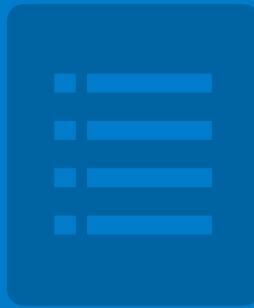


How To Do Keyword Research for SEO

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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