



Keyword Research 101

Discover the Essentials of Keyword Research with WriterZen

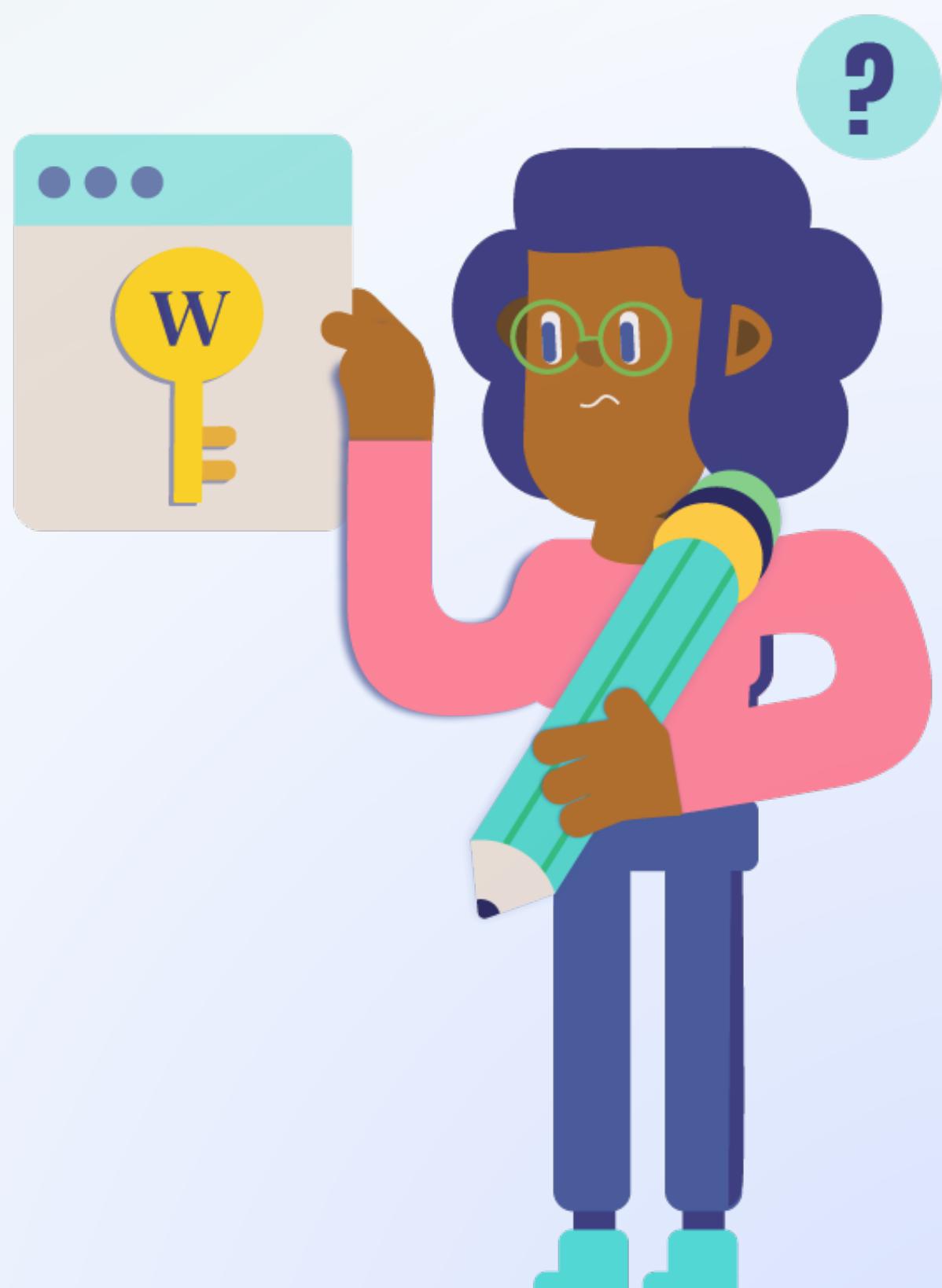


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01.

