



Kasirye Labs
Online Solutions That matter



Keyword Research Guide



Presentation Summary

What is a Keyword?

Keyword research

Know your target audience
& competitors

How to choose keywords?

Types of keywords

How to do keyword
research?

Keyword research tools

Keyword analysis

What is a keyword

The image shows a search engine interface. At the top, the search box contains the word "Marketing", which is highlighted with a red box. A red arrow points from this box to the word "Keyword" on the right. Below the search bar, it says "About 576,000,000 results (0.14 seconds)". Underneath, the heading "SERP Results" is followed by three search results:

- Marketing** - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Marketing
Marketing is the process which creates, communicates, delivers the value to the customer, and maintains the relationship with customers. It generates the ...
Types of marketing - Strategy - List of marketing terms - Marketing management
- Marketing news & marketing jobs - Marketing magazine - Resource...**
www.marketingmagazine.co.uk/
15 Dec 2011 - **Marketing news & marketing jobs** from **Marketing** magazine online
The no 1 resource for marketers.
- Marketing Strategies & Ideas for Business | Internet Marketing ...**
www.entrepreneur.com/marketing/index.html

Keywords are the words and phrases that Internet users type into search box of a search engine, such as Google, to find what websites that match what are looking for.



- Keyword research is performed to identify the keyword phrases that one targets for any SEO and digital marketing campaigns.
- “Keyword research is one of the most important valuable and high return activities in the search marketing field. Ranking for the “right” keywords can make or break your website” – MOZ.com
- “Keywords are like a compass for your SEO campaigns: they tell you where to go and whether or not you’re making progress.” – Backlinko.com

- Identify the right keyword phrases to increase rankings, traffic and ROI
 1. Informational Keywords
 2. Buyer Intent Keywords
- Define the ultimate goal of your website
- Research keywords that describe the purpose and goal of each page on your site.
- Establish keyword/Topic focus

Know your TG & competitors

Strategic keyword research is not about finding words that people type in.

It is really about knowing your target market.

The ultimate aim of any keyword research is to connect your customer to your product or service. You can do that only by knowing more about your customer.

Know your customer & competitors

Know your customer

Learn Everything You can About Your Customer



Before you jump in and start typing phrases into keyword suggestion tools, spend a day or two (or even a few hours) analyzing your target market.



Define your target market. Who is going to use your product?



Learn about your target market. What are their interests and fears? What problems will your product, service or website solve?



What kind of questions do they pose at discussion forums?



What are their opinions about existing products and services that attempt to solve their problems?



List your direct and indirect competition. How does the competition attempt to solve your customer problems? Can you do better?



Do they (competitors) have a blog? What do they discuss often?

How to choose keywords

Factors To Choosing A Keyword/Phrase

Things to consider when deciding on keywords to target.



Relevance To The Website

If you did this search does the website provide what you are looking for?

Difficulty

How much competition is there?

Demand

Are people searching for this term now?
What is the trend of this phrase?

Ranking

Where are you currently ranking for this term?



Types of Keywords

Head Term Keywords

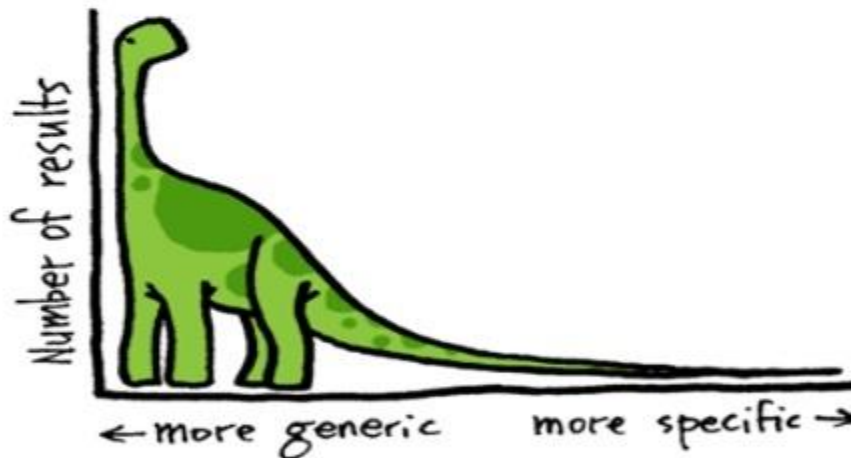
Short Phrases of 1-2 words;

1. Very Broad
2. Brand Awareness
3. Boost in traffic for website
4. Low Conversion
5. Best when mapped to home page of a Website
6. Harder to rank for

Long Tail Keywords

Typically phrases of 3-6 words

1. Descriptive Phrases of products and services.
2. Best when mapped to a deeper page on the site.
3. Conversion for these terms are much higher.
4. Easier to rank
5. Search Engines are evolving and are relying more on long tail keywords over exact match head term keywords, to determine relevance of sites on different topics.



User

Intent



Informational Keywords

Broad Phrases that imply research, or that contain questions or phrases such as: "How", "What", "Why", "Best", "Reviews", etc.

Examples:

1. SEO
2. What is SEO
3. Shoes
4. Steel Buildings
5. How to build a Steel Building

Buying Keywords

Specific long tail keywords that contain things like part/model numbers, or phrases such as:

"Purchase", "Buy", "Order", "Cheap", Etc.

Examples:

1. SEO Services for Small Businesses
2. Steel buildings in Oregon for Churches
3. Pre-order Apple I-phone 6 Online
4. Purchase BYU Text Books online



How to do keywords research?

