

# Keyword Research for SEO





# Why keyword research is important



# **What are keywords?**

The words and phrases that people type into search engines

# **What is keyword research?**

The process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose

## **Keyword research helps you answer questions like:**

- What are people searching for?
- How many people are searching for it?
- What format do they want to receive information in?
- How difficult will it be to rank for that search query?

## **What are head terms?**

Head terms (or fat head) are usually single-word keywords with lots of search volume and competition (e.g. marketing, insurance).

# **What is search volume?**

The number of times a particular keyword is entered into a search engine per month

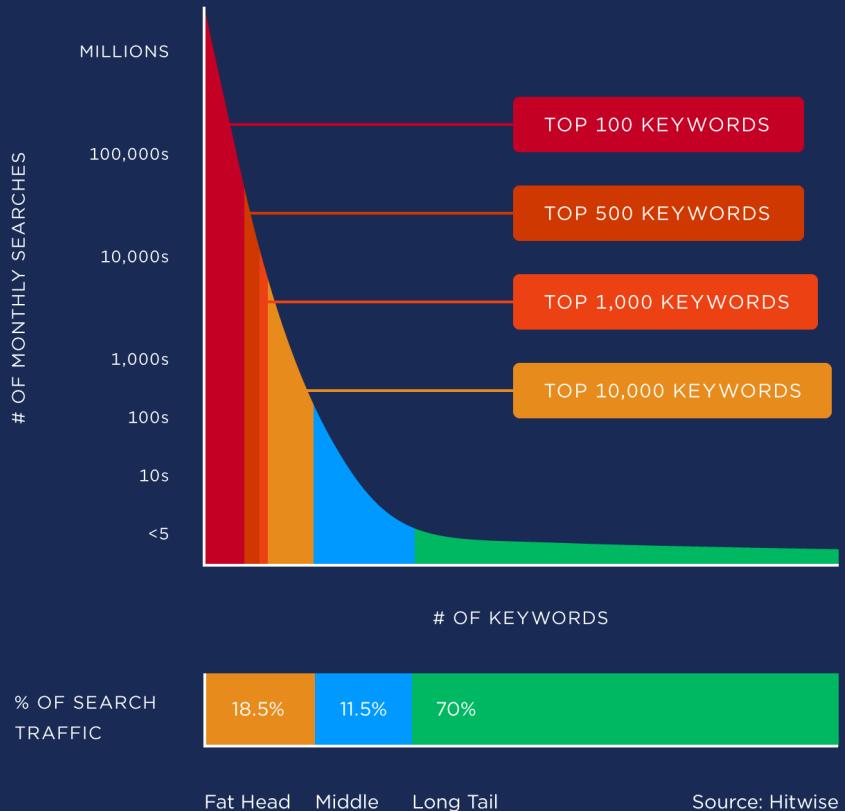
## **What are body keywords?**

Chunky middle (or body keywords) are 2-3 word phrases with decent search volume, but slightly more specific than head terms and with slightly less competition (e.g. marketing automation, car insurance).

# **What are long tail keywords?**

More specific phrases that don't get as much search volume but tend to be less competitive.

