The Best Way to Research Keywords for SEO

1 Comment

A good keyword strategy identifies the words, phrases, and questions your customers and users care about. Your keywords should also support your business goals, such as generating more pageviews, capturing leads, or selling products. To attract more qualified leads to your site, you have to know how to conduct keyword research. One of the most valuable skills you can develop is the ability to perform SEO keyword research and analysis. This article will define keyword research, why it's important, how to conduct your research for your SEO strategy, and how to choose the right keywords for your website.

keyword research: What is it?

In keyword research, people search for and analyze search terms. They enter into search engines to use those terms for specific purposes, often for SEO (search engine optimization) or general marketing. Keyword research can reveal what queries to target, how popular these queries are, how difficult they are to rank, and more. Competitive analysis is closely related to keyword research.

Keyword research: why is it important?

You can use keyword research to determine which keywords are the most effective for your target audience and learn more about the searches your target audience is making on Google. A better understanding of these search terms can inform your content and overall marketing strategies. The people are conducting online research use keywords to find solutions. Therefore, by targeting those searches, you can gain more traffic. Additionally, the inbound methodology involves creating content based on what people want to discover rather than what we want to tell them. Our audience is coming to us.

keyword Research Advatages

The goal of keyword research, as we mentioned in How to Improve SEO Rankings?, is to find popular keywords, have a high search volume, and have a general intent, so that you can address the questions that most people in your target audience want to answer. Here are some of the keyword research advantages.

1- Efficient Working

Finding out what your target audience prefers is crucial to achieving your goals. When you know what they're looking for and why they find it essential, you can use those keywords to your advantage.

2- Higher Organic Ranking & Awareness Of Company

To achieve a higher organic ranking, it is essential to use popular keywords, be aware of your competition, and have an appropriate search volume. Higher rankings attract more people to your content, which increases general awareness of your company or business.

3- Keeping Audience Engaged

Keeping track of popular, trending keywords will enable you to know what your audience prefers, and making your content relevant to their needs will keep them engaged and gain a new audience.

4- Increased Quality Traffic

When appropriate keywords are used to make relevant content, the traffic it attracts will be high quality. Using keyword search tools to find keywords is a good practice everyone should follow.

5- Awareness of Trends

You can gain insight into ongoing trends by using top keywords. Being aware of old and new trends will give you an edge over your competitors since you will stay on top of what's popular and important to your audience.

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6- Discover New Markets

If you use appropriate top keywords and popular keywords, you will attract people to your product or service. Additionally, using these keywords will improve your search engine ranking, making it more credible. As a result, you will have more returning clients and new customers from various markets.

Elements of Keyword Research

1- Volume Even if you rank on the first page for a particular keyword, no one will search for it, so that it won't bring traffic to your site. MSV (monthly search volume) measures the number of searches for a keyword across all audiences per month. Use Google's Keyword Planner to estimate search volume. Provide the target term, variations, plurals, and related keywords. Determine how much traffic your site could receive if you ranked for every term variation. It is possible to rank on the first page for a given keyword, but you won't receive any traffic if no one searches for it.

2- Relevance The concept of search intent plays a vital role in ranking content for Google. Your content will only rank for a keyword if it meets the searchers' needs. In addition, your content needs to be the best resource for the query.

3- Authority According to Google, authoritative sources will have a higher ranking. Therefore, you need to enrich your site with helpful, informative content and promote that content to earn social signals and backlinks to become a trusted authority. You have a lower chance of ranking unless your content is exceptional and if you cannot compete with the heavyweights in the SERPs.

How to conduct keyword research

In this section, you will identify the keywords you should target to attract the audience you want and create a foolproof keyword strategy. Now that you understand the importance of keyword research and have become familiar with some of its most important terms and concepts, you are ready to begin.
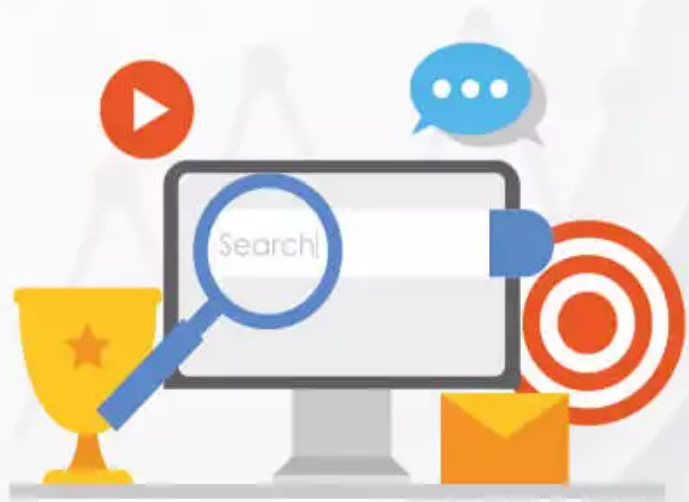
1- Write a list of topics you think are important, relevant to your business.