Identifying Potential Keywords(Themes)



Data Entry

Data Cleansing

Data Mining

Inbound Customer Support

Virtual Assistance Services

Example

Build a initial list of keywords based on the brand/company's website and its goals.

Start Building Your List by:
Looking for possible keywords to target from your site structure

- Heading Tags
- Title Tags
- Content On The Page
- Internal links
- Navigation menu
- etc

Look at Industry competitors sites and determine potential keywords based on their site.

Find Similar Terms Using the Google AdWords Planner, Ubersuggest, Soovle, etc.

Identifying Potential Keywords(Themes)

data entry

data entry - Google Search

data entry **jobs**

data entry **jobs in noida**

data entry **jobs in lucknow**

data entry **projects**

data entry **operator**

Searches related to data entry

data entry **work from home**

data entry **software**

data entry **learn**

data entry **jobs from home**

data entry **job description**

data entry **test**

data entry **course**

data entry **services**

Goooooooooooooogle >

1 2 3 4 5 6 7 8 9 10

Next

Review Related

Search Usage

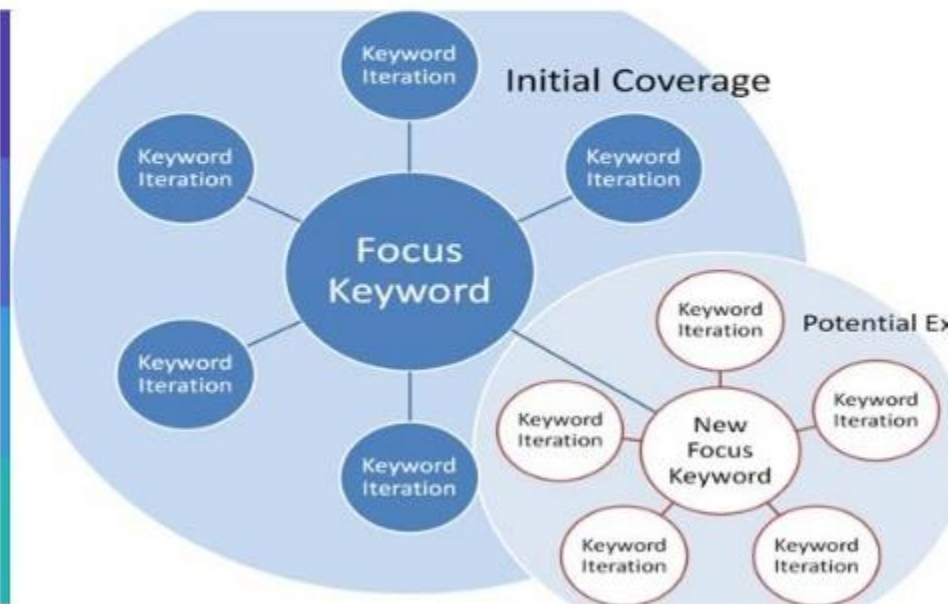


Google doesn't know exactly what you want, when you enter a search, so the results you get are its best guess. There are ways you can help it make better guesses.

For one, Google provides a variety of ways to refine your searches, to narrow them down. You can get back Just video answers, restrict results by date, explore answers by browsing through a "Wonder Wheel" of suggestions or simple review some of the related searches it may list among your results, like these examples from a search for "Data Entry"

Keyword Grouping

1. Eliminate Keywords/Phrases that don't apply or have low demand.
2. Identify like terms that are valuable and support each other and group together.
3. Analyze Searcher Intent and eliminate those that don't apply
 - Informational vs Buyer
4. Identify head (main) phrases
5. Identify tightly related mid-level (long tail) phrases

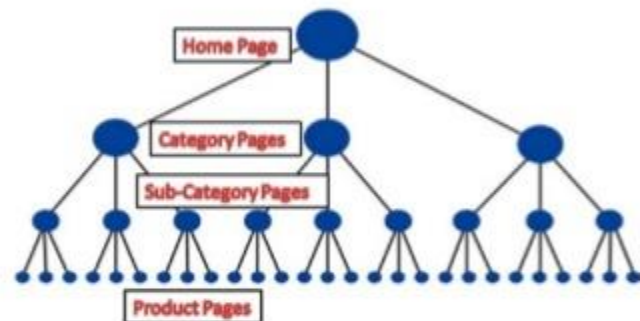


Keyword Mapping

Identifying Relevant Pages



1. The first step to mapping keywords to pages on a site is to list out all of the pages on that site. The list should only contain pages that can be uniquely optimized.
2. The Idea in mapping keywords, is to map a given keyword/phrase to the deepest page with in the site, to the page that is the most relevant.
 - What page is relevant for what term?
 - Does the keyword describe the information found on that page?
 - Look at current heading tags / URL Structure
 - Do they include or could they be easily changed to include the main term for that page?
 - What page does Google see as most relevant for that keyword?



Keyword Research Tools



Tools:

Where do we get all of this knowledge about keyword demand and keyword referrals?
From research sources like these:

Google Keyword Planner (<https://adwords.google.com>)

A tool that provides keyword ideas and traffic estimates to help you build a Search Network campaign.

Uber Suggest

Get thousands keywords ideas in a minute with this amazing keyword suggestion tool

Search related to function of Google

When you search for a term in Trends, you'll see searches related to your term in the "Related searches" section at the bottom of the page



Tools:

The tool has an entire suite of features that will help to identify a keyword's growing (or shrinking) popularity, filter out low-volume searches, and create hundreds of keyword combinations in seconds.

