Chapter 2: Keyword Research (Finding Target Keywords)

What is Keyword Research?

Keyword research is the process of finding the **actual words and phrases people type into search engines** when they are looking for information, products, or services.

Why Keyword Research Matters

Keyword research is the **most important part of SEO** because it affects **every other SEO task**.

It acts like a **compass for your SEO campaign**:

- It decides **what content you create**
- It guides **how you optimize your pages**
- It helps you reach the **right audience**

Seed Keywords

Seed keywords are **basic, broad terms** that describe your main topic or business.

They are called *seed* keywords because **everything grows from them**.

Examples:

- react
- seo
- ice cream
- frontend development

Seed keywords are:

- ❌ Not final targets
- ✅ Starting points for research

How to Develop Seed Keywords

You don't need to use all methods — choose what fits your business best.

🔷 Brainstorm Your Business Topics

Think about:

- Your product
- Your service
- Your content topic

Example:
If you sell ice cream:

- ice cream
- desserts
- frozen treats

2️⃣ Find Related Searches in Google

Type your seed keyword into Google and look at:

- Autocomplete suggestions
- "People also ask"
- Related searches at the bottom

👉 These are **real searches by real users**

3️⃣ Use Wikipedia

Wikipedia helps you:

- Discover **important subtopics**
- Find **terms users commonly search for**

4️⃣ Use Keyword Research Tools (e.g., SEMrush Keyword Magic Tool)

These tools:

- Generate **hundreds of keyword ideas**

- Suggest **out-of-the-box keywords**

- Show important metrics (search volume, competition, etc.)

5️⃣ Research Your Target Platform

If your audience is on a specific platform:

- Reddit

- YouTube

- Quora

Search your topic there to see:

- The words people use

- The problems they talk about

From Seed Keywords to Final Keywords

Step 1: Start with seed keywords

Step 2: Generate keyword ideas using tools

Step 3: Analyze keyword metrics

Step 4: Choose 5 main keywords

Step 5: Create content around them

How to Choose the Best Keywords

There are many factors, but focus on **these three**:

1️⃣ Competition

How many **strong websites** are already ranking for this keyword.

2️⃣ Search Volume

How many people search for this keyword per month.

3️⃣ Revenue Potential

Can this keyword help you:

- Sell a product?

- Get customers?

- Monetize your content?

⚠️ Very Important Rule

Even if a keyword has:

- Low competition

- High search volume

- High revenue potential

❌ It is **useless** if it does **not match your product or content**

✅ Final Tip

Always choose keywords that:

- Match your business

- Match user intent

- You can realistically rank for

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Seed Keywords

Seed keywords are basic, broad terms that describe your business or topic.

They are used as a starting point to discover more specific search queries.

Examples seact:

- ✓ frontend
- ✓ html
- ✓ javascript
- ✓ css
- ✓ react
- ✓ css

How to Develop Seed Keywords

1. **Brainstorm Topics**
Think of words and phrases related to your product, service, or content.

2. **Find related searches** in Google
Type seed keywords into Google.
▶ Look at autocomplete suggestions, "People also ask", and related searches.

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1. **Brainstorm Topics**
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2. **Find related searches** in Google
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▶ Look at autocomplete suggestions, "People also ask", and related searches.

3. **Check Wikipedia**
Explore topic pages **to find** important terms and subtopics people search for.

4. **Use Keyword Tool** (e.g. Semrush)
Generate lots of keyword ideas beyond your seed keywords.

5. **Search Your Target Platforms**
Look at terms people use in platforms like Reddit, Quora, or niche forums.

✅ Choosing the Best Keywords

✓ **Choose 5** keywords to create your content around.

Consider these 3 factors:
- **Competition** = 1.4 /
- **Search Volume:**

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Search Volume High Search Volume

Revenue Potential Makes You Money

💡 Always make sure keywords are relevant to your product or service!