KEYWORD & TOPIC PLANNING

A FEW TIPS TO HELP YOU DEVELOP THE CONTENT ON YOUR WEBSITE.

1 CREATE AN ACCOUNT ON GOOGLE KEYWORD PLANNER

Creating an account with Google Keyword Planner is free, it only requires a Gmail account to set it up. In order to successfully set-up an account, you do have to input your credit card details, but will only be charged if you start an ad word campaign.

82.5% OF INTERNET USERS USE SEARCH ENGINES.

2 BRAINSTORM

Brainstorm a list of keywords that you think relate to your business. Think like your potential clients and how they would utilize Google. Their vocabulary might not be as advanced as yours when it comes to searching. What questions is the customer trying to answer? What problems are they having that they are searching for?

93% OF ONLINE EXPERIENCES BEGIN WITH A SEARCH ENGINE.

3 PLUG YOUR WORDS INTO KEYWORD PLANNER

Take the words from your research and add them into the *plan your budget and get insights for keywords* section of Google Keyword Planner. By doing this, you will gain a better understanding of which keywords are being searched and how many people search it each month.

70% OF THE LINKS SEARCH USERS CLICK ON ARE ORGANIC.

4 BRAINSTORM A LIST OF YOUR COMPETITORS

Create a list of competitors that have a good online presence, including updated content on their website. These competitors should offer a similar service to you and target the same audience.

MARKETING SHERPA REPORTS DISTRIBUTION LEAD TO A 2,000% INCREASE IN BLOG TRAFFIC AND A 40% INCREASE IN REVENUE.

5 PLUG COMPETITOR URLS INTO GOOGLE KEYWORD PLANNER

Once you have a list, choose a couple of web pages from your competitor's websites and plug them into Google Keyword Planner. The tool will then generate a report based on the keywords used on these pages and how often they are searched. This is another way to help plan future content.

TIP: CHOOSE THE KEYWORDS THAT HAVE A HIGH SEARCH VOLUME, BUT HAVE LOW COMPETITION

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