Keep in mind that the tool is designed with Adwords advertisers in mind. So there are a lot of features in the tool (like keyword bidding features) that won't be useful if one has to do only keyword analysis.



Google AdWords

Keyword Planner

Plan your Search Network campaigns, get performance insights and see keyword ideas.

Sign in to AdWords

Step 1

In order to use the Google Keyword Planner, you'll need to have a Google Adwords account. If you don't have one already, you can set one up here: (<https://adwords.google.com>)

(Just follow the prompts, enter some basic information about you and your business, and you're in.)

Google AdWords

Keyword Planner

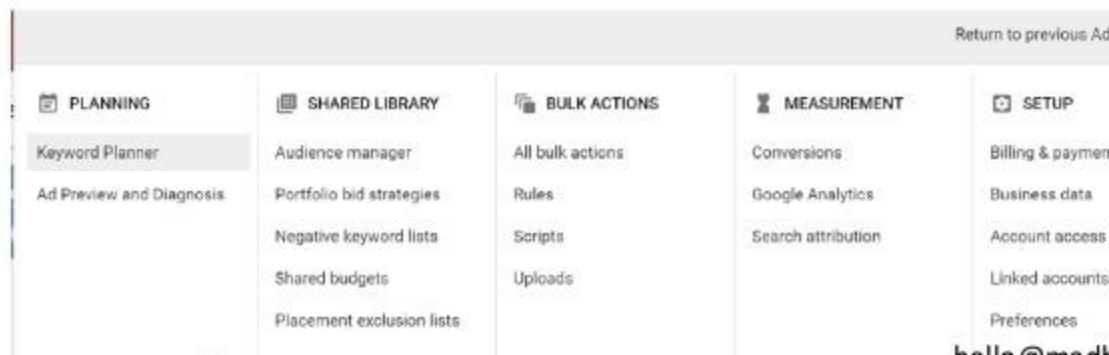
Plan your Search Network campaigns, get performance insights and see keyword ideas.

Sign in to AdWords



Step 2

Next, login to your Google Adwords account. Click on “Tools” from the toolbar and choose “Keyword Planner”:



Return to previous Ad

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager	All bulk actions	Conversions	Billing & payment
Ad Preview and Diagnosis	Portfolio bid strategies	Rules	Google Analytics	Business data
	Negative keyword lists	Scripts	Search attribution	Account access
	Shared budgets	Uploads		Linked accounts
	Placement exclusion lists			Preferences

halla@me

Step 3

You'll be presented with two different tools within the Google Keyword Planner (under "What would you like to start?")

Click 'Find New Keywords using a phrase, website or category'

This is the bread and butter tool that's perfect for finding new keywords.

Keep in mind that the keywords you get from this tool are usually very closely based on the seed keywords you put into it

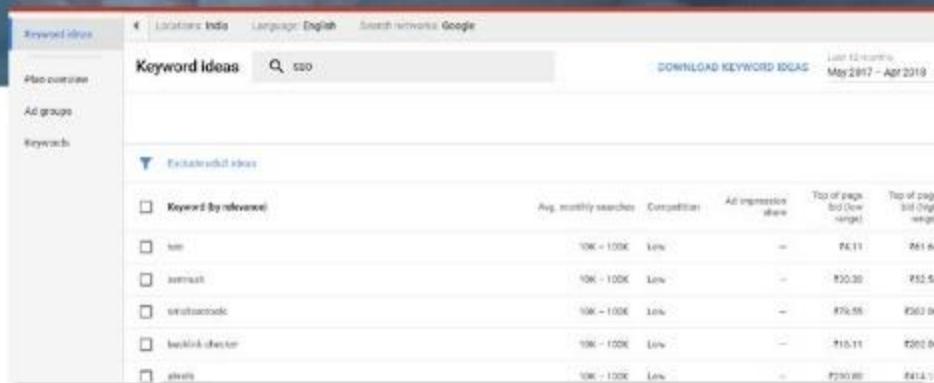
Find new keywords

GET STARTED

 Get metrics and forecasts for your keywords

Step 4

When you choose the “Search for new keywords using a phrase, website or category” tool, a page appears with a list of options will come as shown in the image here:



The screenshot shows the Google Ads Keyword Planner interface. At the top, it indicates the location is India, the language is English, and the search network is Google. The search term 'seo' is entered in the search bar. Below the search bar, there are navigation tabs for 'Keyword ideas', 'Ad groups', and 'Keywords'. The 'Keyword ideas' tab is active, showing a list of suggested keywords. The table below lists these keywords with their respective metrics.

