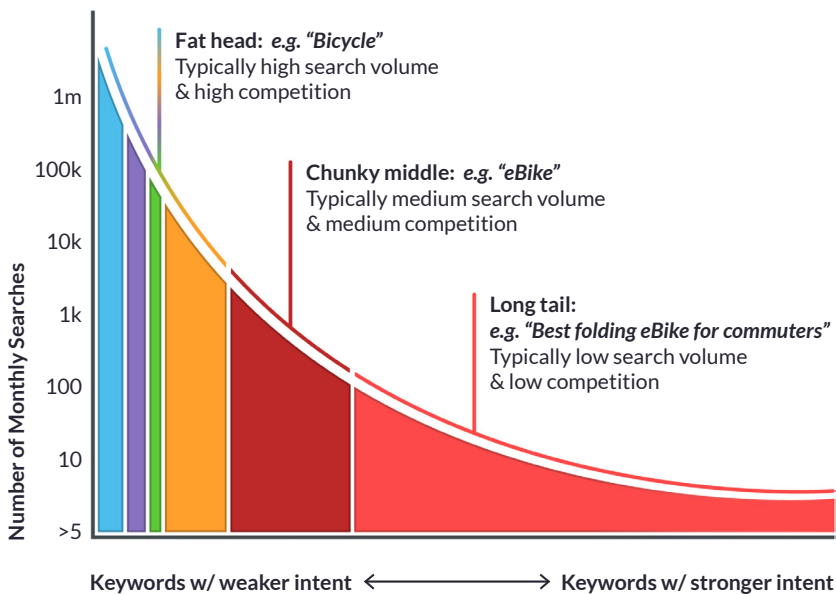


The SEO Keyword Research Cheat Sheet

The Search Demand Curve

While high-volume keywords drive traffic and are highly competitive, most keywords exist in the long-tail, i.e. lower-volume keywords that nonetheless make up the majority of searches.



Seed Keywords: Where to Get Ideas

1. [Keyword Explorer - Ranking Keywords Report](#)
2. [Google Search Console](#)
3. Google Related Searches
4. People Also Ask Boxes
5. [Google Keyword Planner](#)
6. [Answer the Public](#)
7. [Google Trends](#)

Desirable Keywords

- ✓ More relevant
- ✓ Higher search volume
- ✓ Higher CTR
- ✓ Lower difficulty

Less Desirable Keywords

- ✗ Less relevant
- ✗ Lower search volume
- ✗ Lower CTR
- ✗ Higher difficulty

Definitions

Relevance: The degree to which a keyword is connected to or appropriate to your website and/or business.

Monthly Volume: The number of times, on average, users search for a keyword over a month-long period. Can be defined by "global" search volume or specified by a geographical area.

Keyword Difficulty: A score which predicts how challenging it would be to rank in the top 10 spots for a given keyword.

Organic CTR: In keyword research, Organic CTR refers to the estimated click-through rate of organic web searches. Generally, search results with many SERP features have lower CTRs.

Priority: A proprietary Moz score from 1-100 calculated by looking at all other metrics: Volume, Difficulty, and Organic CTR. Higher Priority represents a sweet spot of higher Volume and lower Difficulty.

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Tips for Building Keyword Lists

1. Find who's ranking in the top 3 for your seed keywords
2. Use Keyword Explorer to see what other keywords those URLs rank for
3. Sort by relevance, volume, and difficulty
4. Leverage 'People Also Ask' boxes
5. Identify additional seed keywords
6. Repeat process with new seed keywords

Keyword Modifiers

Modifiers are common intent-based phrases that often accompany your primary keywords. Common keyword modifiers include:

Location: California, Spain, Chicago


Time: September 2023

Buy: Cheap, Free Shipping, Deal, Low-Cost, Free, Shop, Online

Brand: Nike, Adidas, Brooks

Comparison: Best, Alternative, Versus, Top

On-Page Keyword Targeting

URL	https://example.com/ primary-keywords	
Title Tag	<title> Primary Keywords Secondary Keywords </title>	
Meta Description	<meta name="description" content=" Primary, Secondary, and Related Keywords ">	
Page Title <h1>	Primary + Secondary Keywords	
Body Text <p>	Primary + Secondary + Related Keywords	
Subhead <h2>	Secondary + Question Keywords	
	Primary + Secondary + Related Keywords	
Images 	 Primary, Secondary, or Related Keywords >	
	Secondary + Question Keywords	
	Primary + Secondary + Related Keywords	