Beginner SEO Keyword Research Project

Website Used: https://diynatural.com/
 Main Topic: *Homemade Soap*

Project Setup

Chosen Product/Service: Homemade Soap (Natural DIY Soap Recipes)
 Main Goal: **Traffic** – Attract organic visitors interested in DIY soap making, natural skincare, and homemade products.

Define Your Topic

- **Topic**: Homemade Soap

- **Main Goal**: Increase **organic traffic** to recipe and blog pages by targeting keywords around DIY soap and natural soap-making tips.

Keyword Research Using Free Tool

Tool Used: Ubersuggest
 Seed Keyword Entered: "homemade soap"

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5 Short-Tail Keywords:

1. Homemade soap

2. DIY soap

3. Natural soap

4. Soap making

5. Organic soap

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5 Long-Tail Keywords:

1. How to make homemade soap without lye

2. Best essential oils for homemade soap

3. Homemade soap recipes for beginners

4. Benefits of using homemade soap

5. Natural ingredients for homemade soap

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5 Question Keywords:

1. Is homemade soap better for your skin?

2. How do I make soap at home naturally?

3. What ingredients are needed for homemade soap?

4. Can I make soap without lye?

5. How long does homemade soap last?

Check Competition & Search Intent

Keyword	Top Ranking Content Types	Content Format	Search Intent
Homemade soap	Blog posts (DIY recipes), YouTube videos	Recipe articles, Video tutorials	Informational
DIY soap	Blog tutorials, Pinterest, Etsy listings	Blog posts, Visual guides, Product listings	Informational / Commercial
Natural soap	Brand product pages, blogs on ingredients	Product pages, Skincare blogs	Commercial / Informational

How to make homemade soap without lye	Blog posts, YouTube how-tos	DIY tutorials, Educational content	Informational
Is homemade soap better for your skin?	Blog posts, Health & skincare comparisons	Q&A, Informational articles	Informational

- Most content is blog-based with a few product listings and videos.

- Search intent is mostly *informational*: people want to learn how to make soap, what ingredients are good, or compare natural soap vs store-bought.

- Keywords like "natural soap" also show commercial intent, with eCommerce product pages ranking (like Etsy, Amazon, or small brand stores).

- There is low navigational intent—users aren't searching for a brand name directly.

Keyword difficulty and volume

5 Short-Tail Keywords (with Volume & KD)

Keyword	Search Volume (India)	Global Volume	Keyword Difficulty (KD)
Homemade soap	3,600	22,000	47 (Medium)
DIY soap	1,000	12,100	38 (Medium)
Natural soap	2,900	18,000	45 (Medium)
Soap making	1,300	14,000	42 (Medium)
Organic soap	1,800	11,500	40 (Medium)

5 Long-Tail Keywords (with Volume & KD)

Keyword	Search Volume (India)	Global Volume	Keyword Difficulty (KD)
How to make homemade soap without lye	320	1,900	29 (Low)

Best essential oils for homemade soap	210	1,400	33 (Low-Medium)
Homemade soap recipes for beginners	390	2,600	36 (Medium)
Benefits of using homemade soap	170	1,200	30 (Low)
Natural ingredients for homemade soap	260	1,700	34 (Medium)

5 Question Keywords (with Volume & KD)

Keyword	Search Volume (India)	Global Volume	Keyword Difficulty (KD)
Is homemade soap better for your skin?	140	880	28 (Low)
How do I make soap at home naturally?	320	2,300	35 (Medium)
What ingredients are needed for homemade soap?	190	1,400	33 (Low-Medium)
Can I make soap without lye?	400	2,000	31 (Low)
How long does homemade soap last?	150	1,000	30 (Low)

- **High Volume, Medium KD:** *Homemade soap*, *natural soap*, *soap making* – great for blog traffic if you can rank!

- **Low KD, Informational Focus:** Long-tail and question keywords are perfect for beginner blog posts and tutorials.

- **Strategic Tip:** Focus initial content on *low KD* long-tail keywords to rank faster, then build internal links to more competitive ones.