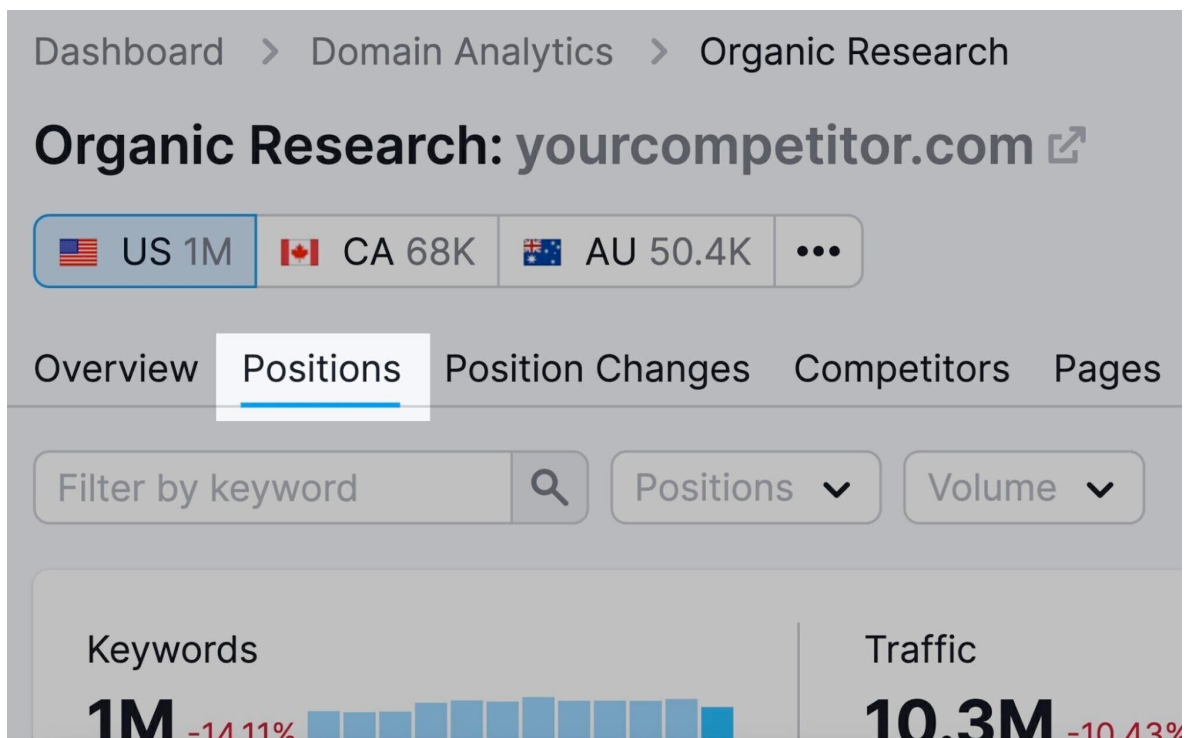


## Organic Research

Do you want to reach the top of the SERP?  
Start with learning what works best for your competitors.

US Search

Go to Position Section and STEAL their KWs



Organic Search Positions 1 - 100 (146,677)						
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	D...	Tr...
> <input type="checkbox"/>	<a href="#">best dog food &gt;&gt;</a>	<b>C</b>	+5	1 → 1	0	1.95
> <input type="checkbox"/>	<a href="#">dog food advisor &gt;&gt;</a>	<b>N</b>	+5	1 → 1	0	1.89
> <input type="checkbox"/>	<a href="#">dog food &gt;&gt;</a>	<b>C</b>	+5	3 → 3	0	1.18
> <input type="checkbox"/>	<a href="#">best dog food &gt;&gt;</a>	<b>C</b>	+5	2 → 2	0	1.04
> <input type="checkbox"/>	<a href="#">dogfoodadvisor &gt;&gt;</a>	<b>N</b>	+5	1 → 1	0	1.03

After finding bunch of KWs, Now We need to find out if they are really useful (*has traffic*) or is it easy to rank or not for a new site owner (*Keyword Difficulty*)

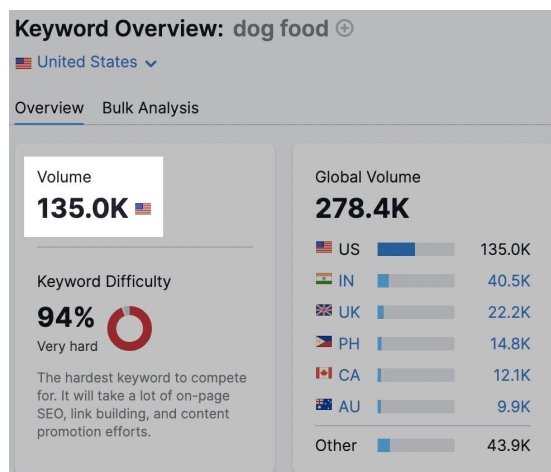
## Two basic keyword metrics will help you prioritize your keywords:

**Search volume:** How popular is the keyword?

**Keyword difficulty (KD):** How hard is it to rank for the keyword?

Search volume tells you how many times searchers enter a particular keyword into Google per month (on average). The higher the search volume, the more traffic you'll potentially get if you rank well for that keyword.

