**Dearest Data Analysis Interns,**  
**Stage 3  - Keyword Research and Analysis- (For both those in teams and those without teams)**  
**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.**  
**Products:**

1. Language Learning AI Game
2. Remote Bingo
3. AI Video Generator
4. Telex
5. Learn AI
6. Youtube Summariser/Transcriber

**Intern Teams:**

* **Teams:** Interns work together to research keywords related to product boilerplates.
* **Individuals:**Interns not in teams research keywords for products they are interested in joining.

**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:**

* **Article Titles List**: A list of article titles for each of the top keywords (not less than 360).
* **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"
* [**Spreadsheet Example**](https://docs.google.com/spreadsheets/d/17Z7s69iqEfOlm7ofXcNCJBUdiEN6J3OqgByvvUFR27Y/edit?usp=sharing)

Use Additional Tools for Ranking: For more detailed ranking information, consider using third-party SEO tools like Ahrefs, SEMrush, or Moz. These tools provide more comprehensive insights into keyword rankings, including specific URL rankings, keyword difficulty, and competitor analysis.