

Task 1: Keyword Research

Objective: Use tools like SEMrush or Google Keyword Planner to identify high-volume, low-competition keywords for a blog.

Top Selected Keywords:

Keyword	Avg. Monthly Search Volume	Competition	Indexed Value
skin care tips	5000	Low	5
beginner workout plan	5000	Low	11
gym workout plan for beginners	5000	Low	22
skin care routine for oily skin	5000	High	94
gym routine for beginners	5000	Low	20
beginner workout plan for women	5000	Low	11
gym workout plan for beginners female	5000	Low	11
skin care routine for dry skin	5000	High	93
workout routines for beginners at home	5000	Low	13
gym workouts for beginners	5000	Low	19
fitness for beginners	50	Low	16
beginner weight lifting routine	50	Low	8

Conclusion:

Based on the keyword research, the terms like **“skin care tips”**, **“beginner workout plan”**, **“workout routines for beginners at home”**, and **“gym workouts for beginners”** are highly recommended for blogging. These keywords offer a great balance of **high search volume (5000)** and **low competition**, which increases the chances of ranking well on search engines. The data shows smart use of keyword planning tools, with accurate attention to search volume and competition. This approach aligns perfectly with SEO strategies for gaining organic traffic through blog writing. Including a few high-competition keywords like **“skin care routine for oily skin”** is also a smart move to mix easy and long-term goal keywords.

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