Keyword Research

Marketing Foundations · https://sitecrafter.uk/docs/keyword-research/

Search engine optimisation (SEO) is an essential part of any online marketing strategy. One of the most important aspects of SEO is keyword research. Keywords are the words and phrases that people use to search for information on search engines like Google. By identifying the right keywords for your website, you can increase your visibility in search results and attract more targeted traffic to your site. In this article, we will explore how to do SEO keyword research.

Step 1: Brainstorming

The first step in keyword research is brainstorming. Think about the products, services, or content that you offer and what words or phrases people might use to find them. Put yourself in the shoes of your target audience and try to think like they would. Make a list of potential keywords and phrases that you can use for further research.

Step 2: Use a Keyword Research Tool

Once you have your list of potential keywords, it’s time to use a keyword research tool. There are several free and paid keyword research tools available that can help you find the right keywords for your website. Some of the most popular tools are:

- Google Keyword Planner
- Ahrefs Keywords Explorer
- SEMrush Keyword Magic Tool
- Moz Keyword Explorer

These tools can help you find relevant keywords, analyze search volumes, and discover related keywords that you might not have thought of.

Step 3: Analyse Competition

After identifying the keywords using the keyword research tool, you should analyze the competition for those keywords. Check the search engine results pages (SERPs) for each keyword

and see what type of content is ranking at the top. Look at the websites, pages, and content that are ranking high for those keywords. Try to identify what they are doing well and how you can improve your content to rank higher.

Step 4: Choose the Right Keywords

Based on your analysis of the competition, choose the right keywords for your website. Focus on long-tail keywords (3 or more words) that are specific to your niche. These keywords have less competition and can attract more targeted traffic to your site. Make sure to choose keywords that are relevant to your content and offer value to your target audience.

Step 5: Optimise Your Content

Once you have your keywords, it’s time to optimise your content. Use your keywords in your page titles, meta descriptions, and headers. Make sure your content is high-quality, relevant, and informative. Use your keywords naturally throughout your content, but avoid keyword stuffing.

Step 6: Monitor Your Results

After implementing your keywords, monitor your results. Use a tracking tool like Google Analytics to see how your website is performing in search results. Monitor your website traffic, bounce rates, and conversion rates to see if your keyword research and optimisation strategies are working.

In conclusion, keyword research is a critical part of SEO. By identifying the right keywords, you can increase your visibility in search results and attract more targeted traffic to your website. Follow these steps to do keyword research effectively and optimise your content for search engines.