



Keyword Research for SEO 101

The information you gather during keyword research can play a significant factor on the effectiveness of your overall SEO strategy.



**JELLY
ACADEMY**

What is Keyword Research?

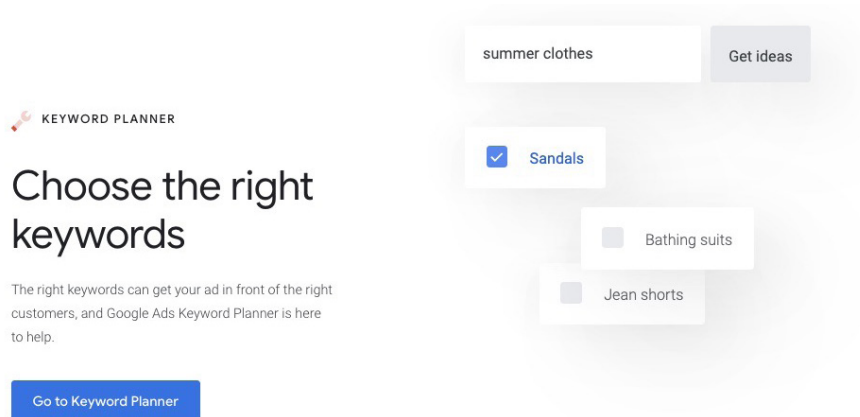
Keyword research is one of the most important parts of the SEO strategy. The process emphasizes identifying potential search terms that people are using. Keyword research helps you identify potential search intent to provide value and position the business as a solution.

Therefore, the information you gather during the research can play a significant factor on the effectiveness of your overall SEO strategy.

The Process

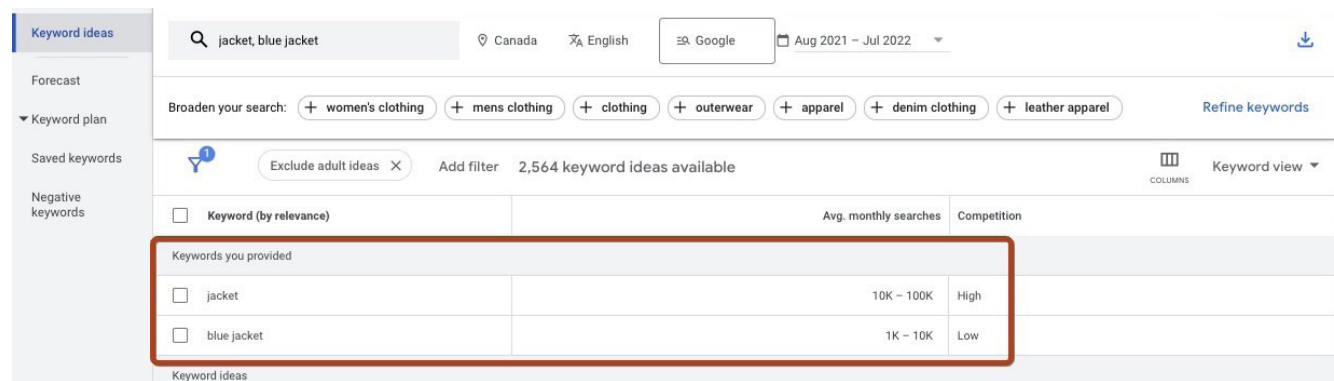
Step 1: Brainstorm

Start by creating a list of potential keywords related to the business products and services. You can use [Google Keyword Planner](#) to view insights regarding volume, and competition based on the list you've provided.



Step 2: Get Specific

A great way to discover keywords is to find “long-tail keywords”, which are terms that are more specific and typically have less competition than the broader terms. Google Keyword Planner also provides a list of related keywords based on the terms you’ve initially provided.



The screenshot shows the Google Keyword Planner interface. The search query is "jacket, blue jacket" for Canada in English, using Google search engine, for the period Aug 2021 - Jul 2022. The interface includes a sidebar with navigation options like "Forecast", "Keyword plan", "Saved keywords", and "Negative keywords". The main area shows "Broaden your search" with filters for "women's clothing", "mens clothing", "clothing", "outerwear", "apparel", "denim clothing", and "leather apparel". Below this, there are options to "Exclude adult ideas" and "Add filter", with a note that "2,564 keyword ideas available". The results are displayed in a table with columns for "Keyword (by relevance)", "Avg. monthly searches", and "Competition". The table is sorted by relevance, showing "jacket" and "blue jacket" as the top results.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Keywords you provided		
<input type="checkbox"/> jacket	10K - 100K	High
<input type="checkbox"/> blue jacket	1K - 10K	Low

For example: Jacket (short-tail keyword) vs. Blue Jacket (long-tail keyword)

Essentially, you want to choose keywords with the most relevance, high volume and low competition. You also want to clearly identify which keywords serve as a higher priority and low priority in terms of targeting.

