

How To Do Keyword Research for SEO

This in-depth universal keyword research guide applies to any website or industry.



- ☐ Set up a spreadsheet template
- ☐ Enter the page's topic into the spreadsheet
- ☐ Google your first keywords
- ☐ Substitute in synonyms
- ☐ Get keywords from the Wikipedia article
- ☐ Use UberSuggest to generate variations
- ☐ Search in Quora
- ☐ Search BoardReader
- ☐ Reverse lookup with Google Keyword Planner
- ☐ Reverse lookup with Ahrefs Site Explorer
- ☐ Use Keyword Shitter to create long tail keywords
- ☐ Use Ahrefs Keywords Explorer to generate large list of keywords
- ☐ Remove duplicate keywords
- ☐ Copy the remaining keywords into Google Keyword Planner
- ☐ Remove the keywords that don't make sense
- ☐ Filter by search volume
- ☐ Remove irrelevant keywords

☐ Remove high competition keywords (Ahrefs Keyword Difficulty score)

☐ Remove low volume keywords (if there are better options)

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