LONG TAIL KEYWORDS MAKE UP THE MAJORITY OF SEARCHES



**Long tail keywords  
make up the majority of  
searches online.**

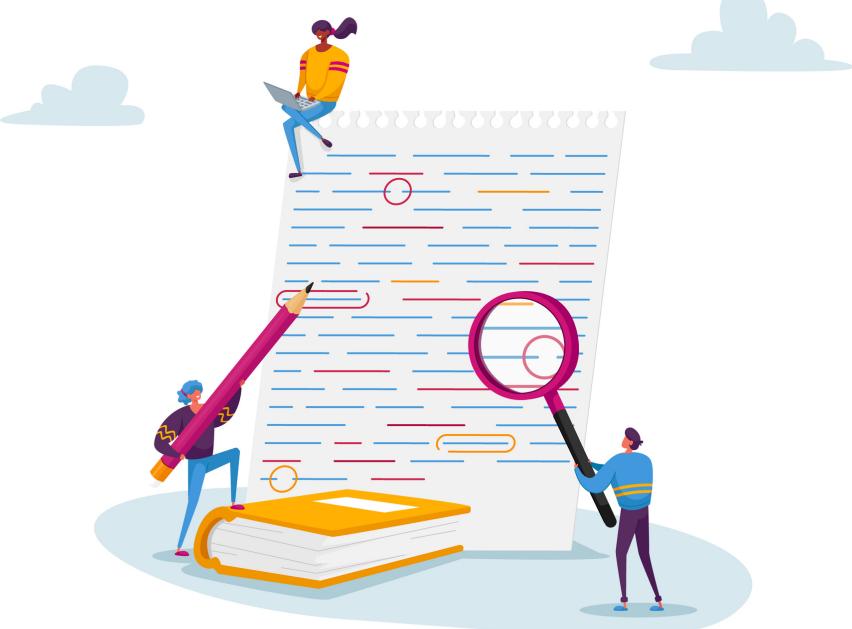
## **Example of long tail keywords:**

- “How to apply sunscreen”
- “How often should you apply sunscreen”
- “When to apply sunscreen”
- “Best sunscreen ingredients”
- “Best natural sunscreen for kids”

# Focus on building topical relevancy

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Keywords tell you which topics people care about.





# Why are topic clusters important?



# What are some pain points marketers experience today?

Creating more content in the hopes of having your website show up on Google is not the answer.



"I struggle to measure the ROI of the content I create."



"We know the content we're creating provides value, but we still don't seem to rank high on Google for our target keywords."

