

# Keyword Research PDF - Cheat Sheet

## Our Keyword Research SOP

### 1. 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.

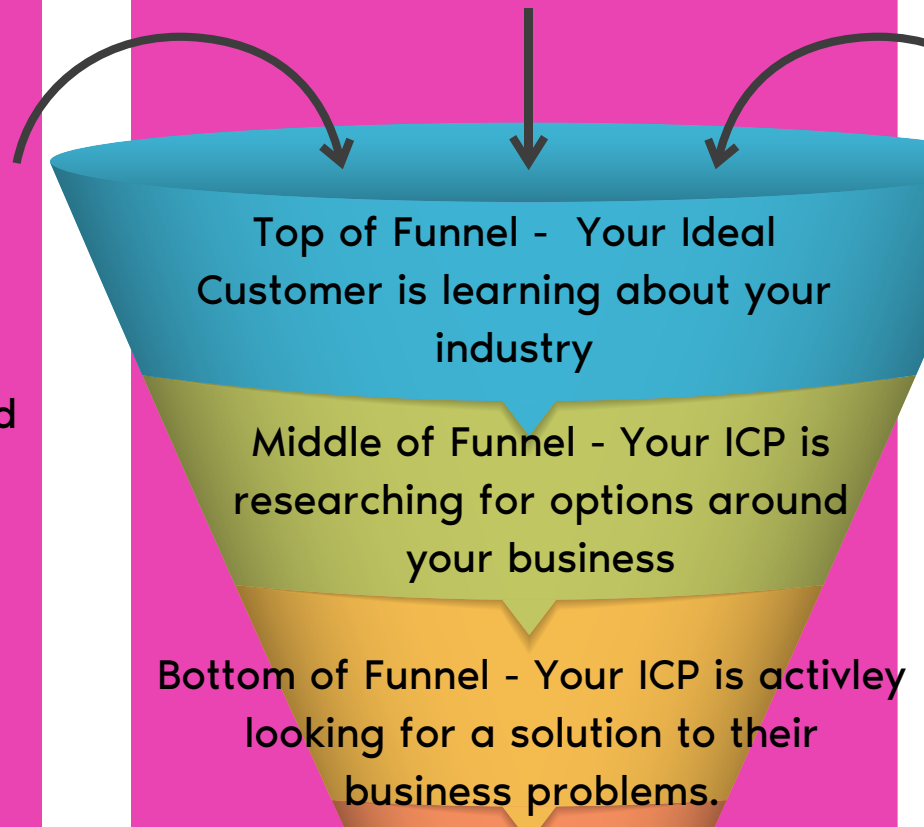
### 4. Shortlist 100+ keywords

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



**Advice - Target and create around Bofu first**

## SEO Stack