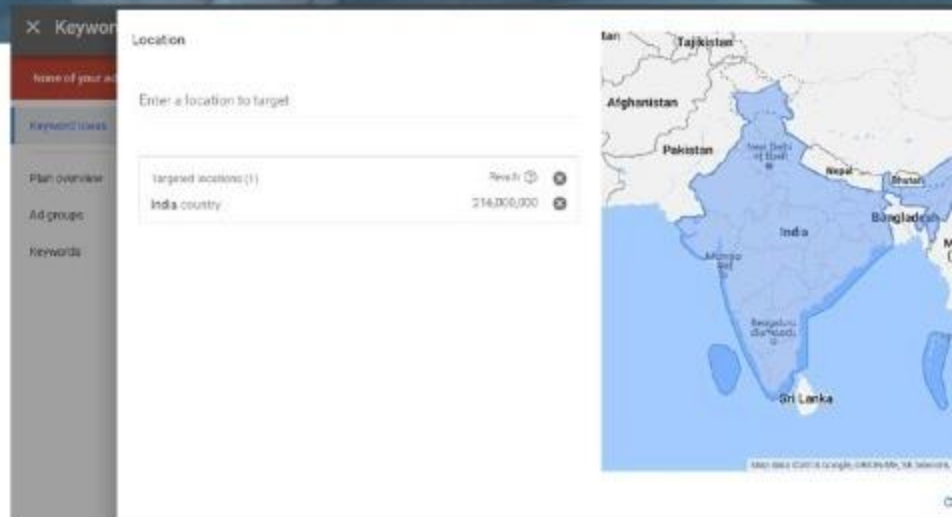
<input type="checkbox"/>	Keyword (By relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (Low range)	Top of page bid (High range)
<input type="checkbox"/>	seo	10K - 100K	Low	—	₹4.11	₹61.4
<input type="checkbox"/>	seo/it	10K - 100K	Low	—	₹20.30	₹52.5
<input type="checkbox"/>	seo/it/it	10K - 100K	Low	—	₹76.85	₹262.0
<input type="checkbox"/>	seo/it/it/it	10K - 100K	Low	—	₹16.11	₹202.0
<input type="checkbox"/>	seo/it/it/it/it	10K - 100K	Low	—	₹790.80	₹412.1

Step 6

Targeting

Targeting is simply the country, language and search engine that you're marketing on. These options are automatically set to target English-speaking people in India searching in Google. If that's your target audience, you can leave these options as they are.

But let's say you're based in Germany. You'd want to change the country to "Germany" and choose "German" as the language



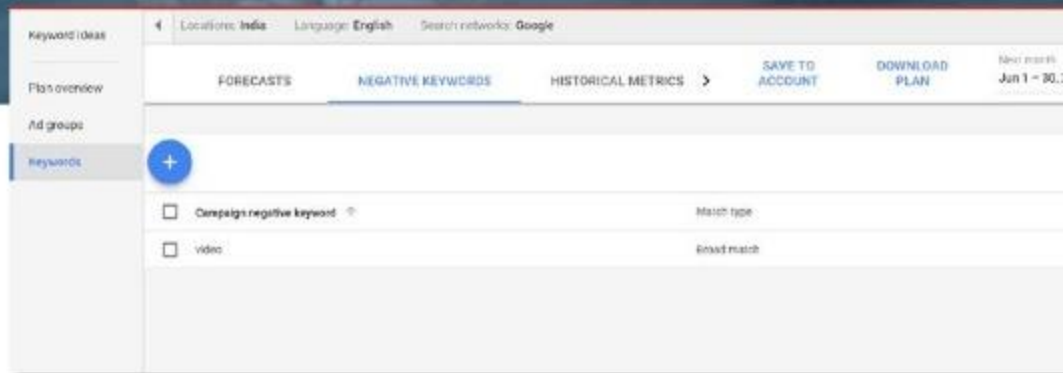
The screenshot shows the Google Ads targeting interface. On the left, a sidebar menu includes options like 'Keyword ideas', 'Plan overview', 'Ad groups', and 'Keywords'. The main panel is titled 'Location' and contains the following elements:

- A search box with the placeholder text 'Enter a location to target'.
- A table of 'targeted locations (1)' with the following data:

Location	Reach
India country	214,000,000
- A map of South and Central Asia on the right, with India highlighted in blue. Neighboring countries like Pakistan, Afghanistan, and Bangladesh are also labeled.

Step 6

Negative keywords are keywords that you don't want to advertise on. This is another feature that only applies to Adwords.



The screenshot shows the Google Ads interface for a campaign. The left sidebar has a menu with 'Keywords' selected. The main content area is titled 'NEGATIVE KEYWORDS' and includes a '+', a checkbox for 'Campaign negative keyword', and a checkbox for 'Video'. The top navigation bar shows 'FORECASTS', 'NEGATIVE KEYWORDS', 'HISTORICAL METRICS', 'SAVE TO ACCOUNT', and 'DOWNLOAD PLAN'. The top right corner indicates 'New month: Jun 1 - 30, 2018'.

Step 7

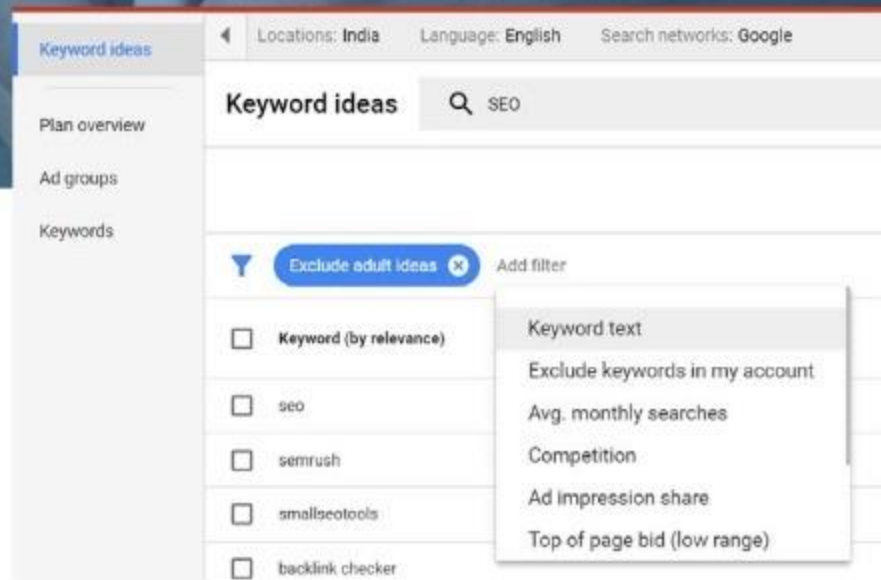
Keyword filters: This simply allows you to filter out keywords that don't meet a set of criteria. For example, let's say that you weren't interested in any keywords with less than 2000 monthly searches. Just click anywhere on the "Keyword filters" icon on top right and enter your minimum monthly search volume:.

