

Yes, that's part of our strategy.

You can read more about it [here](#).

**This is our process:**

1. Phase 1: Build your first site and collect KW data (test as many different KWs as possible).
2. Phase 2: Identify the top 10-15 performing articles and KWs.
3. Phase 3: Find KW variants for these 10-15 KWs.
4. Phase 4: Scale and leverage.

Our process is built around maximizing leverage, so it makes perfect sense to use data from the best-performing KWs across multiple sites.

However, we always target different KW variations on different sites.

Occasionally, we go after the exact same keywords, but that's more of an exception than the rule.