

SEO
Unlocked

NEILPATEL

A STEP BY STEP GUIDE

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

KEYWORD RESEARCH GUIDE

Use this guide to collect as many keywords as you can from each of the sources listed below.

The results will be used later in the course when we are about to start creating content.

The strategy of keyword finding is to research your prospects.

This involves delving into what they think, how they think it, and what they want.

What results from this we'll use to create targeted keyword topics.

ACTION: DOWNLOAD YOUR MATERIALS FOR RESEARCH

1 UberSuggest Planner Excel Sheet (KPW)

We'll be using the keyword planner throughout the program, so keep this handy!

2 Musketeer (Customer / Influencer) Personas' Worksheet (MPW)

This is the start point.

You need to know who you are trying to communicate with and where they are within the buying process - **before** you look for the keywords to target them.

3 Musketeer (Customer / Influencer) Personas' Research Sheet (MPRS)

This will help with the later modules.

Now that you've determined who your customers and influencers are you need to understand what motivates them.

This document will help you capture stories, examples, case studies, testimonials, and other nuggets that truly relate to your customers and influencers in each phase of buying.

Task...

Let's use 'razor blades' as our product example that we sell.

We want to know who is talking about them and what the consensus of opinion is.

- > Search for your product or service and add **"Forum"** (*include the speech marks*) to your search query.
- > Choose the top 5 Forums to research.
- > In each forum, try to find a minimum of three things that are being discussed around a product or service related to yours, and add these to your **MPRS**.
- > In each forum, find three pain points that might influence a purchase for your product or service and add to your **MPRS**.
- > In each forum, find three reasons why your Musketeer might not purchase your product or service and add these to your **MPRS**.
- > While researching, find three (or more if you can), keywords or keyword phrases per forum and add them to your **KPW**.

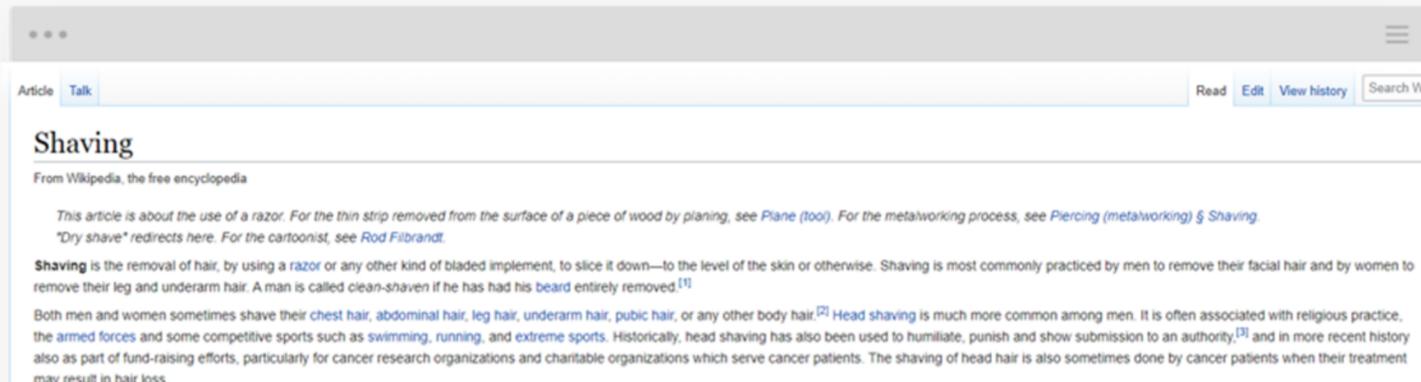
WIKIPEDIA

Wikipedia can be used to understand the research phase of your Musketeers.

Find out what words or phrases 'musketeers' are using while learning about similar products or services.

Task...

Let's go again with 'Razor Blades'. There may be irrelevant articles but in between these, there are usually nuggets of information. It's a free search so what the heck?



- > Use your search terms to look for a similar products or services in your industry, in [Wikipedia](#) .
- > Make a note of the related searches you've found on your Keyword Planner Workbook (**KPW**).
- > Find other phrases related to buying choices or common questions and add them to your **MPRS**.

