

# 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

