

| Keyword Research                                    |              |               |                      |             |
|---|--------------|---------------|----------------------|-------------|
| Keyword   | Keyword Type | Search Intent | Search Volume (Est.) | Competition |
| Digital Marketing                                   | Short-Tail   | Informational | High                 | High        |
| SEO   | Short-Tail   | Informational | High                 | High        |
| Digital marketing roadmap                           | Mid-Tail     | Informational | Medium               | Medium      |
| SEO tips  | Mid-Tail     | Informational | Medium               | Medium      |
| Keyword research tools                              | Mid-Tail     | Informational | Medium               | Low         |
| digital marketing roadmap for beginners             | Long-Tail    | Informational | Low                  | Low         |
| what is seo and how it works                        | Long-Tail    | Informational | Low                  | Low         |
| seo tips for beginners                              | Long-Tail    | Informational | Low                  | Low         |
| keyword research for beginners step by step         | Long-Tail    | Informational | Low                  | Low         |
| how to grow online business using digital marketing | Long-Tail    | Commercial    | Low                  | Low         |