

SEO FROM SCRATCH

VIDEO #2, KEYWORD RESEARCH

**How to identify the ideal search phrases to target
to give you maximum traffic for minimum effort**

KEYWORD RESEARCH

- **The purpose of keyword research is to identify search phrases that have:**
 - **Relatively HIGH traffic**
 - **HIGH relevance to your offering**
 - **Relatively LOW competition**

THE CHALLENGE

- **I have tried several KWR tools, but none of them told me what I really needed to know...**
 - **“Which phrases should I target for best traffic?”**
- **Need to compare multiple phrases**
- **Find the best ones for which I can rank in Top 10**
- **So I created my own method**

MY KEYWORD RESEARCH PROCESS

- 1. Creative Thinking - What might people be typing in?**
- 2. Gather Data - Who's in the Top 10 now?**
- 3. Compare & Identify Targets - Traffic vs. Work**
- 4. Keep going...**

FREE TOOL

- **I'll share with you my "SEO master" spreadsheet**
- **I'll show you how to use this to get your fundamental SEO intelligence**