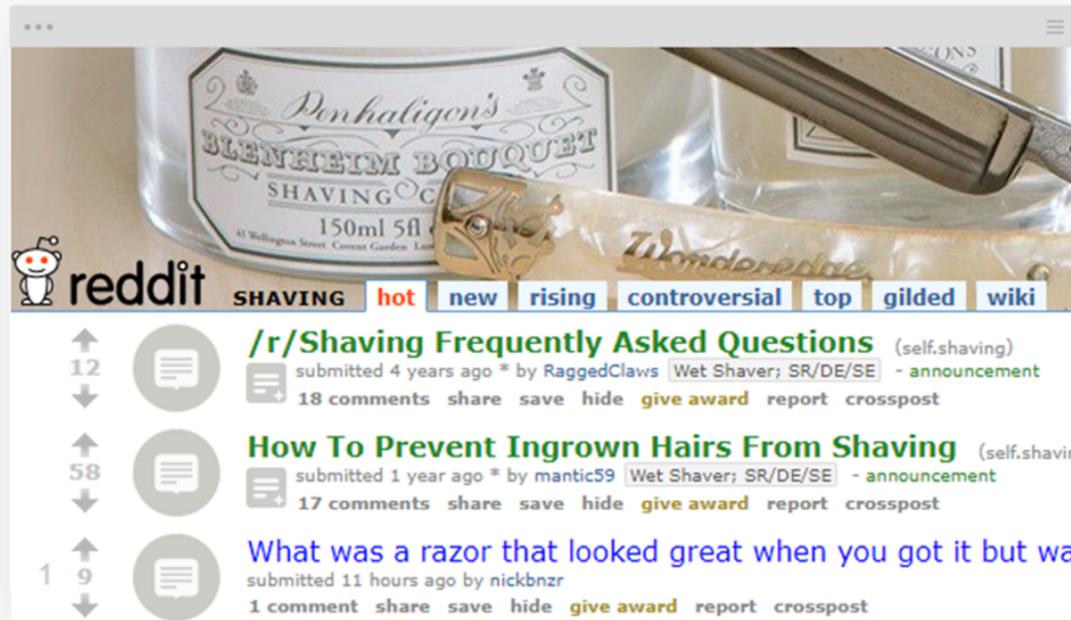
REDDIT

Reddit can help determine what influencers are saying about similar products or services.

Use this method below to find common questions and conversations to add to your **MPRS**.

Task...

Guess what? We'll go for 'Razor blades' again!



- > Search for relatable products or services on [Reddit](#).
- > Make a note of related searches on your **KPW**.
- > Find 3-5 keywords or keyword phrases for any phase of the customer buying process and add them to your **KPW**.
- > While on Reddit, find other phases of a buying process and add these to your **MPRS**.
- > Find other questions if they are available, of other topics from Reddit that you can add to your **MPRS**.

GOOGLE RELATED SEARCH PHRASES

If you search Google for your related product or service keyword phrases, Google gives related ones at the bottom of the page.

Simply scroll down and make note of each of them.

Task...

- > Add these Google Related Search terms and phrases to your **KPW**.

GOOGLE SUGGEST

As you gather keywords and keyword phrases, it's always good to type these words and phrases into Google. As you do so, Google will also give you suggested popular search terms and phrases.

Google suggest gives you hundreds of free search terms.

Task...

- > Write in '**Google Suggest**' on the search bar.
- > Add the most relevant Google Suggested terms and phrases you can think of and find to your **KPW**.

AMAZON SUGGEST, EBAY SUGGEST (TRANSACTIONAL KEYWORDS)

The same steps above for Google Suggest can be used for Amazon, eBay and other sites that offer suggested search terms, such as Pinterest, while searching on their site.

- > Add these Amazon, eBay and other site terms and phrases to your **KPW**.
- > Be mindful of other types of keywords and phrases such as transactional keywords or phrases as these are also useful.
- > Add these to your **KPW**.

