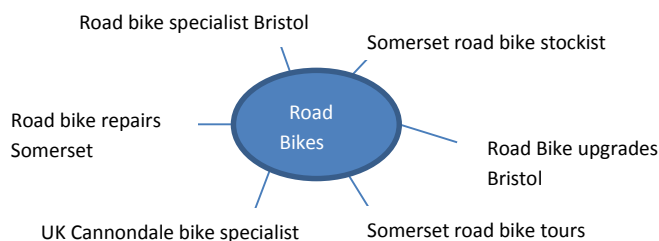


What is keyphrase research?

Keyphrase research is vital for identifying which words or phrases your ideal client would type into the search bar if they were looking for what you offer and what online competition you are facing.

My products and services

A good place to start is to group the main products or services you would like to promote online and give them a generic title; for example a bike shop might have 'Road Bikes', 'Mountain Bikes', 'Electric Bikes', 'Bike Accessories'. At present these titles are too broad and would face excessive competition, so take each of these and produce a spidergram of ideas for a more specific keyphrase:



Once you have completed a spidergram for each of your main product or service categories, select the keyphrase that you believe are the most relevant for attracting your ideal customer to your website. As mentioned in the video, use the human common sense factor to consider what other results the same search could be made for.

Keyphrase Competition

List 5 phrases you believe people would type if they wanted your products or services

Keyphrase	Competition Results	Exact Match

Now type each of these keyphrases into Google and above the search listings, you will see a figure next to the word results. This is the level of competition for this keyphrase and can be written in the table above. Now add "... " to your keyphrase and view the results to find exact matches and add this to the table. You may want to repeat this with another five keyphrases.

Remember that you want to attract website visitors, who are most likely to convert. You also want to avoid high levels of competition. Those keyphrases which are relevant to what you do, pass the common sense factor and are facing lower levels of both competition and exact matches are the ones you should focus on.