What Is Keyword Research & Why Is It Important



What Are Keywords?

Keywords are the phrases and terms that a visitor will most likely use when searching for information, a product, or service on a search engine.

E.g., someone who has just moved to London and is looking for a highly recommended local dentist. They would most likely use the keyword “dentist in London.”

What Is Keyword Research?

Keyword research is the process of finding and analyzing search terms for search engine optimization and general marketing objectives. Its purposes include:

- Verifying that there is enough traffic for a search term
- Learning keyword's frequency and volume
- Understanding user's search intent
- Targeting the right audience and boosting conversion

Why Is Keyword Research Important?

Keyword research helps **develop the right strategy** to get higher positions on the search results pages, specifically:

- Determining what content to optimize the website for and why
- Calculating the return on investment (ROI) of our SEO efforts



[More on What Is Keyword Research and Why Is It Important? ↗](#)

02.

How To Do Keyword Research

Although high traffic is desirable and necessary for good ranking, setting it as your website's ultimate target is not sustainable.

Ultimately, the most important goal of keyword research should be to establish topical authority. That means you want the search engines to see that your website has expertise in the topic, thus giving you a better overall ranking.

Keyword research is **the first step of every content plan**, and here's how you can do it:

Step 01:

Gather Keyword Ideas

List down potential keywords

Ask yourself, “What are your target audience looking for? What kind of keywords will they use?”

E.g., a website that sells peace lilies and snake plants should not focus only on keywords about plant names. Instead, target keywords like “indoor air purifying plants.”

Add modifiers to the keywords

A modifier can be an adjective, adverb, or any kind of word to make search results more specific.

E.g., “for sale,” “cheap,” “free shipping,” “New York,” etc.

“

Note: Your target users won’t always use terms and keywords that are specific to your industry. Sometimes, they might not even use the correct name for a service or product.

Step 02:

Select And Prioritize Keywords

Below are three factors you can evaluate to decide what keywords to focus on. The next part will explain each attribute more clearly.



Step 03:

Categorize Your Keywords

METHOD 1

Based on user's search intent

- **Informational keywords:** The user is looking for information.
- **Local keywords:** The user is looking for something in a specific location.
- **Transactional keywords:** The user wants to purchase or hire a service or product.
- **Consideration keywords:** The user is looking for comparisons between different products or brands.

METHOD 2

Based on website's structure

Keywords can be categorized in the same way as your website's:

- Product main & sub categories
- Landing pages
- Blog categories
- User guides
- etc.

[More on How to Do Keyword Research ↗](#)

03.

How To Target The Right Keywords With Keyword Attributes

Keyword Search Volume

Keyword search volume refers to how often users search with a particular keyword at a particular time.



Keyword Search Volume in [WriterZen's Keyword Explorer](#)

A brand-new website not having a lot of authority should target keywords with a search volume between **100 and 1000** - there will be a respectable amount of possible traffic and low competition.

Long-tail keywords are an exception to this rule, as they:

- Generally have a lower search volume
- But, they are not very competitive, highly relevant, and attract quality traffic. So, don't hesitate to use them even if the search volume seems low

