

Keyword Research Checklist



Define your Goals

- ☐ Identify the purpose of your keyword research (e.g., *SEO, PPC, content creation*)
- ☐ Outline your target audience and their pain points

Brainstorm Keyword Ideas

- ☐ List terms your audience might use to search for your products/services
- ☐ Use tools like SEMrush for more ideas

Research & Analyze Keywords

- ☐ Use tools like SEMrush or Moz to gather search volume data
- ☐ Check keyword competition levels
- ☐ Look for related and long-tail keywords

Group & Prioritize Keywords

- ☐ Organize keywords into categories/themes
- ☐ Prioritize based on search intent, volume, and relevance to your goals

Evaluate Competitors

- ☐ Analyze top-ranking pages for your target keywords
- ☐ Identify gaps or opportunities where your competitors are underperforming

Optimize Your Content

- ☐ Incorporate target keywords naturally into titles, headers, and meta descriptions, but avoid keyword cannibalization
- ☐ Use supporting keywords in body content, image alt text, and URLs

Measure & Refine

- ☐ Monitor keyword performance using Google Analytics and Search Console
- ☐ Adjust your strategy based on data and trends