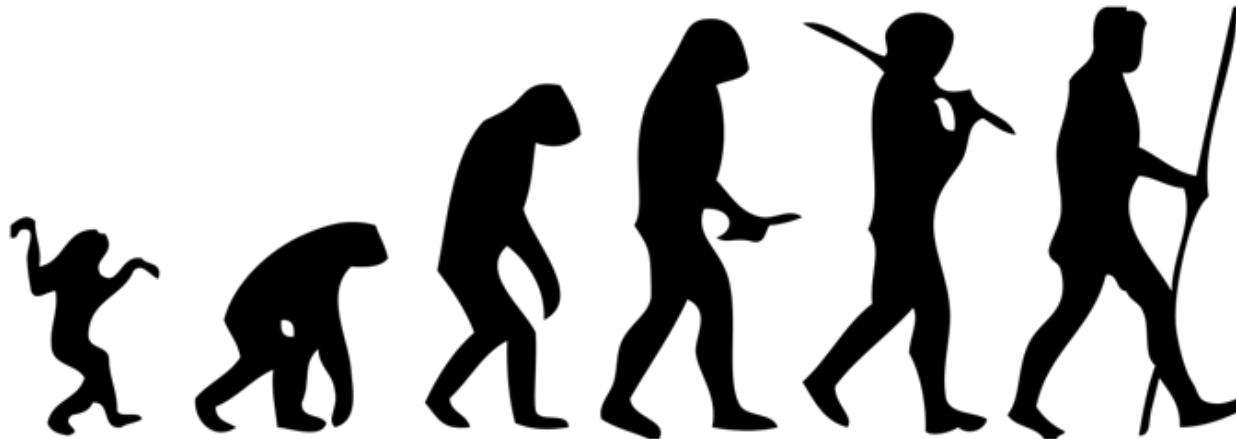


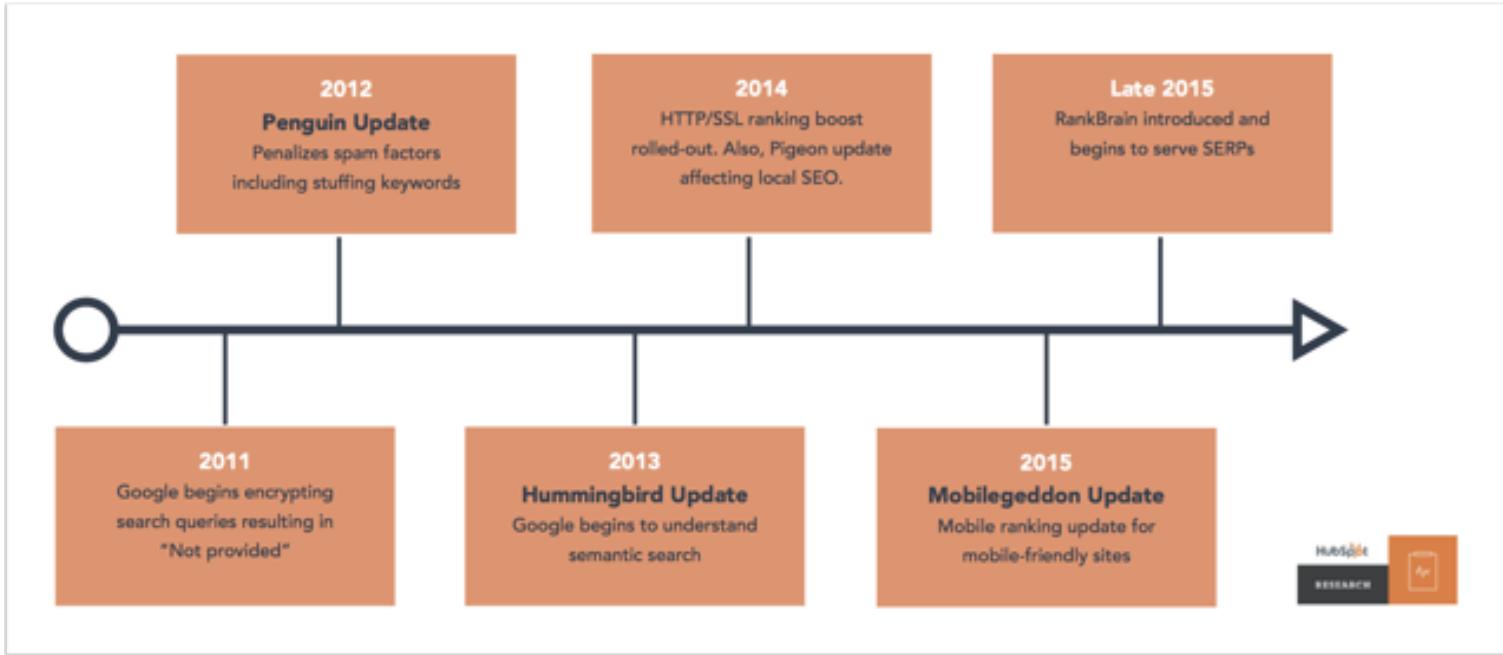
"I've done my keyword research. Now what?"



