



Keyword Research Checklist for 2024

A keyword research checklist template can help you ensure you do everything to get the desired results. Further, you can use it to double-check to ensure you have done keyword research the right way. So, without wasting any more time, let's check out the keyword research checklist to succeed in 2024.

1. Use Long Tail Keywords

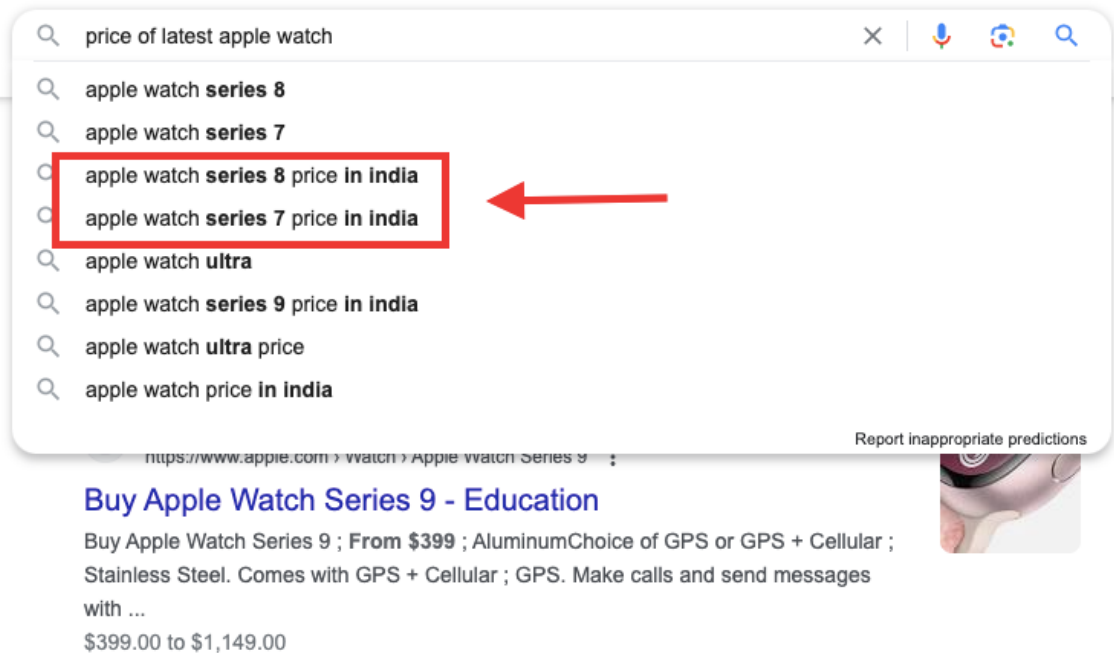
Generally, long-tail keywords are very specific and contain three or more words. They match more closely to what a person would search when performing a search. Though long-tail keywords have low search volume, they have a high conversion rate as they clarify the searcher's intention behind the search.

It means that if you don't target long-tail keywords correctly, you minimize your chances of getting discovered by people who want to buy from you.

So, target long-tail keywords in your content and boost your site's SEO. You can search for long-tail keywords by:

- Using SEO tools like SEMrush or KWFinder
- Utilizing Google's People Also Ask section
- Typing in half your query in the search tab and see what Google suggests
- Looking at Google's Related searches

Google



2. Select Keywords to Suit Your SEO or PPC Campaigns

Many people make the mistake of using the same keywords for SEO and their PPC campaign, which can significantly impact the results. If you use the wrong keywords for SEO, you won't be able to rank for those keywords and attract traffic.

On the other hand, not targeting the right keywords for your PPC campaign will result in increased ad spending and lower conversion rates.

For your SEO campaign, utilize tools like Google Keyword Planner, SEMrush, Ahrefs, and Moz's Keyword Explorer. Focus on relevance, search volume, competition, and user intent. Prioritize long-tail keywords, considering informational, navigational, and transactional intent.

