

Keyword Research Checklist

- ☐ **Create a keyword spreadsheet:** Create a spreadsheet for effective organization of keyword data.
- ☐ **Collect search volumes:** Use keyword research tools like Google Keyword Planner or Moz Keyword Explorer to gather search volume data.
- ☐ **Assess keyword difficulty:** Analyze chosen keywords using Semrush or Moz to ensure achievable rankings.
- ☐ **Understand search intent:** Determine keyword intention (purchase, research, collecting information) aligning with audience needs.
- ☐ **Identify LSI keywords and variations:** Find related LSI (Latent Semantic Indexing) keywords and long-tail variations to enhance reach and relevance.
- ☐ **Verify relevance to audience:** Ensure chosen keyword is relevant to niche and readers for valuable rankings.
- ☐ **Cross-reference data with multiple tools:** Leverage multiple keyword research tools for comprehensive insights into your chosen keyword set.
- ☐ **Check for existing targeting:** Confirm non-overlapping targeting of selected keywords using SEO platforms or rank tracking tools.
- ☐ **Conduct competitive research:** Analyze competitors' keyword strategies to uncover ranking opportunities and untapped keywords.