**Adding content to an outdated architecture makes  
its harder for Google to find it.**

**SEO is evolving, and marketers need to adapt to remain relevant.**



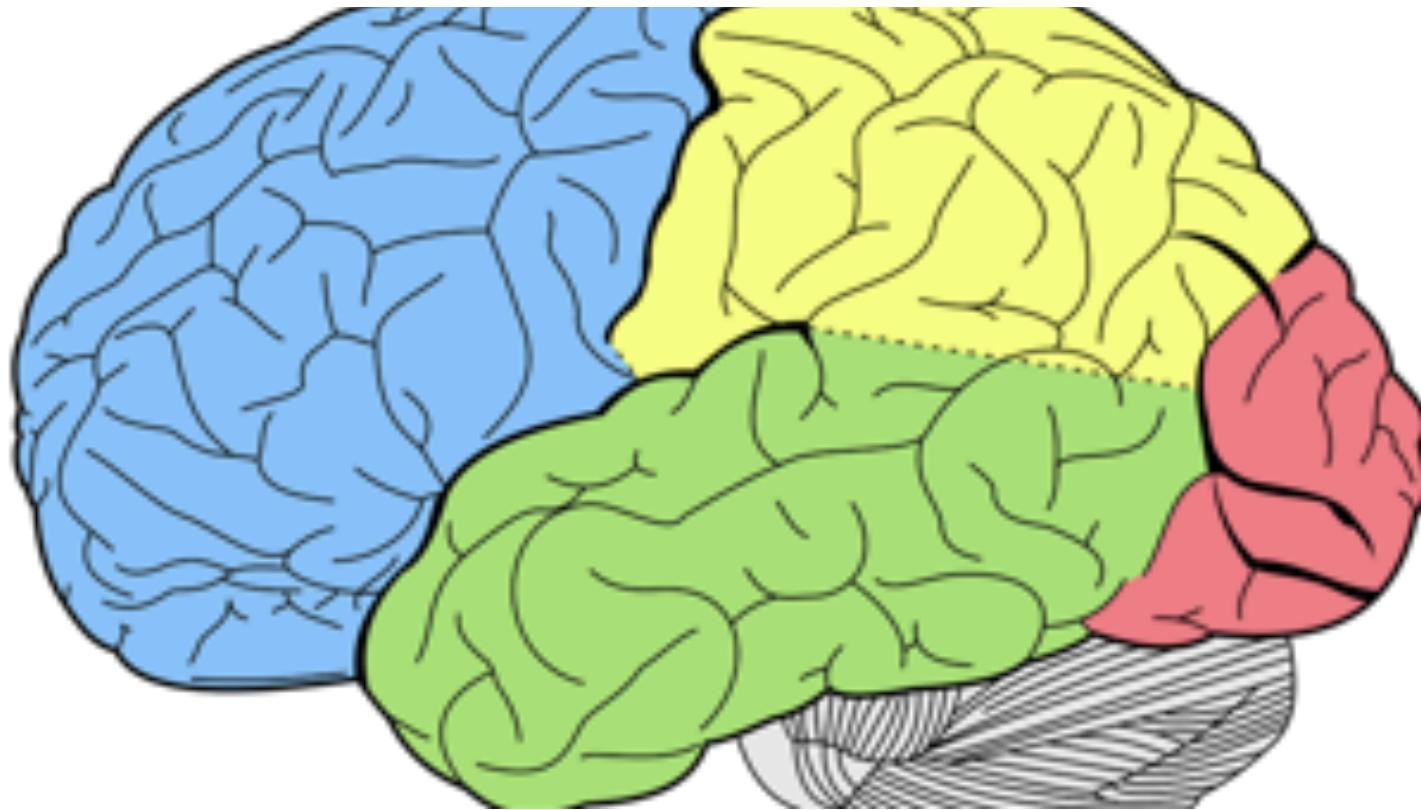


Google released a series of algorithm changes over the past several years.



**The first notable algorithm change  
was Google's Hummingbird update  
in 2013.**

**Google's RankBrain algorithm update happened in 2015.**



A detailed photograph of a fossilized fish skeleton. The fish is oriented horizontally, facing right. Its long, segmented dorsal and pectoral fins are clearly visible. The skeletal structure, composed of numerous small bones, is set against a light-colored, textured rock matrix. The overall appearance is that of a well-preserved ancient marine life specimen.

**Search algorithm changes provide opportunity to  
be found by your ideal audience.**



Search engines aren't your  
customers – humans are.

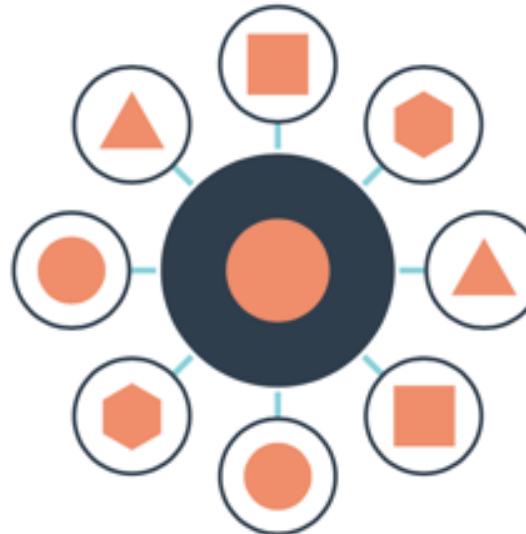
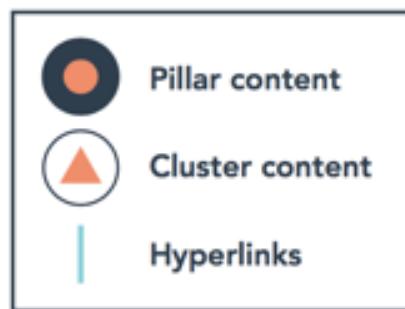
**Create targeted clusters of specific and relevant content topics that lead to a centralized hub known as a pillar page.**

# **What is a pillar page?**

A pillar page (also known as a content pillar or power page) is a website page that covers a specific topic in depth and is linked to a cluster of related content.