UBERSUGGEST KEYWORD PLANNER

This is one of the most sought out keyword sources on the list that you need to have a UberSuggest account:

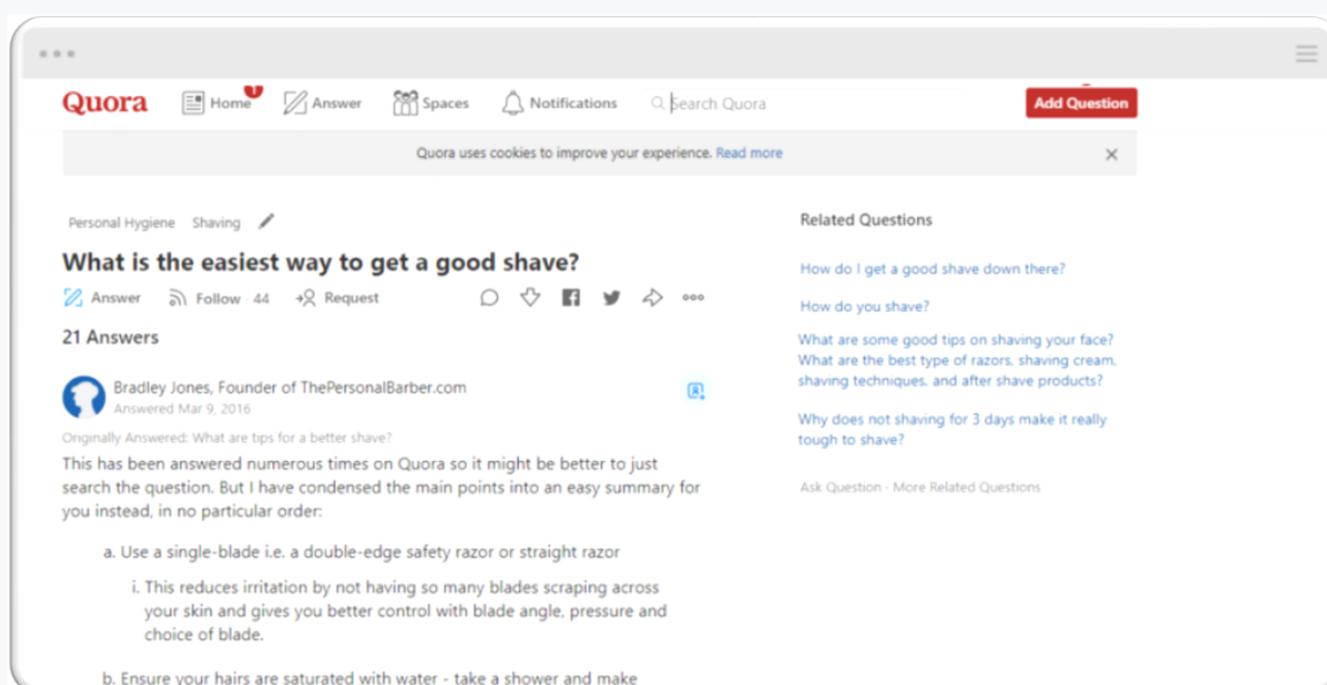
- > Login to the Uber Suggest
- > There are two ways to approach this
 - Login to Uber Suggest
 - There are two ways to approach this
- > Find keywords with good volume and add to your planner
- > Make note of the topics in this section into your keyword planner

QUORA

[Quora.com](https://www.quora.com) is very good for searching topical issues and questions relating to your industry.

It helps you understand the gripes or queries people have with similar products or services.

You can either address them before a purchase is made (so you've become an authority and they are more likely to buy from you), or you can determine a problem within your own work sector and see if you can remedy it.



Task...