The first step is to create a spreadsheet with general categories for the keywords you would like to rank for. You may already have some topics you regularly cover if you blog from time to time. This could correspond to product categories, or anything you believe would appeal to your target audience. Try to keep this list short, with only five to ten topics at most. It's helpful to think of yourself as a buyer of the product. Consider your keywords in terms of generic buckets when starting this process. You'll come up with about five to ten topic buckets that you think are relevant to your business, and later on, you'll use those buckets to help you figure out some specific keywords. It is possible to categorize topics into buckets such as:

"blogging" (19K)

"email marketing" (30K)

"SEO" (214K)

"social media marketing" (71K)

"marketing automation" (8.5K)

You can see their monthly search volume in the parenthesis next to each keyword. This data can help you gauge how important these topics are for your audience and what subtopics you'll need to write about to rank for those keywords.

2- Add keywords to those topic buckets.

When you have a few topic buckets you want to target, it's time to identify specific keywords that fit in those buckets. You want to rank these keywords in SERPs (search engine results pages) because your target customer may search for those keywords. Consider that last topic bucket for an inbound marketing software company - "marketing automation" - I'd brainstorm some keyword phrases I think people would type in for that topic. They might be:

Tools for marketing automation

Marketing automation software: how to use it

How does marketing automation work?

What is marketing automation software, and do I need it?

Automated email marketing

Google encrypts more keywords every day, but looking at what keywords are already getting found for your website is another smart way to develop keyword ideas. To do this, you will need website analytics software such as Google Analytics or HubSpot's Sources report, which is available in Traffic Analytics. Find out what keywords people use to arrive at your site by digging into your website's traffic sources and sifting through your organic search traffic bucket.

3- Identify Keyword Intent and Analyze It Accordingly.

The user intent of your web page is now one of the most critical factors in ranking well on search engines like Google, just like I said in the previous section. Rather than simply carrying a keyword, your web page must address the problem a searcher intended to solve. Even though keywords can have many different meanings beneath the surface, it's imperative to take care when interpreting keywords. You can determine the intent of a keyword by typing it into a search engine and seeing what results are returned. Please make sure the results are what you intended to accomplish with it.

4- Find related search terms.

It would be a great way to fill out those lists if you didn't already think of this when doing keyword research. Look at the related search terms that appear when you plug in a keyword into Google if you're having trouble thinking of more keywords people might be searching for. You'll find suggestions for searches related to your original input when you type your phrase and scroll down Google's results. These keywords may provide you with ideas for other keywords to consider.

Conclusion

Understanding the specific keywords people use, and their context allows you to solve their problems. Researching keywords is crucial to dispelling any misconceptions or assumptions you may have about your users' needs and the language they use to express them. You can use keyword research and SEO tools to generate more keyword ideas based on exact match keywords and phrase match keywords based on the ideas you've generated thus far. Ahref, SEMrush, etc., are some of the most popular ones.

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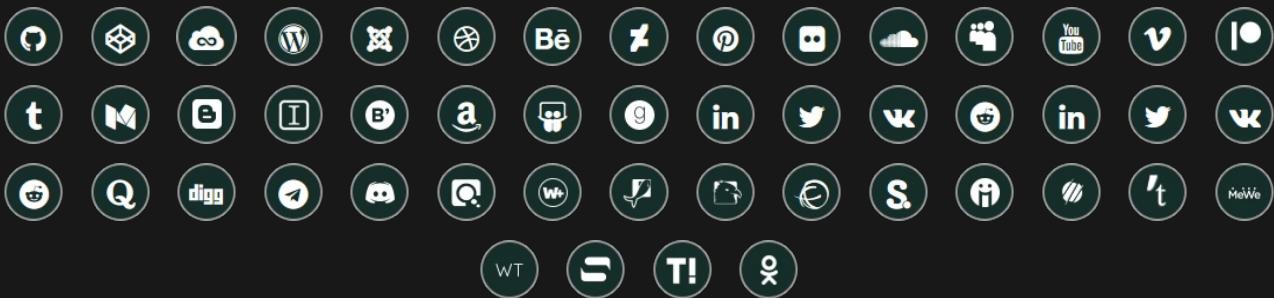
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