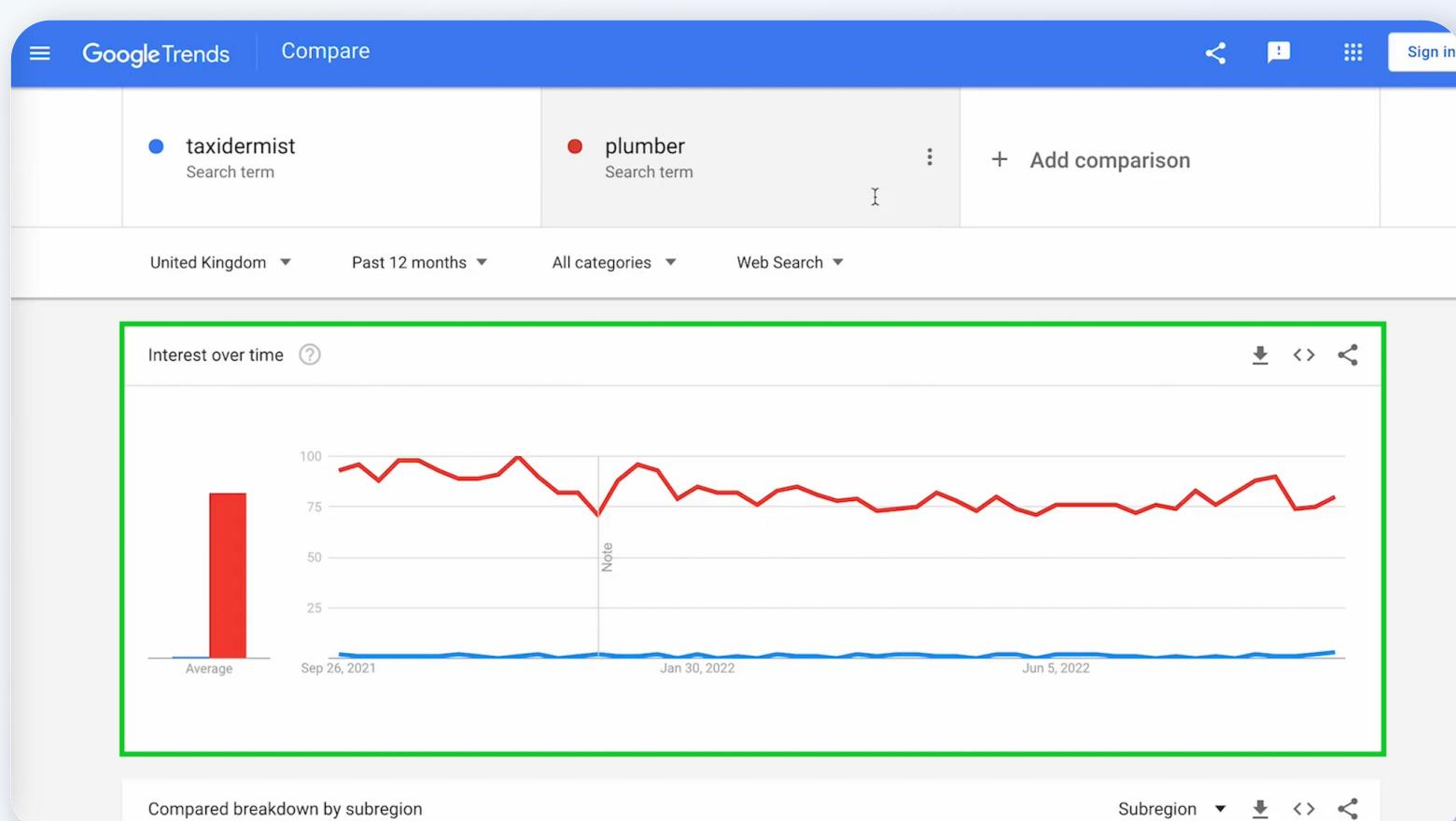
Factors Affecting Search Volume

When evaluating a keyword's search volume and choosing keywords, there are some factors you need to consider:

Industry And Scope Of The Search

In most small towns, an online search for a local chiropractor will likely have a low search volume. In contrast, a search for a dentist in a major city seems to have thousands of searches each month.

Some niches will have a lower search volume than others, even if they have a wide scope. Here's a typical example:



Seasonality

SEASONAL KEYWORDS

Keywords that have a search volume change significantly during particular time periods: news, trends, or holiday-specific.

Producing good, timely content for seasonal or trendy keywords can make your website stand out.

E.g., "beach towels," "Christmas toys"

EVERGREEN KEYWORDS

Keywords that have a stable search volume over time.

This is a sustainable source of quality organic traffic. However, it will take time for web page to get a high ranking with this keyword type.