The screenshot displays the Google Ads Keyword Planner interface. At the top, it shows 'Locations: India', 'Language: English', and 'Search networks: Google'. The main heading is 'Keyword ideas' with a search bar containing 'SEO'. On the left, a sidebar lists 'Plan overview', 'Ad groups', and 'Keywords'. In the main area, there is a filter button labeled 'Exclude adult ideas' with an 'x' icon and an 'Add filter' link. A dropdown menu is open, showing a list of filter options: 'Keyword text', 'Exclude keywords in my account', 'Avg. monthly searches', 'Competition', 'Ad impression share', and 'Top of page bid (low range)'. Below the dropdown, a list of keywords is visible, each with an unchecked checkbox: 'Keyword (by relevance)', 'seo', 'semrush', 'smallseotools', and 'backlink checker'.

Step 7

Suggested bids: You can do the same thing with the suggested bid (which is a proxy measurement of commercial intent)

(“Ad impr. Share” is a feature that’s just for Adwords advertisers)



The screenshot shows the Google Ads Keyword Planner interface. At the top, it displays "Locations: India", "Language: English", and "Search networks: Google". The main heading is "Keyword ideas" with a search bar containing "SEO". On the left, there is a sidebar menu with options: "Plan overview", "Ad groups", and "Keywords". The main content area shows a list of keywords with checkboxes and a filter menu. The filter menu is open, showing options: "Keyword text", "Exclude keywords in my account", "Avg. monthly searches", "Competition", "Ad impression share", and "Top of page bid (low range)". The list of keywords includes:

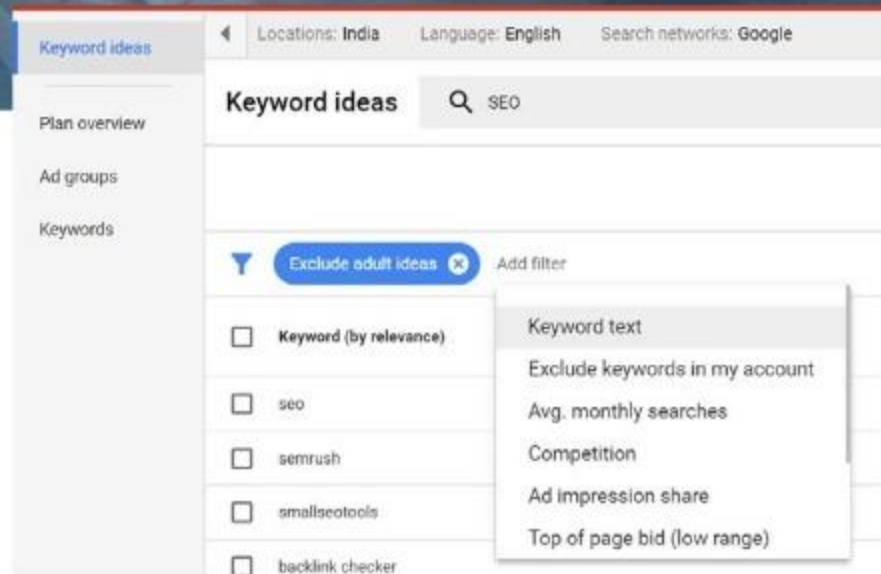
- Keyword (by relevance)
- seo
- semrush
- smallseotools
- backlink checker

Step 7

Keyword options: This simply tells the tool how broad you want your results to be. I recommend leaving this as-is. The other options (“Hide keywords in my plan” are Adwords-only options).

Include/Exclude: You can choose to either always include or always exclude certain keywords from showing up in the results.

