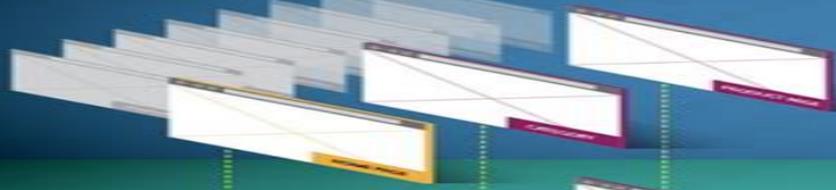


HOW TO DO KEYWORD RESEARCH

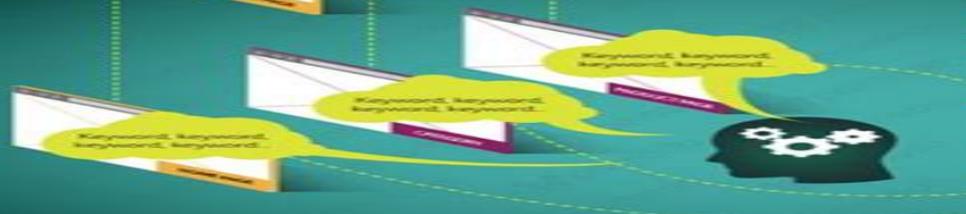


1 IDENTIFY YOUR LANDING PAGES

Usually landing pages are your home page and some specific internal pages for every type of product page, if you sell several different products (services and product pages).

2 DO ROUGH KEYWORD RESEARCH

Once the landing pages and their specific need have been identified, the next step is brainstorming. Come up with a short list of keywords for each page or page type. Just rely on your common sense, try to imagine how real customer might look for your products. As a result, we get the list #1.



3 CHECK KEYWORD POPULARITY WITH GOOGLE KEYWORD TOOL

Copy/paste the list #1 in Google Keyword Tool page. GKT is the most powerful and widespread tool in the whole process of keyword research.

It will estimate the average number of searches for all keywords from the list and help to find out new keywords.



Once you have measured the volume, keywords have to be thrown out.

Add all keywords ruled by GKT to the list.

That's you get the list #2 and can move on.

4 DO COMPETITOR ANALYSIS

This is the most delicate step. Now you need to expand the list by other good keywords that are the most powerful ones. The main tasks during competitor analysis are:



1 Finding strong sites and your direct competitors.
 The first task (finding strong sites and your direct competitors) is the most delicate one. To do this, you need to find 3 to 5 clearly marked strong competitors using tools provided by SEOquake, SEMrush, etc.

2 Evaluate your competition for the best organic results and identify the most powerful ones (not structure in terms of ROI).
 The second problem is related to analyzing Google results for particular keywords. A 100-200 is considered by old and powerful sites.

3 Find out good keywords which you have not included in the keyword list yet.
 The third task is the simplest one. Look for new keywords by the following ways:
 • Look through the meta-tags and landing pages of the most powerful competitors.
 • Find all organic keywords used by competitors.
 • Scan the anchors of links obtained by competitors (from 100+ years).

SEOquake is an excellent tool for analyzing the organic results of your competitors. It is a free tool for PC. It is a part of the toolbar. Contact us on gsk@promodo.com.

Now you have the list #3.

5 FINALIZE THE LIST

Check the list #3 once again. Use Google Keyword tool to throw out the keywords with low search volume, and again check them in Google Keyword tool. Google extension turned on to see the level of complexity. Scan and evaluate the quantity so that they are not too complex. As a result, you get the final (and best) list of keywords.



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RS Peters



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