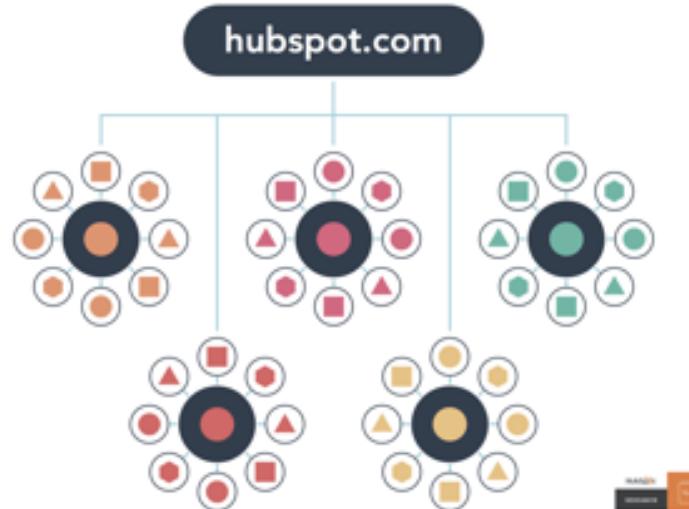
# What is the topic cluster model?

## Topic Clusters



# What do topic clusters do?

Topic clusters rearrange the architecture to clusters of related content that link to a central pillar page.





# **How to do keyword research**



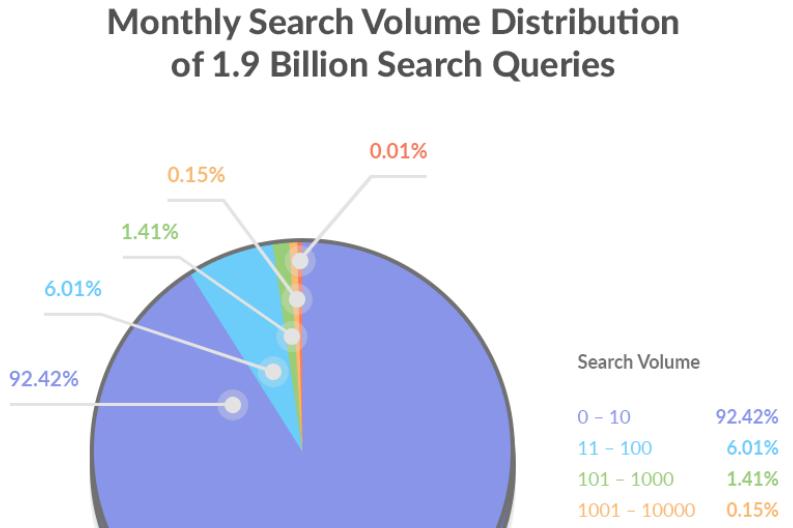
# **Step 1: Understand your customers and their goals.**

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This is key to having success with your content strategy.



# Over 92% of keywords get ten monthly searches or fewer



Source: <https://ahrefs.com/blog/long-tail-keywords/>

ahrefs

# Create your buyer personas with SEO in mind.

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What are your target customers searching for online? What words and phrases do they use?



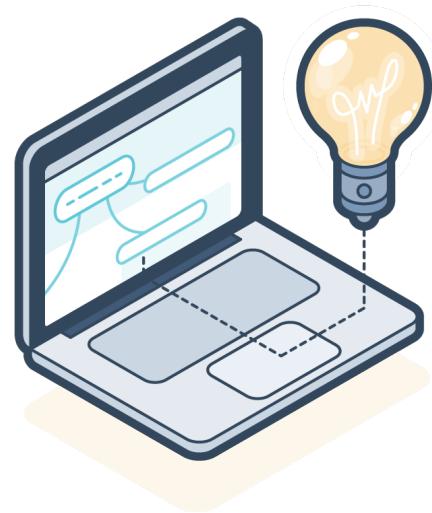
# **What is a buyer persona?**

A semi-fictional representation of your ideal customer based on real data and some educated speculation about demographics, behaviors, motivations, and goals.

## **Step 2: Decide which topics you want to be known for.**

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What topics do people search for that are related to your business?