Once you're done, click on “Get Ideas” and you'll see the Keywords Results Page

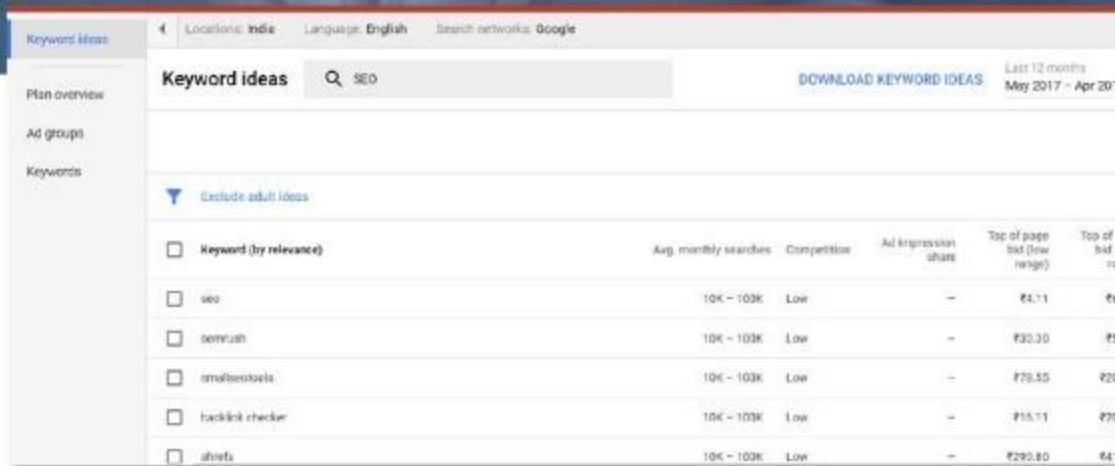


The screenshot shows the Google Keyword Planner interface. At the top, it displays settings: Locations: India, Language: English, and Search networks: Google. The main heading is "Keyword ideas" with a search bar containing "SEO". On the left, there is a sidebar with navigation options: "Plan overview", "Ad groups", and "Keywords". The main content area shows a filter for "Exclude adult ideas" (checked) and an "Add filter" button. Below this is a list of checkboxes for various filters: "Keyword (by relevance)", "seo", "semrush", "smallseotools", and "backlink checker". A dropdown menu is open next to the "Exclude adult ideas" filter, showing options: "Keyword text", "Exclude keywords in my account", "Avg. monthly searches", "Competition", "Ad impression share", and "Top of page bid (low range)".

Step 9

When you do click over to the “Keyword ideas” tab, this is what you’ll see:

Keyword (by relevance): This is the list of keywords that Google considers most relevant to the “Search Term” keyword.



The screenshot shows the Google Keyword Planner interface. At the top, it displays 'Locations: India', 'Language: English', and 'Search networks: Google'. The search term 'SEO' is entered in the search bar. The 'Keyword ideas' tab is selected, and the results are sorted by relevance. A table lists several keywords with their respective metrics.

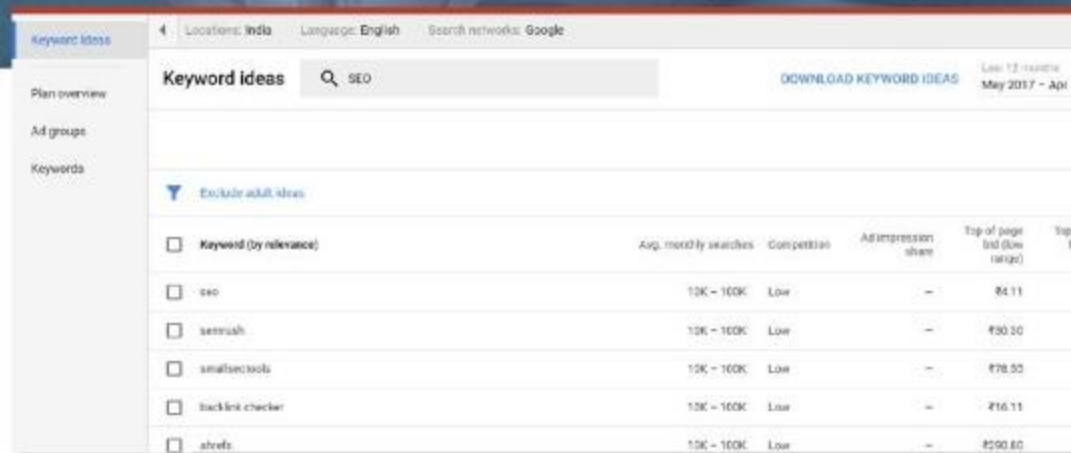
<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of bid
<input type="checkbox"/>	seo	10K - 100K	Low	-	\$4.11	\$1
<input type="checkbox"/>	semrush	10K - 100K	Low	-	\$30.00	\$1
<input type="checkbox"/>	smallbusiness	10K - 100K	Low	-	\$79.55	\$20
<input type="checkbox"/>	backlink checker	10K - 100K	Low	-	\$55.11	\$70
<input type="checkbox"/>	ahrefs	10K - 100K	Low	-	\$290.80	\$4

Step 9

Avg. monthly searches: No of searches done monthly, by people on the respective keyword. However, keep in mind that this is a rough estimate and not a super-accurate indicator of search volume.

Competition: This reflects the number of advertisers bidding on that keyword

Suggested bid: Yet another rock-solid determinant of a keyword's monetization potential. The higher the suggested bid, the

