



SEO Keyword Research Exercise

Use this guide to build your keyword list and your SEO plan. This exercise will help you identify keyword opportunities to include in your content.

What are the words that people use to describe your product or service?

What are the words that people use to describe your industry/category?

What are the words that people use to look for your competition?

HINT: Use keyword research tools or look at metadata to research the words that your competitors are optimizing for – you may choose to compete directly or choose different keywords.

What are the words that people use to find information about the problem that you solve?

What are the words that people use to look for information related to your business?

What are the words that people use when they are looking to purchase your product or service?

HINT: These may be different than the products/services keywords. Think about how people search when they are ready to buy.

Is your business confined to any specific geography or sub category? (i.e. City/Town, Property Lawyer vs. Lawyer, etc.)



Are there any add-on words that are relevant for how people search for businesses in your industry?

For example:

- Best (e.g. Best doctor in New York)
- Cheapest (e.g. Cheapest dog day care)
- Coupon
- Deal
- Top
- Most popular
- Fastest
- Lowest Cost
- For Small businesses/Big company/etc.
- Specific verticals to target
- Social Media for Real Estate Agents
- Social Media for Lawyers
- Social Media for Farmers
- Other _____
- Other _____

SEO Keyword Analysis

Follow this process to identify the best keyword targets to focus on. Good keywords are most likely to drive traffic that generates results and revenue.

- 1) Go to the **GOOGLE KEYWORD PLANNER** <https://adwords.google.com/KeywordPlanner>
- 2) Input your search terms from the list you built above
- 3) Look at the additional recommended words from Google and add any relevant new words to your list



Power Tip: Use additional keyword research tips and tools for deeper keyword discovery.

- 4) Go to www.google.com and type in **allintitle:keyword phrase** (replace keyword phrase with your keyword)
- 5) Record the number of returned search results (it appears right below the search box)
- 6) Note the intent of each keyword for the searcher. Is the term likely to generate revenue?
- 7) Prioritize the search terms based on the **PRIORITY** that they are for **YOUR BUSINESS**, the **PROBABILITY** that you can rank for them, and the **LIKELIHOOD** that they will drive revenue.



A good search term has some search volume but low search results AND is likely to generate traffic that converts to a sale.

If your search terms are all returning too many results, consider adding the add-on words you created on page two to find more specific terms. For example, instead of “social media training,” try “Cincinnati social media training,” “best social media training” or “small business social media training.”

Once you know the KEYWORDS (they may be individual words or phrases) that you want to optimize your site for, be sure to include the keywords on your website and social media profiles as appropriate. Include your keywords in any online content you create.

Keyword	Searches/Month	# of Search Results	Intent

Keyword Intent

Keywords can be different throughout the stages in the buying cycle. Choose keywords that are most likely to drive quality traffic. Then you can build a framework for creating relevant content that ranks well and drives traffic that converts.

Attract

The majority of searches online fall into this category where users are just beginning their journey on a path to purchase.

- ❑ Searchers are doing research, window shopping, looking for a solution but not sure what it is.
- ❑ Provide content that answers the questions they are asking at this stage such as “how to…” or “Why is…”
- ❑ Move users through the funnel via an email newsletter, blog subscription, social media follow, etc.



Power Tip: [AnswerThePublic.com](https://www.answerthepublic.com) is a great site for discovering common questions around various topics.



Nurture

Nurture prospects and potential customers through the funnel and help them make a decision.

- ❑ Searchers are closer to purchase, but not sure who to buy from at this stage. They are familiar with the potential solutions to their problem. They are comparison shopping and researching their options.
- ❑ Provide content that helps educate the user and include keywords such as “product + reviews,” “Best of...” or “Top 10...” Or choose keywords for specific products or the product category.
- ❑ Create content that helps in the decision-making process.

Convert

This is where an action takes place.

- ❑ Searchers are seriously considering the purchase and need a nudge to make the decision, or they are ready to buy.
- ❑ Provide content that helps the user who is ready to take action with keywords like “buy” or your brand name.
- ❑ Include clear call to action.

Retain/Grow

Don’t stop at the conversion! It’s easier to grow loyal customers than find new ones.

- ❑ Searchers are your new customers who want an easy onboarding process or to feel good about their purchase.
- ❑ Provide content that keeps them happy like support or special offers.
- ❑ Create training materials, help files, or manuals.

Advocacy

Positive reviews help you rank better. Protect your brand by building a positive reputation and trust with your audience.

- ❑ Your customers are your fans and want to share their experience.
- ❑ Provide content that helps build your reputation such as testimonials or success stories.
- ❑ Test your success with authentic video testimonials.