The value represents the average number of monthly searches in the last 12 months.



**Keyword difficulty (KD)** is a Semrush metric that helps you estimate how hard it is to rank for a keyword in the top 10 organic search results.

It is based mostly on the authoritativeness of pages ranking on the first search engine results page (SERP). And it's expressed on a scale from 0 to 100. **The higher the number, the harder it is to rank for the keyword.**

A very popular keyword strategy that is closely connected to keyword difficulty is targeting so-called long-tail keywords—longer keywords with lower search volume.

### **This strategy has its advantages:**

It's usually much easier to rank for long-tail keywords because the competition is less. Long-tail keywords tend to have better conversion rates. They are more specific, which usually means people know exactly what they're looking for (and they are closer to the bottom of the marketing funnel).

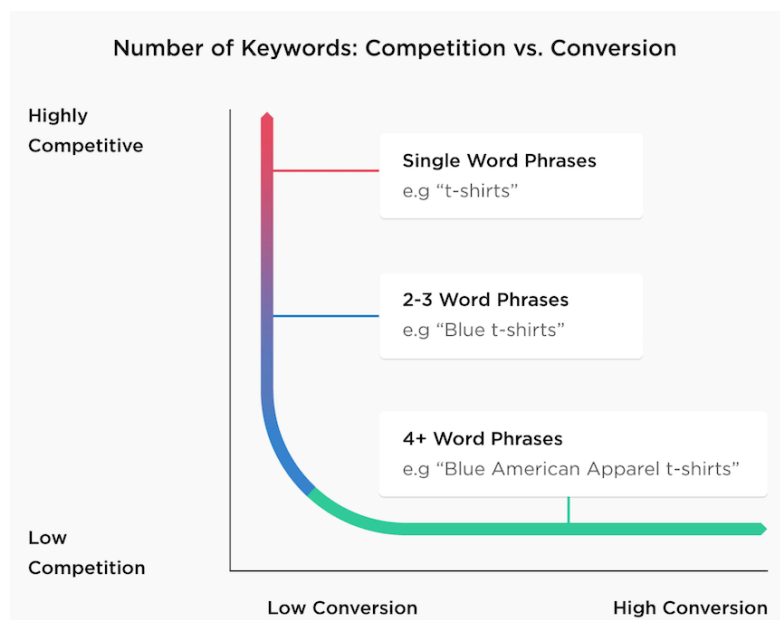
Notice that the longer the keyword is, the fewer searches it has. And the less difficult it becomes to rank for.

The long-tail keyword "best dry dog food for small dogs" only has 2,400 searches per month (as opposed to 135,000 searches for "dog food").

### **However, long-tail keywords are:**



Easier to rank for (KD 59 vs. KD 95)

Arguably more likely to result in a purchase because the searcher knows what they want to buy





# ESTIMATE THE BUSINESS VALUE

Keyword	Intent	Volume	Trend	KD %
⊕ how much food to feed my dog >>	I	27,100		59 ●
⊕ can dogs eat cat food >>	I	14,800		44 ●
⊕ can cats eat dog food >>	I			51 ●
⊕ which dog food is the best >>	C			86 ●

Annotations: A red arrow points from the 'I' intent icon of the third row to a white box containing the text 'Low Business Value'. Another red arrow points from the 'C' intent icon of the fourth row to a white box containing the text 'High Business Value'.

## IDENTIFY THE PRIMARY KEYWORD

A keyword can be one of these two:

**Primary keyword:** a keyword that is the best representation of the topic, has the highest search volume, and is used in the key elements of the page (such as the URL, title tag, heading, etc.). For example, the primary keyword of this guide is “keyword research.”

**Secondary keyword:** a keyword within the same topic with a lower search volume you also want to rank for but is not your primary target. There can be multiple secondary keywords within one topic (e.g., “what is keyword research,” “how to do keyword research,” “how to find keywords”).

## DO NOT FORGET TO CHECK INTENT OF KEYWORDS