**TITLE: Keyword Research and Analysis- Language Learning AI Game**

**Objective:**

Conduct keyword research using Google Keyword Tool to understand and identify relevant keywords for our products. Collaborate with marketers and product managers to align the research with our product strategy. Extract and analyze top keywords, back them up with secondary sources, and create a content strategy to capture traffic.

**Product:** Language Learning AI Game

**Goal:** To research keywords related to product boilerplates.

**Task Steps:**

1. **Keyword Research:**

* Use Google Keyword Tool to research keywords related to the products we are building.
* Collaborate with marketers and product managers to understand the product landscape and objectives.
* Extract a comprehensive list of relevant keywords.
* Identify a broad cloud of related keywords to provide a comprehensive view**.**

1. **Keyword Selection:**

* Analyze and pick keywords from the extracted list based on search volume, relevance, and competition.
* Validate your choices using secondary sources such as app store information, etc.

1. **Content Strategy:**

* Build a list of article titles (at least 18 for each top keyword) aimed at capturing traffic for the selected keywords. Total count of article titles should be about 360.
* Ensure the titles are engaging and aligned with user intent.

1. **Presentation:**

* Create a presentation summarizing the keyword research, analysis, and content strategy.
* Include the list of article titles and explain how they will capture traffic.

1. **Keyword Clustering:**

* Cluster the identified keywords by class or similarities (e.g., database).
* Analyze the competition for each keyword within the clusters.

**Deliverables:**

* **Presentation:**A comprehensive spreadsheet showing the keyword research, article titles and Competitor analysis.

**Example:**

* Product Focus: Online Education Platform
* Keywords: Online courses, e-learning, virtual classrooms, etc.
* Top 3 Keywords: Online courses, e-learning platforms, best virtual classrooms
* Article Titles:
* "Top 10 Online Courses for Professional Development"
* "How to Choose the Best E-learning Platform for Your Needs"
* "Virtual Classrooms: Revolutionizing Remote Education"

**NOTE**

1. For those in teams, your keyword research will be about the boilerplates of the product your team is working on. Each of us is to come up with 15 Keywords
2. You’re required to create nothing less than 360 article titles for your keywords. We are 14 so that means each of us will come up with 26 article titles
3. There’s an “intern handle” column, use that to track the progress of each team member, this is contained in the spreadsheet we all shall be working on together
4. Share the Spreadsheet we are working on on the drive: “Spreadsheet\_Language Laerning AI Game”

https://docs.google.com/spreadsheets/d/1wsaSLPsfVdbzsBZTiUrt-YyQtquaWWQwdmGwNpm\_acg/edit?usp=sharing