Keyword Research for SEO 101

The information you gather during keyword research can play a significant factor on the effectiveness of your overall SEO strategy.

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What is Keyword Research?

Keyword research is one the most important parts of the SEO strategy. The process emphasizes identifying potential search terms that people are using. Keyword research helps you identify potential search intent to provide value and position the business as a solution.

Therefore, the information you gather during the research can play a significant factor on the effectiveness of your overall SEO strategy.
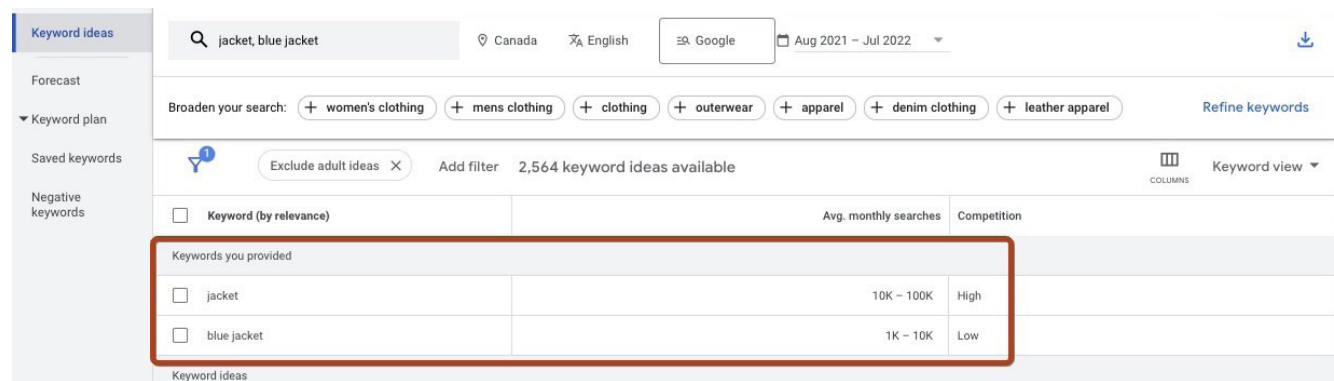
The Process

Step 1: Brainstorm

Start by creating a list of potential keywords related to the business products and services. You can use Google Keyword Planner to view insights regarding volume, and competition based on the list you've provided.
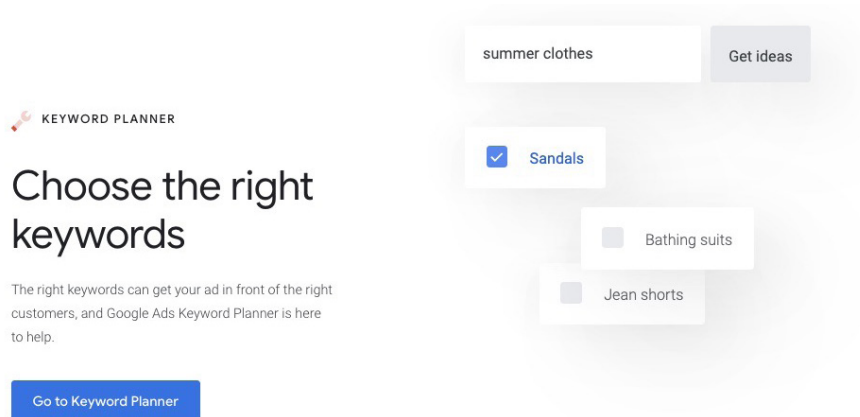
Step 2: Get Specific

A great way to discover keywords is to find "long-tail keywords", which are terms that are more specific and typically have less competition than the broader terms. Google Keyword Planner also provides a list of related keywords based on the terms you've initially provided.

For example: Jacket (short-tail keyword) vs. Blue Jacket (long-tail keyword)

Essentially, you want to choose keywords with the most relevance, high volume and low competition. You also want to clearly identify which keywords serve as a higher priority and low priority in terms of targeting.

Remember: Websites with higher domain authority will rank better for certain keywords, thus they are able to compete for mid-to-high competition terms.

