



HOW TO CONDUCT KEYWORD RESEARCH

Step 1: Identify General Keyword Concepts

Great places to identify keyword opportunities include:

1. [Google Search Console](#) (specifically, relevant keywords for which you're ranked #10 onward that have high impression counts)
2. Competitors' sites (use [Moz's free Link Explorer tool](#) to see which keywords your competitors are ranked for)
3. Common client questions (if they're asking you, they're also Googling it!)
4. Your own brain (you know what's trending, interesting, and relevant to your business more than anyone else)

Step 2: Conduct Keyword Research

1. Use [Moz's free Keyword Explorer Tool](#) or [SEMRush's Keyword Magic tool](#)
2. Enter the general keywords from your list. Look for relevant keywords with some search volume and low difficulty scores (30s or less is best for small businesses or new sites with low domain authority)
3. Use the Keyword Suggestions tool in Moz to explore related keywords that might have higher search volume and/or lower difficulty scores

Step 3: Identify Your Page Or Post Angle

1. Using the highest-opportunity target keyword (highest relevancy and search volume combined with the lowest difficulty score), come up with a blog topic angle that focuses on that keyword
2. Identify secondary and tertiary keywords from your research that you might be able to sprinkle into the post
3. Use AI tools, like ChatGPT, or other keyword research tools, like AnswerThePublic, to brainstorm unique angles if you get stuck

Step 4: Write Your Page/Post With Your Target Keyword In Mind!

Use our [On-Page SEO Checklist](#) to write and publish your page or post following on-page SEO best practices