Keyword Research PDF - Cheat Sheet

Our Keyword Research SOP

 Brainstorm like your Ideal Customer

Think how your ideal audience would be searching online. List down those queries and key phrases that you can think of.

2. Analyze Keyword Difficulty and Search Volume

Look for keywords with low keyword difficulty

3. Look for Related Keywords

You can use SEMRush to locate additional search terms to your original search request.

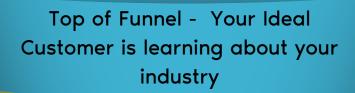
4. Shortlist 100+ keywords

Save the list on Google Spreadsheets and include important information like keywords, KD and Volume.

5. Label Intent and Prioritize

Don't forget to add funnel stage

SEO Funnel



Middle of Funnel - Your ICP is researching for options around your business

Bottom of Funnel - Your ICP is activley looking for a solution to their business problems.

Advice - Target and create around Bofu first

SEO Stack





Ubersuggest



