## How is keyword research done?

1.The mission of your website

- consists of the ideas you have about your website and your company. Every website owner has certain expectations of his visitors. You want them to read your posts, or to buy your products. Perhaps you want to inform or entertain your readers or to improve their lives with your awesome products.

So, before you start making any improvements to your website you’ll have to think about your mission.

## How to formulate the mission of your website

* What can people do with the products or information you’re offering on your website?
* What makes your products or ideas unique?
* How will your products/services enhance your clients’ lives?
* Why should people buy the products/services on your website and not on another (e.g. cheaper or better known) website? Or why should people read your information and take your advice instead of information on another website?
* What’s the reason you’re offering these products/services or information, besides making money?

## Ways to make your mission clear to your audience

### Introductory content

In this introduction, you explain the mission of your website. What is your website about? What do you ‘sell’? Make sure this text is really clear and adapt the wording to the language use of your audience. This text should not be too long (one or two paragraphs at the most)!

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### Headline and taglines

The headline is the title of a page or post. A tagline is a small amount of text which serves to clarify a thought. It could be the explanation of the headline, or a description of your brand or company.

Make sure that headlines and taglines clearly communicate the core goal of your product. This is most easily done by creating a headline for your landing page that attracts your visitors’ attention. Below that could be a tagline that really brings home the message of your headline.

If possible, try to write your headlines in an action-oriented way. You can do this by using verbs and sentences that imply an action for the visitor.

### A picture is worth a thousand words

Find pictures that reflect the purpose of your website.

2. **Make a list of keywords that answers the following question.**

What will these people be looking for?

What kind of search terms could they be using while looking for your amazing service or product?

Which of their “problems” does your product solve? Write down as many answers as possible.

If your mission is clear, you will have a pretty clear image of your niche and unique selling points (the things that set your business apart from others). These are the terms you want to be found for.

**3. Searched Keywords**

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| 1. bookbot app |
| 1. bookbots free download |
| 1. bookbot how much |
| 1. bookbot image |
| 1. Bookbot printables |
| 1. bookbot learn to read |
| 7a. reading books for kids  7b. bookbot on kindle |
| 1. bookbot overview |
| 1. bookbot programs |
| 1. bookbot australia |
| 1. bookbot readers |
| 1. bookbot reading age |
| 1. bookbot support |
| 1. bookbot trial |
| 1. bookbot user guide |
| 1. bookbot url |
| 1. bookbot review |
| 1. bookbot update |
| 1. bookbot videos |
| 1. bookbot website |
| 1. bookbot wiki |
| 1. bookbot what is it |
| 1. bookbot cost |
| 1. bookbot logo |
| 1. bookbot youtube |
| 1. bookbot vs reading eggs |
| 1. bookbot vs abc mouse |
| 1. bookbot unsubscribe |
| 1. bookbot username and password |
| 1. bookbot tutorial for parents |
| 1. bookbot parents guide |
| 1. bookbot parents |
| 1. bookbot resources |
| 1. bookbot research |
| 1. bookbot preschool |

**4. Don’t forget the long-tail Keyword**

It is more specific than a head keyword, and most of the time – but not necessarily – it consists of more words.

Example of a head [keyword](https://yoast.com/difference-between-keyword-and-keyphrase/):

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| 1. educational books for children |
| 1. educational books for autistic teenagers |
| 1. where to buy educational books for autistic teenagers in australia |
| 1. educational books for autistic preschoolers |
| 1. picture books for autistic children |
| 1. reading stories to your autistic child |
| 7. free educational books for children    8. free educational book app for children |
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