

The Essential Keyword Research For SEO



Basics

- ✓ Create a list of seed keywords
- ✓ Find long-tail keywords
- ✓ Filter keywords by metrics
 - keyword difficulty
 - search volume
 - traffic potential, etc.
- ✓ Determine the search intent
- ✓ Explore the "Related searches" section
- ✓ Evaluate keyword competition

Tools

- ✓ Ahrefs
- ✓ Semrush
- ✓ Keyword Planner
- ✓ Moz
- ✓ Google Search Console
- ✓ Also Asked
- ✓ AnswerThePublic

Advanced

- ✓ Review competitor keywords
- ✓ Analyze the keyword gap
- ✓ Build cluster groups of related keywords
- ✓ Track and analyze keyword performance
- ✓ Evaluate SERP features