

5 Questions to Guide Your Keyword Research

What to ask yourself during your research.



QUESTION 01

What are our SEO goals?

Establish small-scale and large-scale goals that your research will help achieve.



QUESTION 02

What resources will we use to conduct our research?

Gather some tools that will give you the capabilities to synthesize your findings and present them accordingly.



QUESTION 03

What do we currently rank for?

Look into your keyword difficulty and continue to stay on top of trends to understand the constantly-evolving digital environment.



QUESTION 04

How are our competitors ranking?

Using domain and keyword analysis tools will provide insight on what keywords your competitors use.



QUESTION 05

How will we measure our progress?

Research a variety of tools to figure out how you can most effectively measure your progress.