

KEYWORD RESEARCH

Tips and Tools

01

Relevance Matters

Choose keywords directly related to your content or business to attract the right audience



02

Long-Tail Keywords

Target specific, longer phrases to capture more targeted and less competitive search traffic



03

Competitor Analysis

Analyze competitors' keywords to identify gaps and opportunities in your strategy



04

Searcher Intent

Understand user intent behind keywords to create content that aligns with what users are looking for

