

Basic Keyword Research

I've outlined an easy way for you to understand the basics of keywords without getting overwhelmed.

STEP ONE

Start a document to list of relevant topics based on what you know about MKE, personal development or business. Be generic with these at first. You should have 5 – 10 topics. Put yourself into your readers' shoes and think about the types of topics your target audience would search.

STEP TWO

Now, think of questions or phrases that your ideal customer (or reader) is most likely to type into a search engine related to each of those topics. Do this for each of the topics you decided on in part one. You now have some more definite starting points. You may find this helpful: <https://answerthepublic.com/>

STEP THREE

Now head off to Google.com and take a look at related search terms that appear when you plug in a keyword. When you type in your phrase, scroll to the bottom of Google's results. You'll find suggestions related to your search. Add them to your topic groups.

STEP FOUR

Check each topic group. Do you have three types of keywords? Head keywords are usually one word, and will have tremendous search volumes and competition. (eg: insurance) They don't convert well. Body keywords are 2 – 3 word phrases that will usually get decent search volume. (eg: life insurance) They are not as competitive, but still can be hard to rank for.

Long tail keywords are 4+ word phrases that are very specific. (eg: affordable life insurance for seniors) These kinds of keywords make up the majority of searches online, and are less competitive. However, your single long tail phrase keyword may not get many searches per month. But they may produce the "low hanging fruit" for customers.

Check: If you have completed the 4 steps above - you're already setting up a good foundation.

STEP FIVE

Use the Google AdWords keyword planner to narrow down on your keyword list. You will be able to find out which terms have too little search volume – and which are too competitive. Brian Dean at Backlinko has a great article on [how to use this tool effectively](#).

OPTIONAL STEP TO DIVE DEEPER

Set up a free account with Semrush.com. Here you can see the competitors that are ranking for your keywords. It will also show you some related keywords (a free account offers you 10, and a list of 20 competitor websites that rank for the keyword you are researching).

Have fun with your search! It will help you understand your audience and your competition.