E.g., "weight loss," "coloring books"

Location

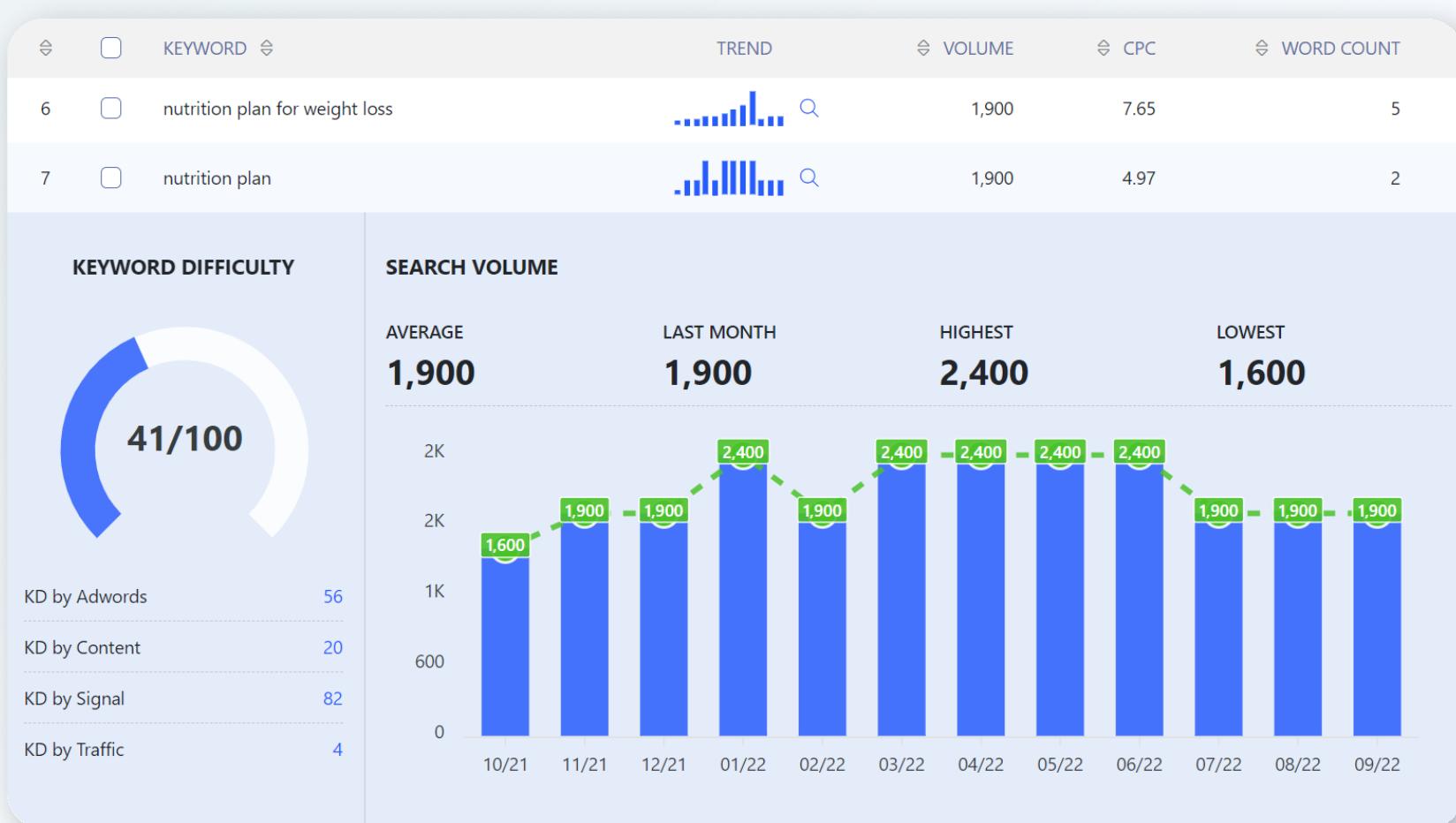
Local searches have a lower search volume than national or international searches, but the traffic is much more targeted. If a local search makes sense for your situation, definitely target it.



