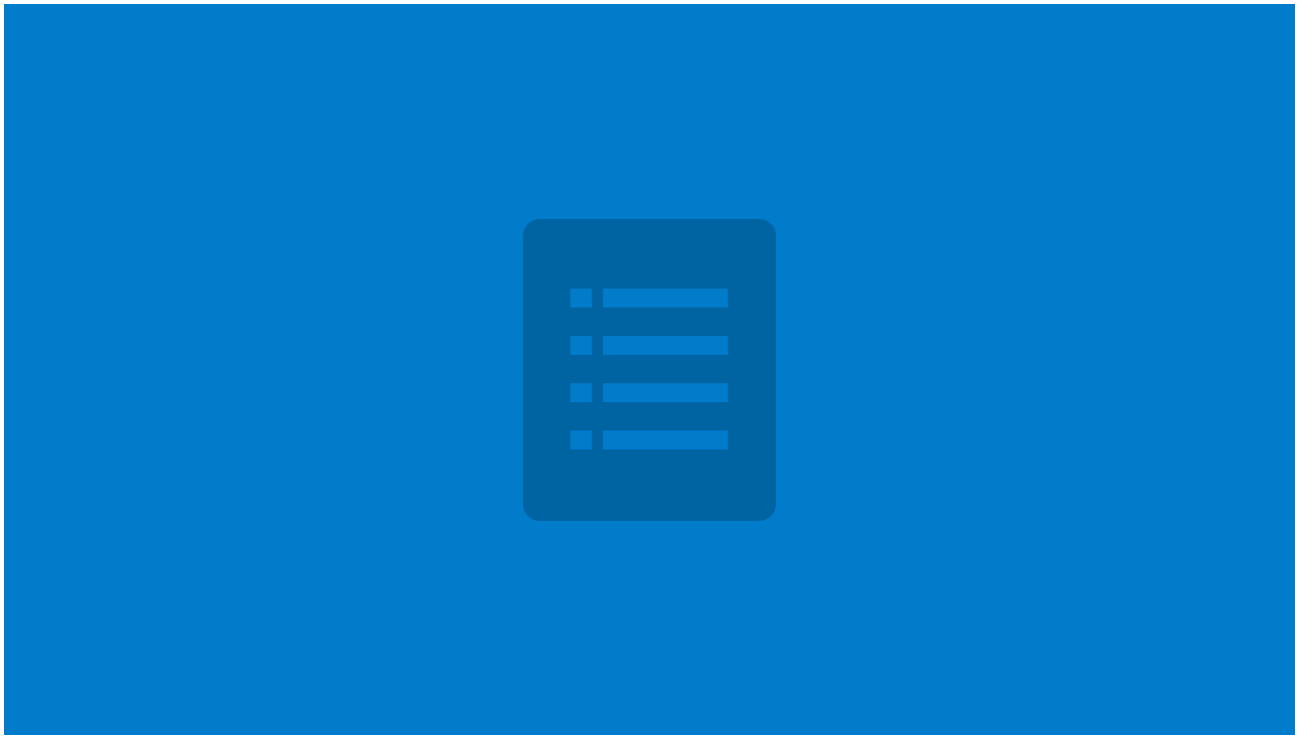
# How To Do Keyword Research for SEO

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 syonyms
- [ ] 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)

**Make and Share Free Checklists**
**checkli.com**