

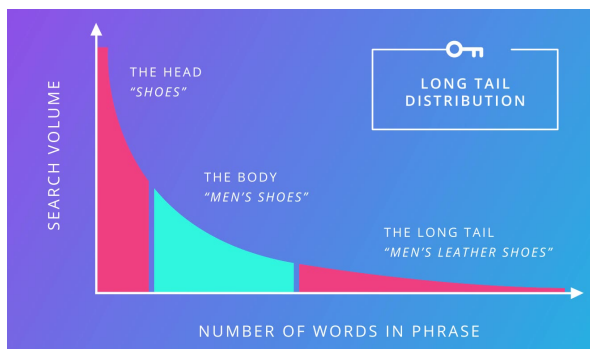
LEARNING SUMMARY

SEO:KEYWORD RESEARCH

KEYWORD RESEARCH IS THE FIRST STEP IN SEO

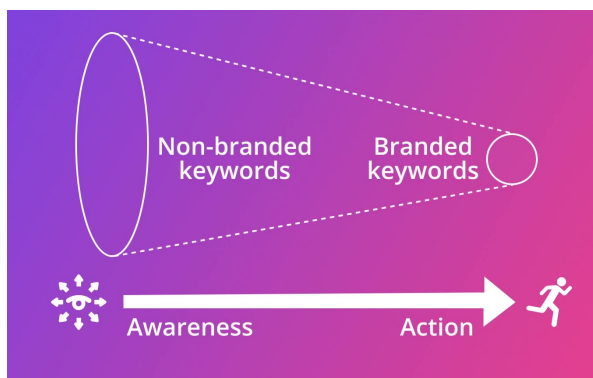
- High quality content helps customers to find you
- Keywords are the glue between how the search engine finds and classifies your content and how potential customers find you
- Keyword research helps inform what you should write about and it is a first step towards making your content discoverable

ACHIEVE A BALANCE OF HEAD & TAIL KEYWORDS THROUGH RESEARCH



Popular head keywords are searched for a lot, but they are competitive to rank for. Niche tail keywords are searched for infrequently but can be easier to rank for and they are often more on target.

ACHIEVE A BALANCE BETWEEN BRANDED AND NON-BRANDED



Align the use of branded and non-branded keywords with the different stages of the customer journey

LEARNING SUMMARY

SEO:KEYWORD RESEARCH

STEP 1: KEYWORD DISCOVERY

- Organize an initial list of keywords in themed keyword lists
- Align the keywords with your customer persona

STEP 2: FOCUS AND FINETUNE KEYWORD LIST

- Evaluate and optimize your list for:
 - Volume
 - Difficulty
 - Opportunity



- Target keywords with high potential – combination of high volume, low difficulty and high opportunity (aggregated metric provided by *Moz, keyword explorer*)