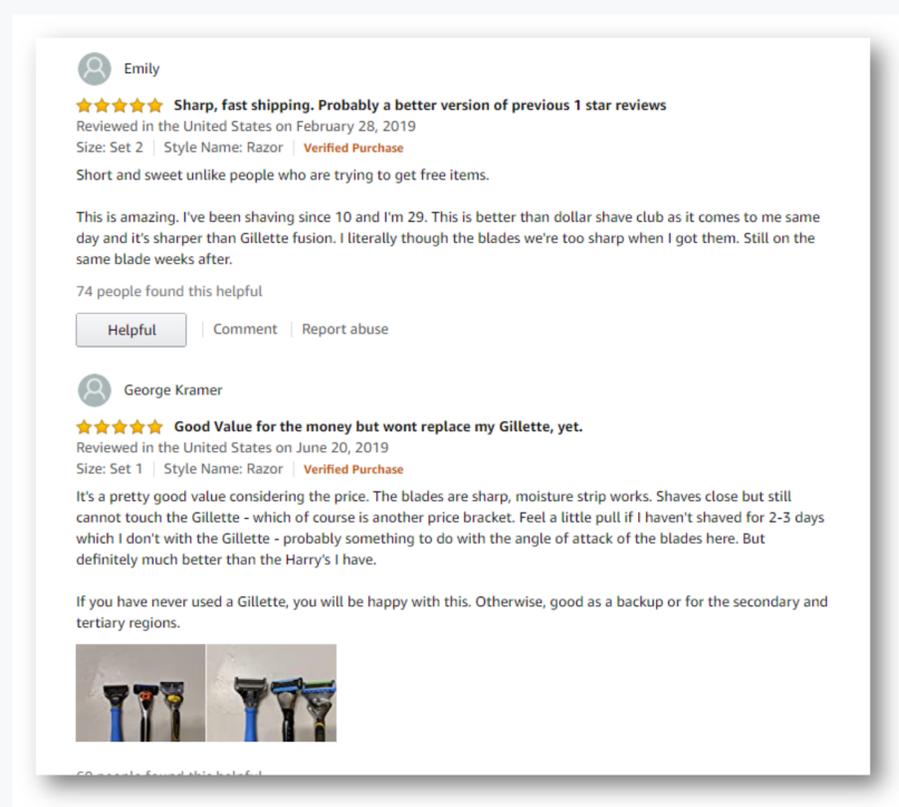
- > Type in a phrase relevant to within the service or product you offer.
- > Let's go with 'Where can I buy Razor blades?'... again!
- > Take sentences from these and find common threads that people ask or have answered.
- > Check out the topic columns and the keyword columns for optimal referencing.
- > Add them to your **MPRS**.

AMAZON REVIEWS

If you have a product you will have competitors.

Amazon Reviews is a great place to 'spy' on both.

You can find out what your musketeers are saying about similar products or your own, and what they are saying about you- and your competitors.



Task...

- > Go to **Amazon.com**.
- > Search for your product or similar products.
- > Look at Amazon's descriptions and see how you can make yours resemble theirs. Use their marketing research brain to take out a lot of guesswork!
- > Now go to the reviews section.
- > Check out the top sellers and why they sell well. Look at their reviews.
- > Research their pain points too- the positives and the negatives- and the reasons why your musketeer maybe didn't buy from them.
- > Now add that info to your **MPRS**.

MATCH THE CUSTOMER JOURNEY

Materials needed:

- ✓ Keyword Planner Workbook

In this step, evaluate each keyword based on where you believe that keyword falls in the customer journey (a.k.a buyer process)

- > Determine the phases of your customer journey.
- > Are they Unaware, Problem Aware, Solution Aware, Product Aware.
- > Is your company Problem Aware, Solution Aware?
- > Are you investigating solution comparisons, buying, implementation/up-selling/customer success?
- > Once you have determined your phases of your customer journey, assign a phase to each keyword.
- > In your **KPW**, write the name of the phase each keyword falls into.
- > Add the name of the phase into the Customer Journey Column next to the corresponding keyword.

REFINE YOUR KEYWORD LIST

Materials needed:

- ✓ Keyword Planner Workbook

The final step.

Again, keep refining and refining. Evaluate, group and rank keywords by importance and competition, search volume and all the metrics you gathered previously..

Now you have a good collection of keywords organized in your keyword planner.