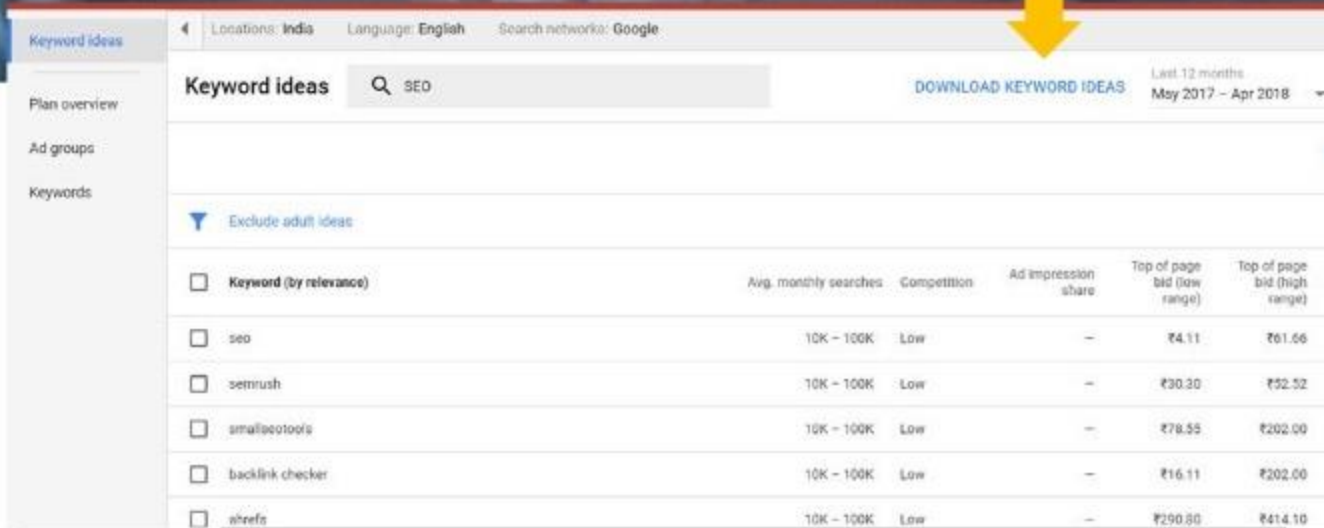


The screenshot shows the Google Keyword Planner interface. At the top, it displays 'Locations: India', 'Language: English', and 'Search networks: Google'. The main heading is 'Keyword ideas' with a search bar containing 'SEO'. To the right, there is a 'DOWNLOAD KEYWORD IDEAS' button and a date range 'Last 12 months May 2017 - Apr'. Below this, there is a section for 'Exclude ads/ideas' with a dropdown arrow. The main table lists keyword ideas with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', and 'Top of page bid (low range)'. The table contains five rows of data:

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)
<input type="checkbox"/> seo	10K - 100K	Low	—	\$4.11
<input type="checkbox"/> semrush	10K - 100K	Low	—	\$90.00
<input type="checkbox"/> smallseo tools	10K - 100K	Low	—	\$78.00
<input type="checkbox"/> backlink checker	10K - 100K	Low	—	\$16.11
<input type="checkbox"/> ahrefs	10K - 100K	Low	—	\$200.00

Step 10

Download the data for the relevant keywords(data entry) using Google Keyword Planner



The screenshot shows the Google Keyword Planner interface. At the top, it displays 'Locations: India', 'Language: English', and 'Search networks: Google'. Below this, the search term 'SEO' is entered in the search bar. A yellow arrow points to the 'DOWNLOAD KEYWORD IDEAS' button in the top right corner. The main content area shows a table of keyword ideas with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', and 'Top of page bid (high range)'. The table lists several keywords: 'seo', 'semrush', 'smallbusiness', 'backlink checker', and 'whrefa'.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> seo	10K - 100K	Low	-	₹4.11	₹61.66
<input type="checkbox"/> semrush	10K - 100K	Low	-	₹30.30	₹52.52
<input type="checkbox"/> smallbusiness	10K - 100K	Low	-	₹78.55	₹202.00
<input type="checkbox"/> backlink checker	10K - 100K	Low	-	₹16.11	₹202.00
<input type="checkbox"/> whrefa	10K - 100K	Low	-	₹290.80	₹414.10



Tool:

Ubersuggest helps to quickly brainstorm and find Keywords in your target niche that people Are searching for.

It uses [Google suggests](#), and few other Keyword suggestion service for Keyword suggestions and you can search for **Keyword suggestion** based on your target market



Ubersuggest

Looking for more keyword ideas?

Type in a keyword below to start generating more suggestions.

Enter in a keyword or phrase

Web

English / Intl...

LOOK UP

Step 1

Go to [Ubersuggest](#) and in the query field enter your target query. For Eg SEO, click on LookUp, and it will list down Keyword suggestions. Check out this screenshot for better understanding:

The screenshot displays the Ubersuggest interface for the keyword 'seo'. At the top, the search bar contains 'seo' and a 'LOOK UP' button is visible. Below the search bar, a summary row shows: VOLUME: 110000, CPC: \$13.24, and COMPETITION: 0.35. The main heading indicates '1046 Keyword Ideas Found For seo'. A table titled 'KEYWORD SUGGESTIONS' lists several related keywords with their respective metrics. The table includes columns for 'KEYWORD SUGGESTIONS', 'SEARCH VOLUME', 'CPC', and 'COMPETITION'. The suggested keywords and their values are: 'if seo' (Volume: 79, CPC: 0.52), 'seo company' (Volume: 40, CPC: 0.43), 'what is seo' (Volume: 90, CPC: 35.50), 'advertising agency internet marketing' (Volume: 79, CPC: 8.18), and 'effective search engine optimization' (Volume: 320, CPC: 54.31). A 'FILTER RESULTS' section is also visible at the bottom of the table.

KEYWORD SUGGESTIONS	SEARCH VOLUME	CPC	COMPETITION
if seo	79	0.52	
seo company	40	0.43	
what is seo	90	35.50	0.07
advertising agency internet marketing	79	8.18	
effective search engine optimization	320	54.31	0.04

Step 2

One can check out all the selected Keywords in the left sidebar of Ubersuggest site and click on get to copy all the Keywords and use them in the Google keyword planner to get more keywords with search volume.



The screenshot shows the Ubersuggest interface for the keyword "seo". At the top, the search bar displays "Keyword: seo". Below this, a summary box provides key metrics: VOLUME (110000), CPC (\$13.24), and COMPETITION (0.35). The main section is titled "1046 Keyword Ideas Found For seo". On the left, there are filters for "KEYWORD SUGGESTIONS" (including "Google Keyword Planner" and "Google Suggest") and "FILTER RESULTS". The main content is a table of keyword suggestions.

KEYWORD SUGGESTIONS	SEARCH VOLUME	CPC	COMPETITION
# seo	70		0.12
seo company	40		0.43
what is seo	90	\$15.50	0.07
advertising agency internet marketing	70		0.18
effective search engine optimization	120	\$ 6.31	0.04



Tool:

Google Suggest helps to quickly suggest related Keywords in your target niche that people Are searching for.

You can also use this to add to the master keyword list that you are gathering for you research purposes.