## **Step 3: Find out what terms people are searching for online.**

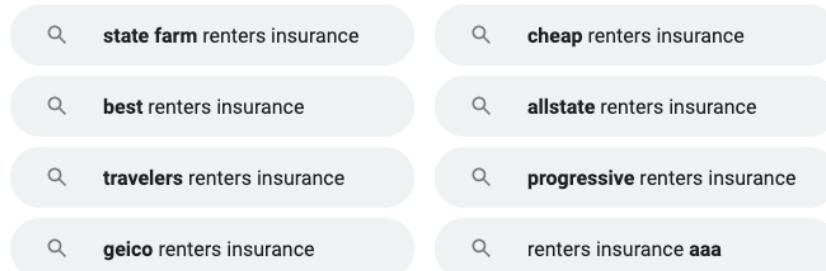
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Start at the topic level, then zoom in.

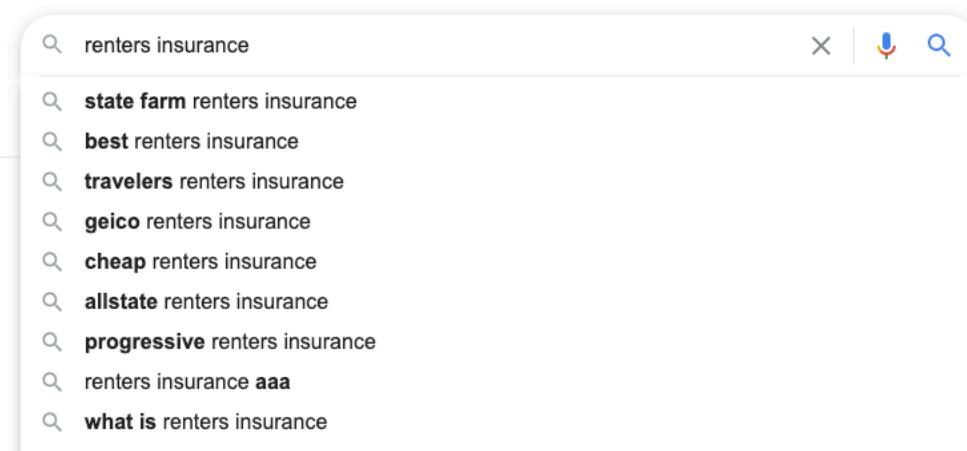


# Related searches and auto suggestions in Google are a simple way to get started.

Related searches ::



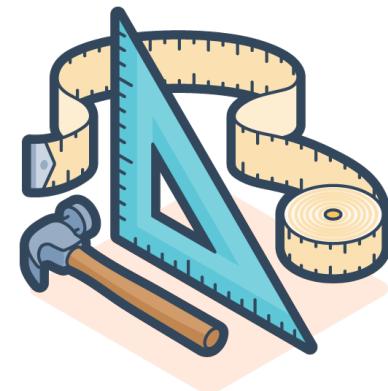
Goooooooooooooogle >  
1 2 3 4 5 6 7 8 9 10 Next



# Keyword research tools

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Dig further into your keyword research using Google Keyword Planner, Moz Keyword Explorer, or Answer the Public.



# Keyword research extensions

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Install Chrome extensions like Keyword Surfer and KeywordsEverywhere to get keyword ideas while you're browsing Google.



## **Step 4: Note search volume and competition.**

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Using your keyword research tool of choice, take note of the monthly search volume and competition for each keyword you're interested in targeting.



# **See what kind of content is currently ranking for those keywords.**

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Emulate these, but offer unique value.



## Check for trending keywords

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Use Google Trends to see whether the search volume for your chosen keyword is going up or down.

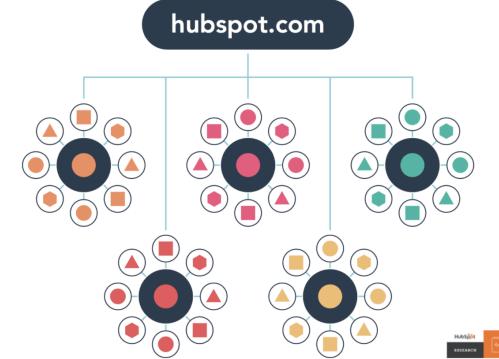
Google Trends



## Step 5: Organize your keywords into topic clusters.

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Topic clusters are a method of structuring your content for both users and search engines.



## **Step 6: Prioritize which keywords or topic cluster you're going to focus on first.**

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This is going to depend on your goals and the search intent of your chosen keywords.



# **What is the buyer's journey?**

The active research process someone goes through leading up to a purchase.

# The buyer's journey has three stages