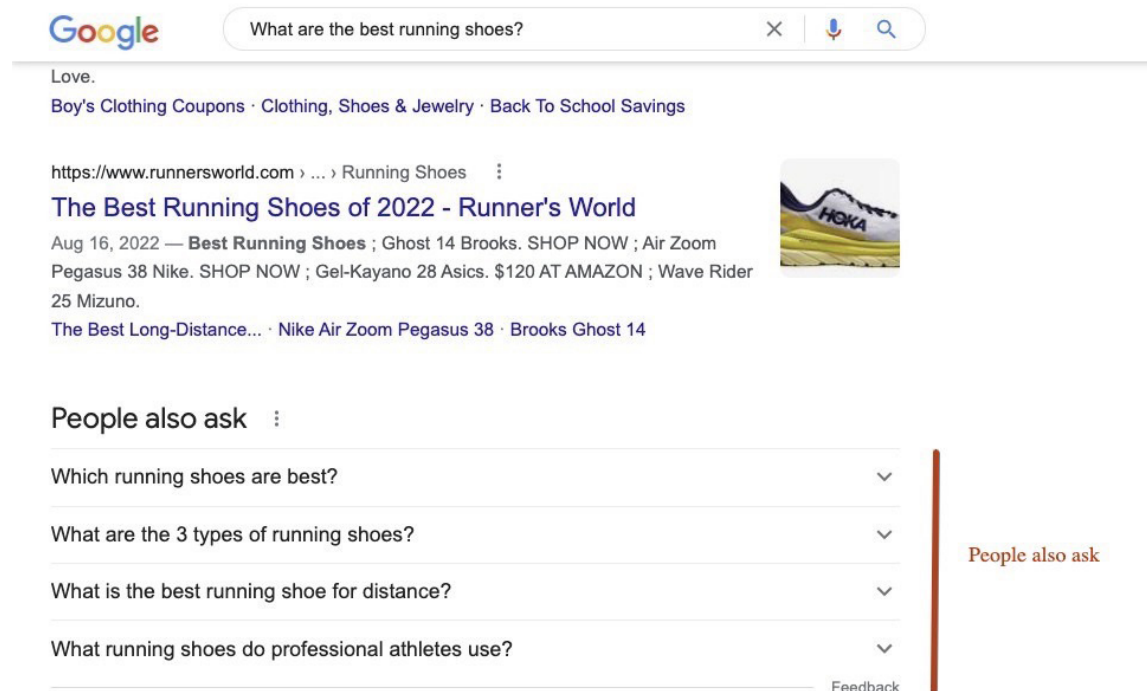
Remember: Websites with higher domain authority will rank better for certain keywords, thus they are able to compete for mid-to-high competition terms.

Step 3: Identify Search Intent

After gathering a list of keywords you want to specifically target, the next step is to understand the intent behind each keyword. You can identify search intent by simply testing what appears on the first page of search results.

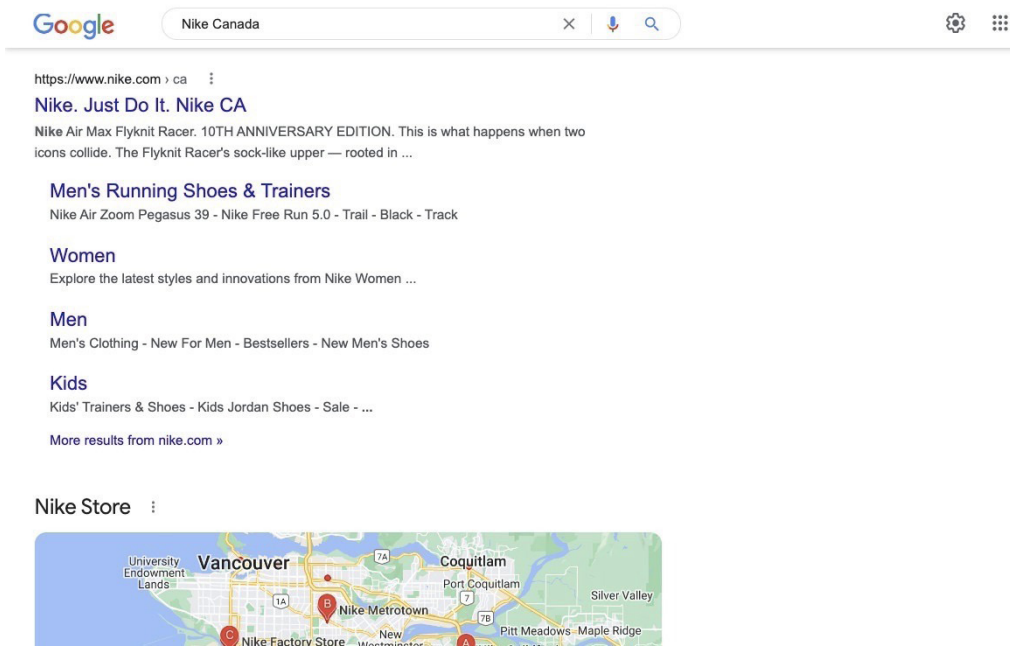
There are 3 main types of user intent that you can identify: **Informational**, **Navigational & Transactional**.

