My **Process** *for*
Keyword
Research...

SWIPE →

Gather Keywords & Identify & Prioritize

KEEP SWIPING

1

Gather Intel

Brainstorm Keyword Ideas
Competitor Analysis
Collaborate with Others
ChatGPT

Gather Intel

How -

Brainstorm Seed Keyword Ideas:
-Products
-Services You Sell
-Branded Keywords

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Gather Intel

How -

Competitor Analysis:
-Identify Content Gaps

Gather Intel

How -

Collaborate With Others:
-Ask Sales People
-Ask Industry Experts
-Ask Other Marketers (LinkedIn?)

KEEP SWIPING →

Gather Intel

How -

ChatGPT:

Prompt: Warm up message then: Perform keyword research on "insert keyword"

Note: ChatGPT is a good KW idea tool not the best KW research tool

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2

Use Tools

Document Your Research
Search on KW Research Tool

Use Tools

What Tools -

My Current Keyword Toolbox:
-SEMrush Keyword Magic Tool
-SERanking Keyword Research

Other Tools I Like:
-Google Trends
-Answer the Public
-Keyword Surfer

KEEP SWIPING →

Use Tools

How -

Run Reports From Intel Then Identify:
-Similar Keywords

-Related Keywords

-Long Tail Keywords

-Localize (if Local)

KEEP SWIPING

Use Tools

Then -

Create a Mastersheet:
-Google Spreadsheet

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Keyword	Currency	Avg. monthly s	Three month c	YoY change	Competition
photography	USD	5400	22%	0%	Low
photo studio	USD	480	23%	23%	Low
photography studio	USD	50	-1%	0%	Low
wildlife photography	USD	210	0%	24%	Low
pet photographer	USD	10	29%	-36%	Low
animals photographs	USD	110	-18%	0%	Low
dog photographer	USD	00	0%	-18%	Low
animal photography	USD	0	0%	0%	Low
cat photography	USD	40	0%	-43%	Low
pet photography near me	USD	40	33%	0%	Low
wildlife photographer of the year	USD	40	-82%	100%	Low
photo grapher	USD	40	-57%	-25%	Low
photoshoot studio	USD	40	-40%	0%	Low
wildlife photos	USD	30	-67%	-75%	Low
cat photographs	USD	30	-33%	0%	Low
studio pictures	USD	30	0%	50%	Low
animal photographer	USD	20	-33%	0%	Low
dog photographer near me	USD	20	300%	300%	Low
pet photographer near me	USD	20	100%	100%	Low
cat photographer	USD	10	0%	0%	Low
dog headshots	USD	10	0%	∞	Low
dog photography near me	USD	10	100%	100%	Low
cat photoshoot	USD	10	0%	-50%	Low
puppy photography	USD	10	0%	0%	Low
professional dog photographer	USD	10	0%	0%	Low
dog photographers	USD	10	0%	∞	Medium
professional pet photography	USD	10	0%	0%	Low
best wildlife photos	USD	10	0%	0%	Low
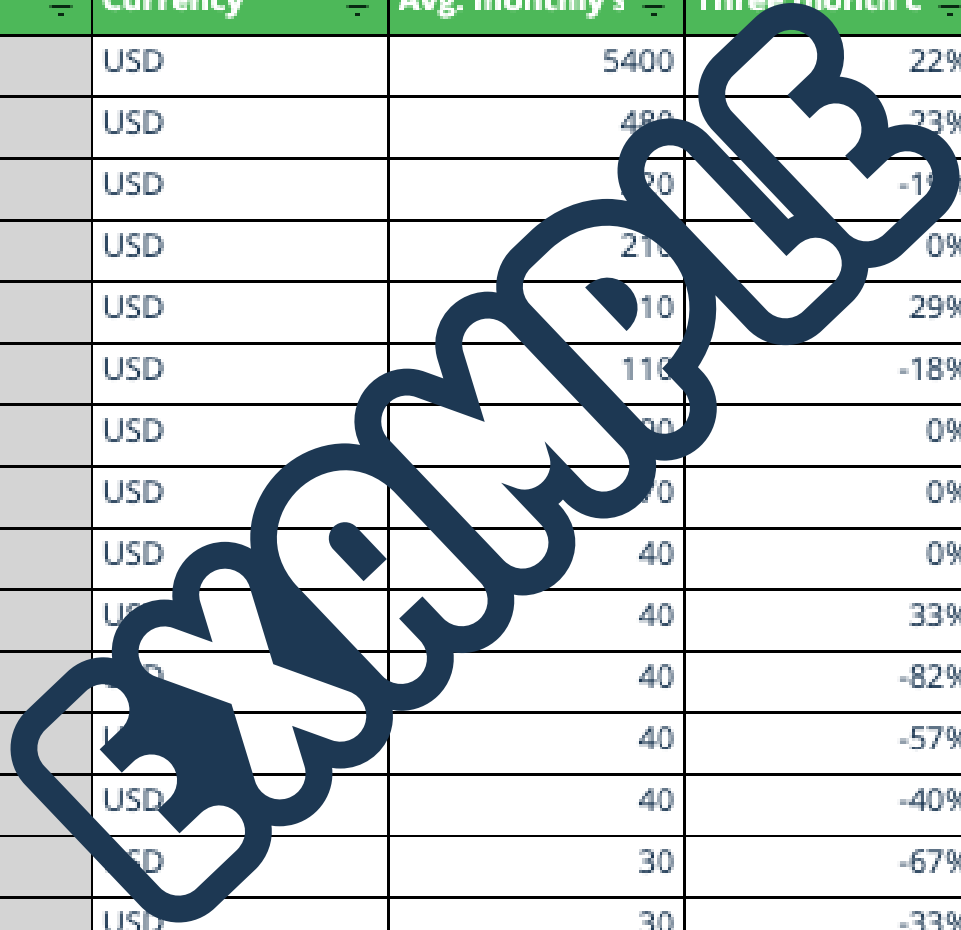
Master ▾   Competitor- ▾   Product ▾

