

BLULEADZ

KEYWORD RESEARCH TIPSHEET



7 Easy Steps to
Leveraging Keywords
to Drive Relevant
Traffic to Your Site

Keywords are so important to your SEO efforts, but it's less about the words themselves and more about the intent behind them. By following the right steps, you can build an impactful content strategy around high value keywords that your ideal buyer is using in their search.



1. Identify Your Ideal Buyer and Their Needs.

- Conduct market research and study your existing customers to identify what traits make up your ideal customer.
- Develop comprehensive buyer personas.
- List five to 10 generic topic buckets that align with your personas' pain points and goals.

Learn more: [How to Create a Buyer Persona \(w/ Questions, Examples + Free Templates\)](#)



2. Fill Topic Buckets With a Diverse Selection.

- For each topic bucket, brainstorm keyword phrases your audience might use in search.
 - These should align with every stage of the buyer's journey.
- To generate more keywords for your topic bucket lists, look at the "searches related to" section in SERPs or use tools like [Answer the Public](#).
- If you need more help getting keywords and phrases, monitor social media to see what your target audience is talking about.

Learn more: [The Content Marketer's Ultimate Guide to Search Engine Optimization](#)



3. Evaluate Your Keyword Lists.

- Look at each topic bucket keyword list to ensure that:
 - You have generic, shorter keywords (known as "head terms").
 - You have long-tail keywords.
 - You have keywords for every buyer persona.
 - You have keywords for every buyer journey stage.

Learn more: [How to Use Long-Tail Keywords to Climb Rankings \(+ Tools and Examples\)](#)



4. Research Your Keywords to Find Rank Potential.

- Use keyword research tools (like Moz and Ahrefs) to gather data about each keyword.
 - Look at search volume and metrics showing the level of ranking difficulty.
- Keep your keyword lists organized by their parent topic (the topic bucket they fall under).

Learn more: [Surprising Facts About Keyword Research You Need to Know](#)



5. Conduct Competitor Analysis.

- Use keyword research tools to analyze competitors to see what they're ranking for.
 - If you find relevant keywords and phrases that you may have overlooked during your competitor analysis, add them to your list.
- Take notes on the content your competitors are ranking for to identify how you can create better content.

Learn more: [How to Do a Competitor Analysis in 7 Simple Steps \(w/ Examples + Tools\)](#)



6. Prioritize and Build a Content Strategy.

- List out your primary, secondary, and tertiary keywords to prioritize which keywords you want to optimize for first.
 - Consider estimated traffic potential, level of competitiveness, and other metrics.
- Create a content strategy for your blog and other marketing channels based on your prioritized keywords.

Learn more: [7 Steps to Planning Your Content Marketing Strategy](#)



7. Start Creating Content and Monitor Results.

- Create keyword-optimized content based around the parent topics and semantically related keywords.
- Use SEO tools to monitor how your rankings for targeted keywords fluctuate over time.
- Evolve your content strategy as needed to stay competitive.

Learn more: [10 Simple Steps of an SEO Analysis \(+ The Tools You'll Need\)](#)



Need help with building a content strategy around your keywords?

Download the Ultimate Content Ideation Workbook Now!