Searches related to seo

[what is seo marketing](#)

[how to do seo](#)

[what is seo and how it works](#)

[seo tutorial](#)

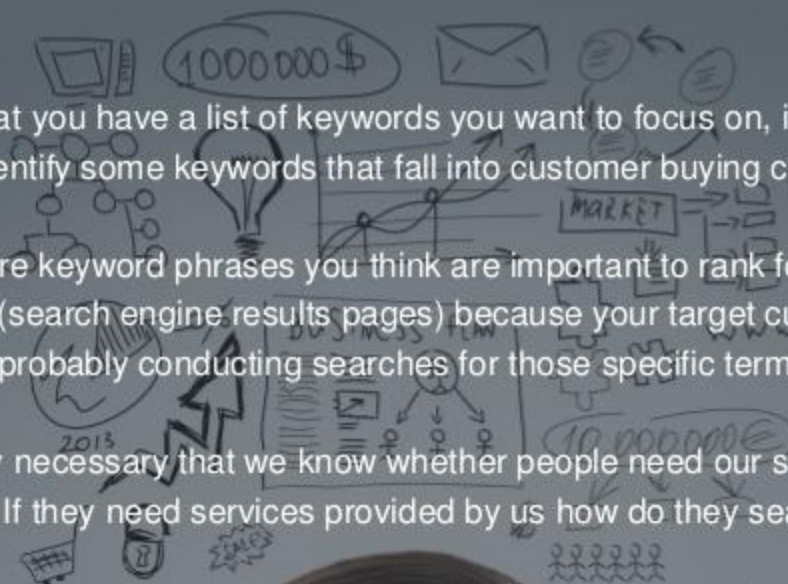
[seo wiki](#)

[types of seo](#)

[seo google](#)

[seo company](#)

Keyword Analysis



Now that you have a list of keywords you want to focus on, it's time to identify some keywords that fall into customer buying cycle.

These are keyword phrases you think are important to rank for in the SERPs (search engine results pages) because your target customer is probably conducting searches for those specific terms.

It's very necessary that we know whether people need our services or not. If they need services provided by us how do they search it.

It's not necessary that people are straight forward looking for buying the services, some people may want to know about, some may be thinking of buying or opting the kind of services you provide.

Based on this condition the buying cycle has been divided into 4 stages :



Analysis

The file saved from Google Keyword Planner should be opened in Excel. Opening it will show these fields. For analyzing keep only the keyword and average monthly searches fields.

A	B	C	D	E	F	G	H	I	J	K	L
Ad group	Keyword	Currency	Avg. Mont	Competiti	Suggestec	Impr. shar	Organic in	Organic av	In account	In plan?	Extracted Fr
Entry Offli	offline da	INR	1600	0.76	9.37				N	N	
Entry Offli	offline da	INR	1000	0.67	10.41				N	N	
Entry Offli	offline da	INR	260	0.63	5.3				N	N	
Entry Offli	offline da	INR	480	0.59	18.64				N	N	
Entry Offli	offline da	INR	210	0.8	13.22				N	N	
Entry Offli	offline da	INR	480	0.67	12.52				N	N	
Entry Offli	offline da	INR	170	0.85	11.36				N	N	
Entry Offli	offline da	INR	210	0.67	6.53				N	N	
Entry Offli	offline da	INR	260	0.7	6.22				N	N	
Entry Offli	offline da	INR	210	0.67	18.86				N	N	
Entry Offli	free offlin	INR	90	0.59	11.02				N	N	
Entry Offli	offline da	INR	110	0.75	6.35				N	N	
Entry Offli	offline da	INR	140	0.6	12.29				N	N	
Entry Offli	offline da	INR	140	0.76	9.48				N	N	
Entry Offli	offline da	INR	140	0.62	4.13				N	N	
Entry Offli	free offlin	INR	140	0.62	7.67				N	N	

Analysis

Add 4 new columns to the sheet namely:

1. Awareness
2. Interest
3. Consideration
4. Purchase

Filter out the keywords which are not relevant from the list.

Now. Analyze each keyword and classify it on the basis of the above 4 columns

Check out this screenshot for better understanding:

Keyword	Avg. Mont	awarenes	considera	interest	purchase	irrelevant
administrative assistant	49500			interest		
outsourcing definition	8100	awareness				
outsource	8100	awareness				
what is outsourcing	4400	awareness				
what is data entry	2900	awareness				
business process outsourcing	1300			interest		
consulting services	1300			interest	Purchase	
axion data services	1000				purchase	
outsourcing pros and cons	1000	awareness				
data services	1000	awareness				
data conversion	1000	awareness				
outsourcing companies	720			interest		
bpo companies	720			interest		
call center services	720			interest		
data entry specialist	590			interest		
call center outsourcing	590			interest		
legal outsourcing	590		consideration			
offshore outsourcing	480			interest		
data entry skills	480			interest		

Once you have collected the data (namely the keywords and key phrases) from your keyword research it's time to start disseminating them in your website content. Based on the sitemap of your website, for each optimized section, using your judgement (and taking into consideration on which keywords you want to emphasize more), prepare the list of your keywords in a more consistent and organized manner.

It is absolutely important to ensure that the keywords won't be repeated excessively but there will be a natural flow.

Once the SEO content is optimized (containing all keywords, key phrases), the next step that follows is content development based on which the (optimized) text will be prepared according to the SEO strategy.

References



Backlinko <https://backlinko.com/keyword-research>

Ubersuggest <https://neilpatel.com/ubersuggest/>

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Contact us



Thank You

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