Keyword Research Checklist

By NIGCWorld.com

Step	Task	Notes
Identify Seed Keywords	• Brainstorm relevant topics and terms in your niche or business. • Use tools like Google Keyword Planner, SEMrush, or Ahrefs to generate initial ideas.	Be specific and consider long-tail keywords for better targeting.
Expand Keyword List	• Find related keywords, synonyms, and phrases. • Include Google autocomplete suggestions and question-based keywords.	Focus on keywords with high search volume and low competition.
Analyze Keyword Intent	• Determine the user's intent behind each keyword (informational, transactional, or navigational). • Tailor your content to match the intent.	Understanding intent helps create relevant and valuable content.
Evaluate Keyword Difficulty	• Assess the competition for each keyword. • Prioritize keywords with lower difficulty but high potential.	Keyword difficulty ranges from 0 to 100. Focus on keywords with a good balance of search volume and competition.

Check Keyword Relevance	• Ensure keywords align with your target audience's interests and needs. • Avoid irrelevant or low-quality keywords.	Stay focused on your niche and target specific keywords.
Consider Local SEO	• If applicable, include location-specific keywords to attract local traffic. • Use Google My Business to optimize your local presence.	Optimize for local search terms like "near me" or "in [city name]".
Create a Keyword Map	• Organize keywords into thematic groups to structure your content. • Prioritize keywords based on their importance and potential impact.	A well-structured keyword map helps you create a coherent content strategy.

By following this checklist, you can conduct effective keyword research and optimize your content for search engines. You can modify the keyword research checklist as needed.

To upskill your research process, **check out these keyword research books and courses**.