KEEP SWIPING →

3

Prioritize

Hight Intent Keywords
Medium Intent Keywords
Low Intent Keywords

KEEP SWIPING

Prioritize

Tool -

Use Keyword Clusterizer Tool:
-Hot = High Intent
-Maybe = Medium Intent
-Cold = Low Intent

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CATEGORY	?	SUBCATEGORY	KEYWORD	VOLUME	COMPETITION	CPC ESTIMATE	MOVE TO
birthday	☐ ☐			107750	0.04	1.18	Hot
		birthday kids		35860	0	0.9	
			kids birthday party places	1400	0	1.58	Hot
			kids birthday party venues near me	000	0	0.2	Hot
			birthday party places for kids	2400	0	0.2	Hot
			kids birthday parties near me	2400	0	0.2	Hot
			birthday places for kids	1600	0	0.2	Hot
			kids birthday party near me	1300	0	0.2	Hot
			places for kids birthday party	1300	0	0.2	Hot
			places to have kids birthday parties	880	0	0.2	Hot
			birthday parties for kids near me	720	0	0.2	Hot
			places for kids birthday party	390	0	0.2	Hot
			places for kids birthday parties near me	390	0	0.2	Hot
			best places for kids birthday party	320	0	0.2	Hot
			birthday party places for kids near me	320	0	0.2	Hot
			kids birthday party places	320	0	0.2	Hot
			places to have kids birthday party	320	0	0.2	Hot
			birthday venues for kids	260	0	0.2	Hot
			places to have kids birthday parties near me	260	0	0.2	Hot
			birthday party venues for kids near me	170	0	0.2	Hot
			kids places for birthday	140	0	0.2	Hot
			places to go for kids birthday	140	0	0.2	Maybe
			best kid birthday party places near me	110	0	0.2	Maybe
			best kids birthday party	110	0	0.2	Maybe

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Prioritize

How -

What I look for:

-Volume

-Competiton

-Keywords From Intel

(Products, Competitor Gaps, Brand, etc.)

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High Intent:

Specific To Brand, Consumer Need, Industry

High Conversion Rate

Maps to Core Pages: Home Page

Medium Intent

Specific To Product, Service, Features, etc.

Medium Conversion Rate

Maps to Product and Service Pages

Low Intent

Top of Funnel, Thought Leadership, Awareness

Low Conversion Rate

Maps to Blog Posts, Resources, FAQs

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Now We're Ready for On-Page Optimization

Comming Soon:

"My Process for On-Page SEO"

Like My SEO Content?

Repost & Share

Follow Me &

ONE MORE

Is this helpful?

What would you add?

Questions?

COMMENT BELOW