



DIY SEO HQ

CONQUERING YOUR KEYWORDS





CONQUERING YOUR KEYWORDS!

- What IS a Keyword anyway?!
- Why Keywords are KEY
- Getting Started: Seed Keywords
- How to Pick a Winner no matter your DA!
- Keyword Research Tools
- Using Keysearch
- Sifting for the Gold
- CHALLENGE

Keyword research is a way of finding out what topics people care about, and how popular those topics actually are with your audience.

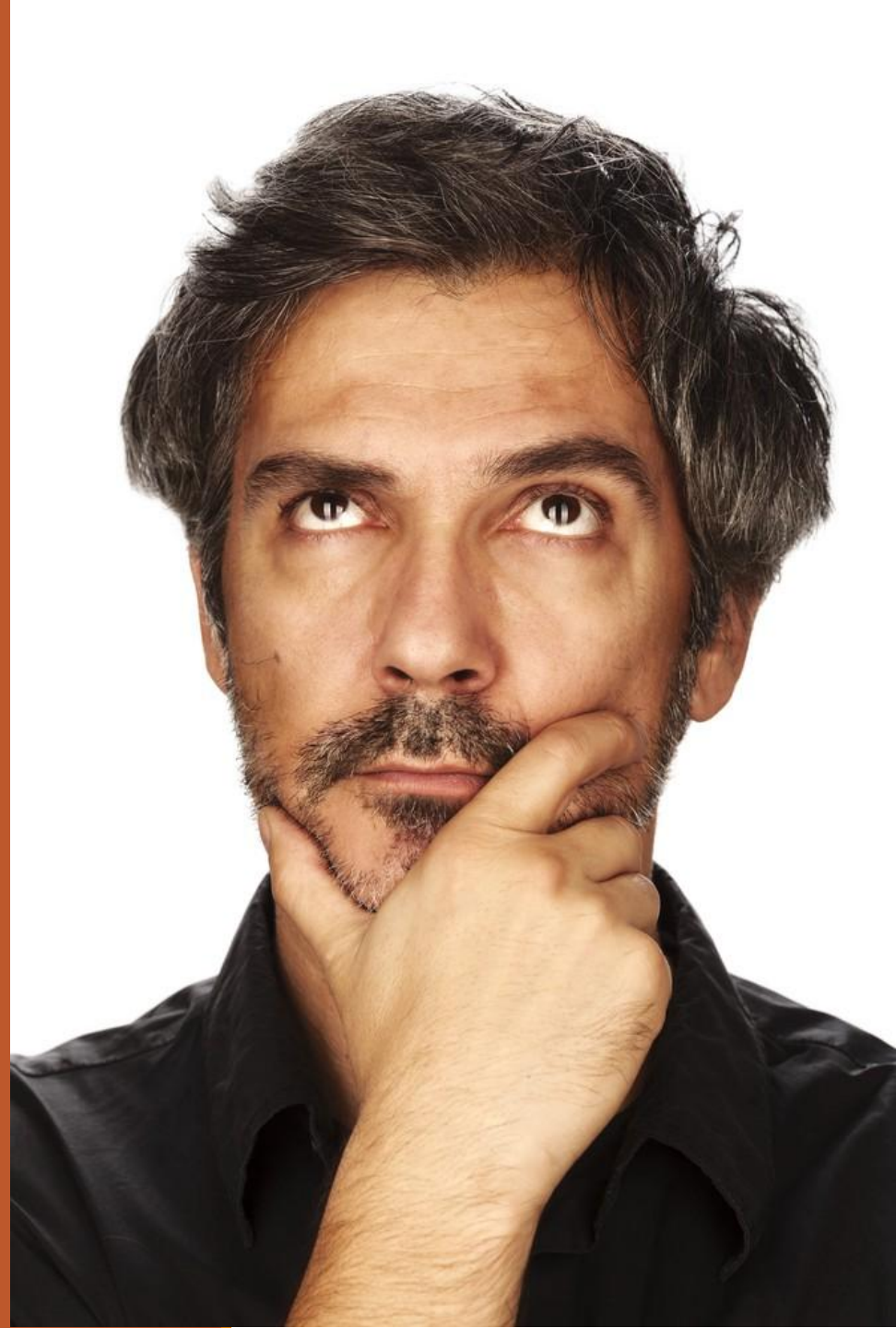


Seed Keywords ... and how to find them!



1. What are the search terms your audience is likely to use?

Here's a tip: ASK THEM!





2. What are
you goals for
visitors to
your
website?



3. Consider your slogan or tagline



4. What are your most important products or services?

5. What keywords are you already ranking for?





6. Check out your competitors for keyword inspiration!

7. Voice Search





How to Pick a Winner:

- Relevance
- Volume of Searches
- Domain Authority

Think: BIG fish in a LITTLE pond!

- Low Domain Authority
- Keep it Local
- Long Tail Keywords



Keyword Tools to Try



kwfinder.com: free 10 day trial / keyword volume + difficulty

neilpatel.com/ubersuggest: keyword volume + difficulty / check competitors for ideas

keywordtool.io: suggestions for related keywords / no data on volume or competition

semrush.com: keyword volume + difficulty / check competitors for ideas

majestic.com: check competitors for ideas (1 free search; free to sign up)

spyfu.com: click SERP analysis to see domain 'strength' of keywords on front page

moz.com: use their keyword search tool / check competitors for ideas

wordstream.com – shows search volume, competition shown as low/medium/high

Introducing KEYSEARCH.CO



To obtain a 20% discount on Keysearch:

- Go to: <https://jvz7.com/c/1318903/194909>
- Code: KSDISC



THIS MONTH'S CHALLENGE:

**FIND 10 KEYWORDS FOR
YOUR BUSINESS TO TARGET
(WE'LL USE THEM NEXT
MONTH!)**

The 72 Hour Rule

To increase
your chances
of success!