Step 3: Identify Search Intent

After gathering a list of keywords you want to specifically target, the next step is to understand the intent behind each keyword. You can identify search intent by simply testing what appears on the first page of search results.
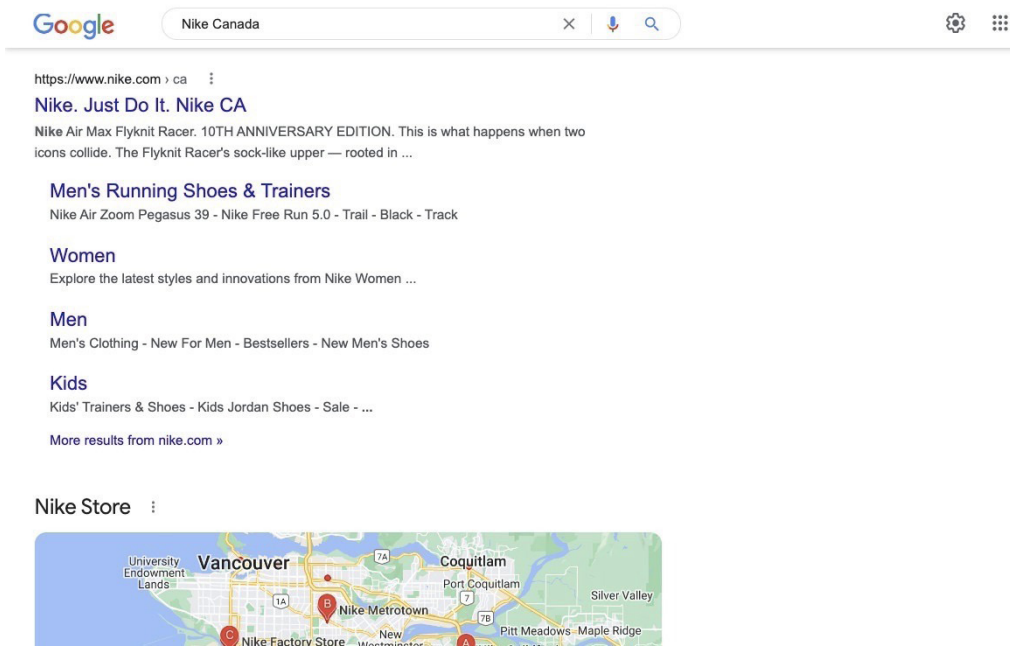
There are 3 main types of user intent that you can identify: **Informational, Navigational & Transactional.**