Informational: The user is looking for information and/or an answer



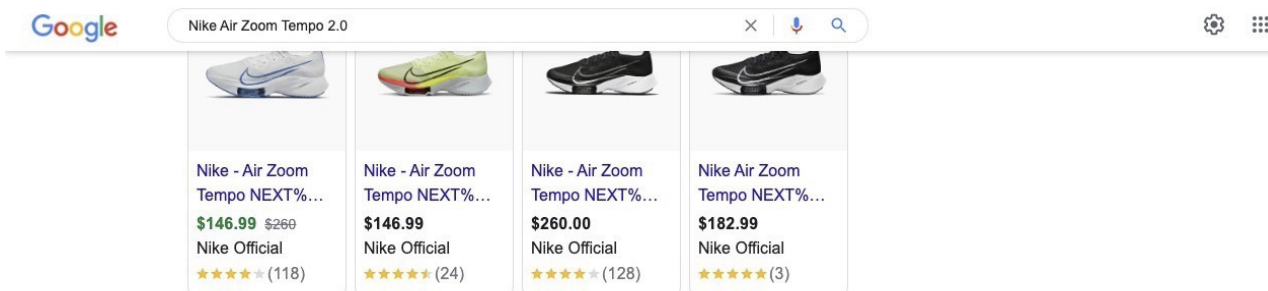
E.g. "What are the best running shoes?"

Navigational: The user want to find a specific page or website



E.g. "Nike Canada"

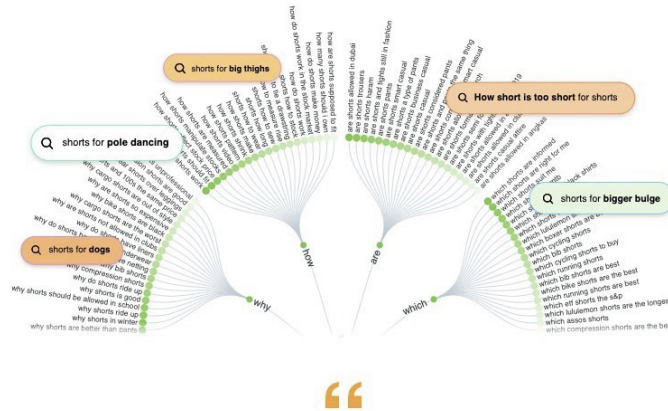
Transactional: The user has the intention of purchasing a product or service



E.g. "Nike Air Zoom Tempo 2.0"

What Now? Next Steps

The next step would be to research potential topic ideas for the list of keywords based on searcher's intent.



"Google searches are the most important dataset ever collected on the human psyche"

Seth Stephens-Davidowitz, Former Google data scientist and author of the book "Everybody Lies"

You can use a tool called, [Answer The Public](#) to brainstorm potential topics you can create content around. The tool allows you to discover content ideas so you can serve and provide the most value for customers.

The screenshot shows the 'blue jacket 66 questions' interface. It has tabs for 'Visualisation' and 'Data'. Below are three columns of questions:

- are**
 - are blue jacket
 - was blue jacket white
 - are blue coat
 - are blue jackets in playoffs
 - are columbus blue jackets nhl
 - are the blue jackets on espn
 - is wearing blue on blue bad
 - can you wear blue on blue
- can**
 - can blue jackets make playoffs
 - do blue jackets play tonight
 - will blue jackets make playoffs
 - will blue jackets allow fans
 - do blue jackets sting
 - can i wear blue jacket with black pants
 - can i wear a blue jacket with grey pants
 - can you wear a blue jacket to a funeral
- how**
 - how blue jays fly
 - jacket blue jays home run
 - what is the jacket the blue jays are wearing
 - what does blue jackets stand for
 - what does blue jackets mean

E.g. "Blue jacket"