

Steps I would do:

- 1) Use the Google Keyword Tool to find all the keyword ideas.
- 2) Optional: I would use a second keyword tool to find more keyword ideas (there are many other keyword tools and you just want to make sure nothing was missed by the Google Keyword Tool).
- 3) I would browse competitor websites, pages, and products for more keyword ideas.
- 4) After I collect all my keywords, I would split them into higher and lower priority. I would prioritize according to my goals. If my goal is to make money, I'd prioritize the most lucrative keywords that are searched by people who are ready to buy. If my goal is high growth and traffic, I'd prioritize by which keywords are most popular.
- 5) Continuing with my keyword prioritization, I would check which keywords are possible to rank for and which keywords are in a very competitive search environment.
- 6) After I prioritize my keywords, I would create a plan of which of the pages on my website would target which keywords.
- 7) As you grow your business, keep talking to clients, reading industry publications, and see what is coming up next in your industry. That will give you more keyword ideas to keep adding to your initial list.

----- THE END -----

After you have prioritized all your keywords and created a plan for which content to create, you are on to the next step of SEO, which is doing on-page SEO and you are done with keyword research.