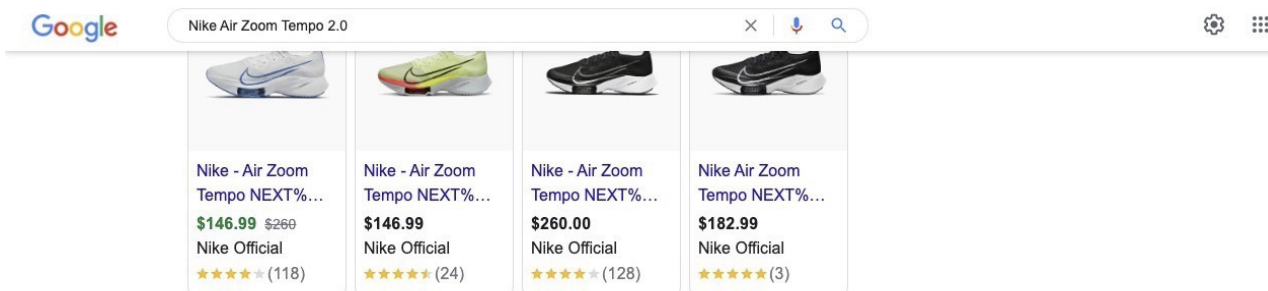**Informational:** The user is looking for information and/or an answer
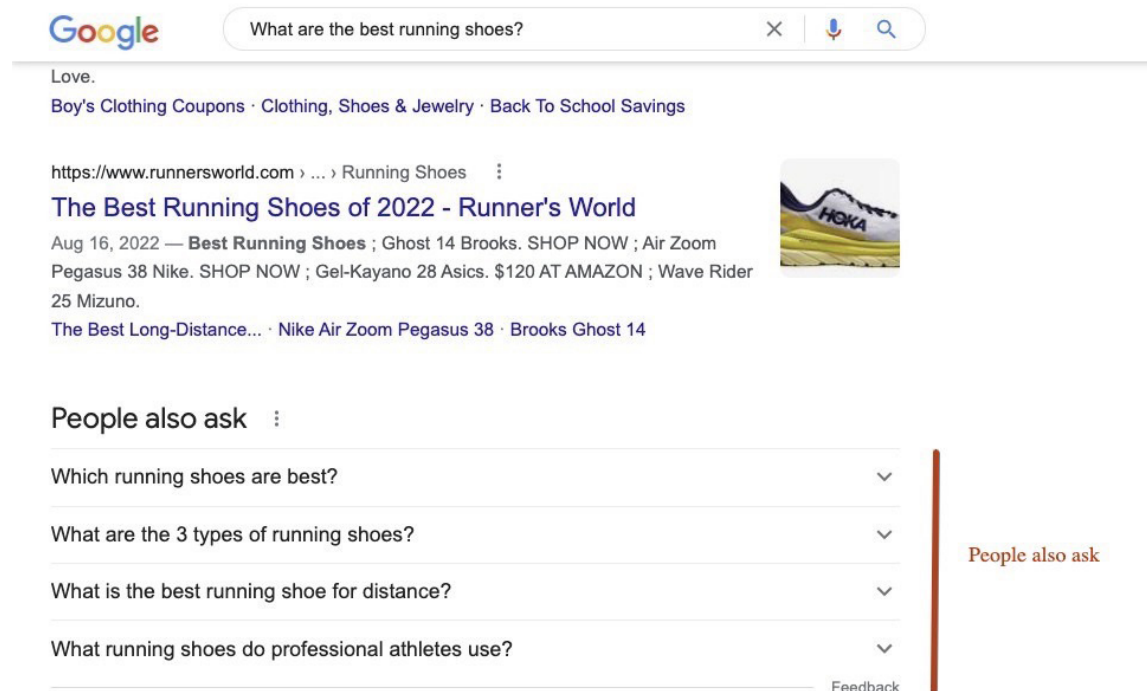
E.g. "What are the best running shoes?"

Navigational: The user want to find a specific page or website
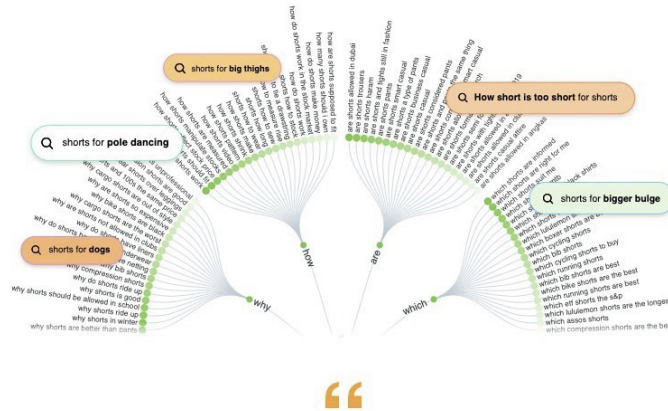

E.g. "Nike Canada"

Transactional: The user has the intention of purchasing a product or service

E.g. "Nike Air Zoom Tempo 2.0"

What Now? Next Steps

The next step would be to research potential topic ideas for the list of keywords based on searcher's intent.

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> "Google searches are the most
> important dataset ever
> collected on the human psyche"
>
> **Seth Stephens-Davidowitz**, Former Google data scientist and author of the book "Everybody Lies"

You can use a tool called, Answer The Public to brainstorm potential topics you can create content around. The tool allows you to discover content ideas so you can serve and provide the most value for customers.

E.g. "Blue jacket"