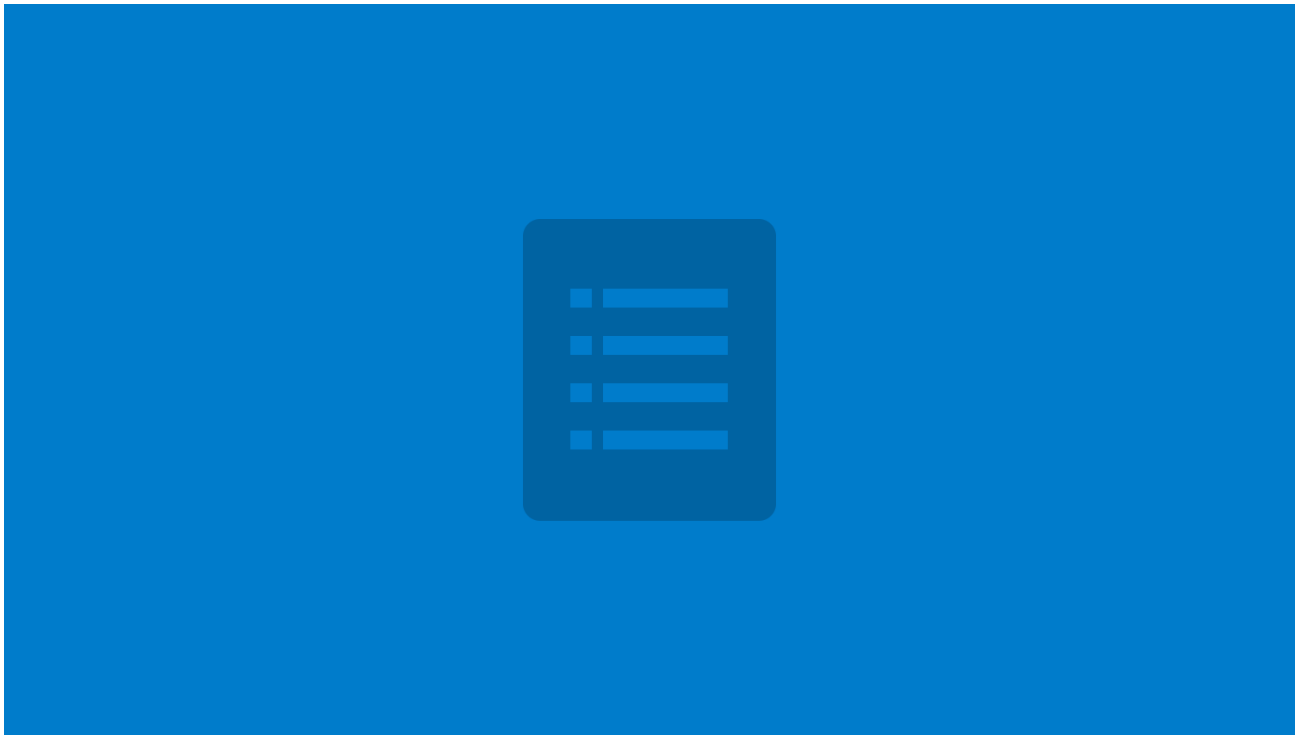
DIY Keyword Research Checklist

Are you a DIY-er? Trying to save money and grow your own business by doing your own SEO but don't know where to start? Use this handy keyword research checklist to help you identify the keywords people use to find your products and services!



1. Take a real hard look at not only what you do but what makes you special. Write down at least three things that make you valuable to your customers
2. Now that you have three reasons why people would do business with you, start thinking of ways people might search for your products or services. A good way to start, is to look at your site navigation and break it down, category by category. Write a list of at least 5-10 words down per category. If you're a techy- use Excel
3. Plug your list of keywords into free tools like Google Trends, Keyword Shitter □, and Answer the Public. Gather the data from these tools
4. Analyze your keyword data and choose the best selections. Your goal should be to target 1-2 keywords per page. Save those two selections and toss out the rest
5. Come up with a few synonymous variations of your two selections by using Google or Answer the Public's related keyword suggestions
6. Now you have two keyword targets per page on your website, as well as a few synonymous variations to add to your list to weave throughout your web copy
7. Start tackling your SEO strategy and create your keyword-rich title tags, meta descriptions, content and more!

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