Keyword Difficulty

Keyword difficulty or **keyword competition** refers to the amount of effort it can take to get a first-page ranking for search engines such as Google for a particular keyword.

The higher the CPC for a specific keyword, the higher the competition.



Keyword Difficulty In [WriterZen's Keyword Explorer](#)

When assessing your competitors, consider the following:

- Number of backlinks and referring domains they have
- Quality of their content and landing pages
- Whether their domain names and branding include the keyword
- How many competitive keywords they're already ranking in top positions

Keyword Relevance

Keyword relevance refers to the importance of a keyword to a web page. Google and other search engines use relevancy to determine what your content is all about.

The best way to boost relevancy is to build **topical authority**. The term “topical authority” refers to your site as having authority over a specific topic.

Here's an example of the relevant content you can cover to increase the topical authority of a website about "exercise":



Consideration and informational keywords will be handy for improving your topical authority, so it's best to include these in your content.

Once you define the best relevant keywords that fall within the **golden ratio** (high search volume and low competition), the next step is to create a good content plan to help boost your site's topical authority.

Short-tail and Long-tail Keywords

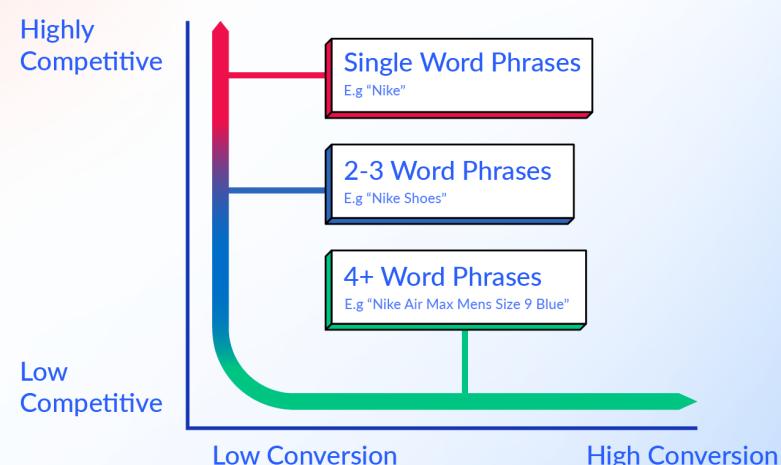
Short-tail keywords or head terms typically consist of one to two or even sometimes three-word search terms. They are very general, short terms that cover an extensive range of possible searches.

Long-tail keywords contain three or more words that are more specific and descriptive. Understanding these two types of keywords' differences will help you determine what's best for your content strategy:

	Short-tail Keyword	Long-tail Keyword
Search Volume	High	Low
Competition	High	Low
Relevance	Low	High
Conversion Rate	Low	High

Here's an example comparing the performance of short-tail and long-tail keyword versions of "Nike":

Number Of Keywords: Competition Vs. Conversion



[More on How to Target The Right Keywords with Keyword Attributes](#) ↗

What's more?

What's more?

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All lessons are free to everyone.

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Conquer the **advanced keyword research techniques** section here:

- [Zen Matrix: The Modern Keyword Research Technique](#)
- [What Is Keyword Golden Ratio And How To Use It?](#)
- [What Is Keyword Clustering And How To Do It?](#)

And while there is more to the **SEO Fundamentals & Best Practices**,

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About WriterZen

WriterZen is a pioneer content SEO toolset that simplifies the content lifecycle from creation to conversion. Tailored for all SEO expertise levels, WriterZen strives to deliver an exceptional user experience while helping solve the most pressing issues for content creators in the new digital age.

More than 12,000 marketing teams, SEO professionals, and agencies trust WriterZen to help them manage everything—from research to executing and optimizing content for better search results.

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