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SEO Keyword Research Checklist

Follow These Keyword Research Guidelines

When creating effective and rankable web content, it's vital that your SEO is up to speed. If you're wondering how to conduct keyword research to maximize your search engines visibility, look no further.

This handy, downloadable keyword research checklist will teach you best practices that can improve your ability to find the right keywords to create the right content for your audience.

The Buyer's Journey & Your Keyword Journey

- ☐ **Buyer Personas:** Identify your buyer personas to categorize your customers and customer base.

- ☐ **Buyer's Journey:** Chart your buyer's journey stages from interest to purchase.

- ☐ **Content Map:** Create a content map to plot your buyer personas and your buyer's journey stages.

Prioritize Your Targeted Keywords

Use PIE to create a plan for the keywords you already rank for and keywords you want to rank for.

- ☐ **Protect**: Identify the keywords you already rank for and intend to retain.

- ☐ **Improve:** Review keywords you are in striking distance of achieving.

- ☐ **Expand:** Select target keywords that you do not rank for.

Keyword Ideation & Research

- ☐ **Searches Related To:** Find and collect similar search terms with the "Searches Related To" feature in the SERP.

- ☐ **People Also Ask:** Review the "People Also Ask" feature in the SERP for additional related keywords.

- ☐ **Wikipedia:** Click through Wikipedia's Table of Contents for up-to-date topics.

- ☐ **Competitive Content Gap Analysis:** Use Google Keyword Planner to input the top competitors for a given term and find supplementary keywords.

Build a Keyword Matrix with LSI

- ☐ **Quality Over Quantity:** Use two to three word keywords for the biggest success (avoid broad single-word terms).

- ☐ **Avoid Longer Tail Keywords:** More than four keywords is niche content but reduces search volume.

- ☐ **Supplement with LSI:** Add in the keywords from your LSI Keywords.

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