#### 1. Initial Brainstorming

List potential keywords based on the industry, products, services, and customer queries:

* SEO services
* social media marketing
* email marketing for small business

#### 2. Tool Usage

**Google Keyword Planner**: Enter the brainstormed keywords to find related keywords and obtain data on search volume and competition.

**Keyword Everywhere:** helps search engines understand the main topics of the content and rank it higher in search results for those keywords.For effective keyword usage:

#### 3. Keyword Filtering

Filter out keywords with extremely high competition and low search volume. Focus on keywords with a balance of moderate to high search volume and low to medium competition.

|  |  |  |  |
| --- | --- | --- | --- |
| Keyword | Search volume | competition | relevance |
| SEO service | 30000 | medium | high |
| Social media marketing | 25000 | Medium | High |
| Email marketing for small business | 5000 | low | high |

#### 4. Competition Analysis

Analyze top-ranking pages for your target keywords to understand the competitive landscape

|  |  |  |
| --- | --- | --- |
| Keyword | Top competitors DA | Notes |
| SEO services | 78, 82, 80 | Competitive; consider long-tail variations like "affordable SEO services |
| Social smedia marketing | 75, 78, 80 | Moderate competition; create detailed guides and case studies |
| email marketing for small business | 60, 65, 70 | Low competition; focus on practical tips and industry-specific advice |
|  |  |  |

#### 5. Final Selection

Select a mix of primary and long-tail keywords to target, ensuring relevance to business objectives and the target audience.

|  |  |  |
| --- | --- | --- |
| keyword | type | strategy |
| SEO services | Primary | Develop detailed service pages and case studies |
| social media marketing | Primary | Publish guides and success stories |
| email marketing for small business | Long-tail | Provide practical tips and industry advice |

**6. Documentation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Keyword** | **Search volume (monthly)** | **competition** | **Relevance** | **strategy** |
| SEO services | 30000 | Medium | High | Detailed services page |
| Social media marketing | 25000 | medium | High | Publish guides and success stories |
| Email marketing for small business | 5000 | Low | High | Provide practical tips |