For instance, to look for keywords to target a pest control business, we started with the word “pest control” and then used filters to get relevant results. We set:

- Volume from 1,001-10,000
- Keyword difficulty to possible (30-49%)
- Intent = informational

Keyword Magic Tool: pest control View search history

Database: United States Currency: USD

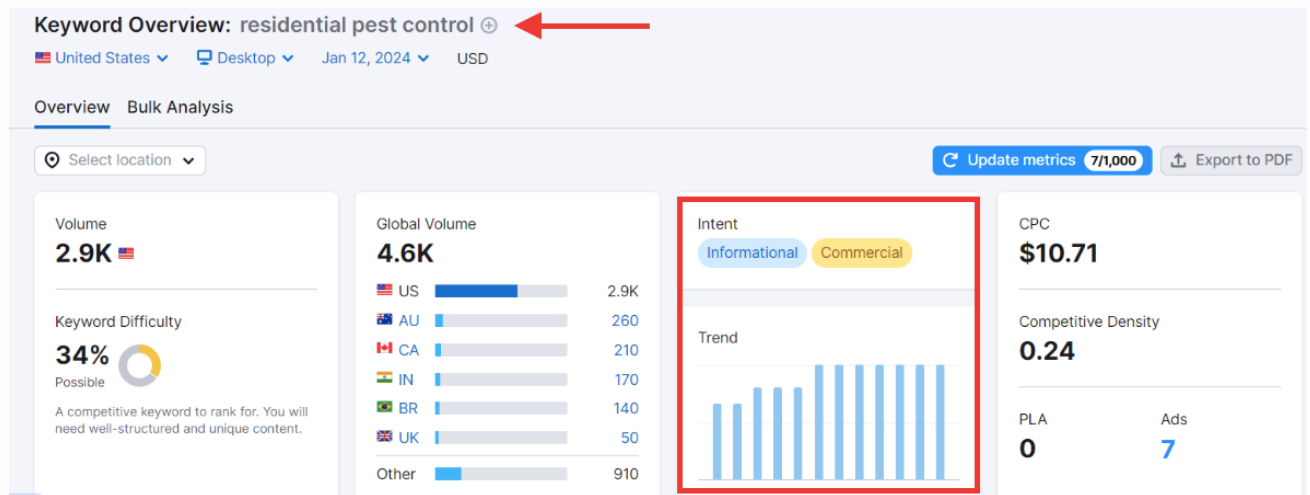
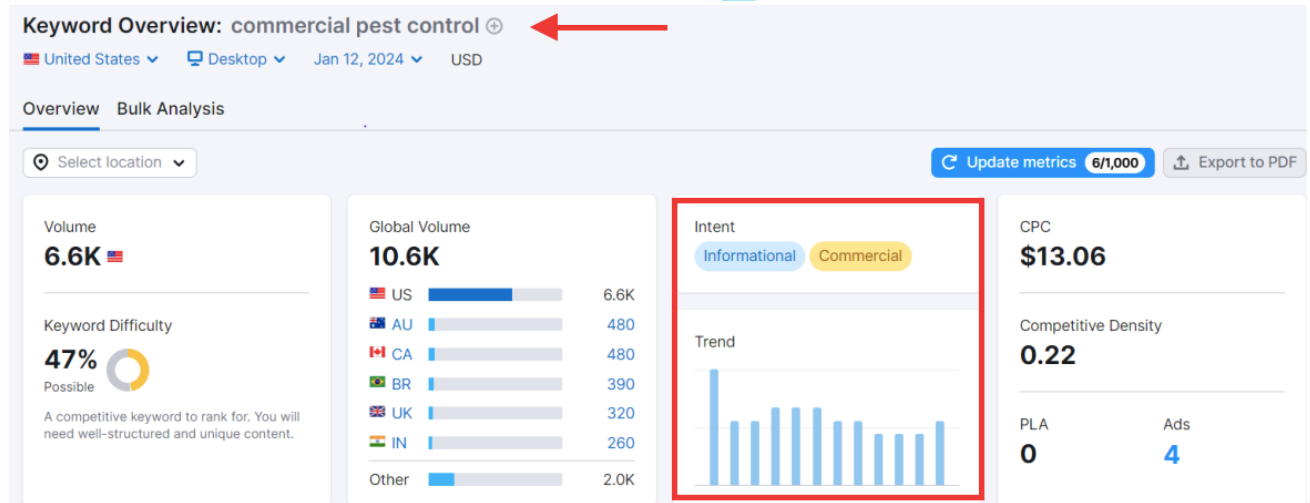
All keywords: 22 Total volume: 54,300 Average KD: 38%

Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
☐ abc pest control	I C	8,100	40	3.55	5	This week
☐ commercial pest control	I C	6,600	47	13.06	5	This week
☐ pest control osrs	I	5,400	41	0.00	6	This week
☐ the home team	I	3,600	40	0.44	7	Last week
☐ osrs pest control	I C	2,900	45	5.10	6	Last week
☐ residential pest control	I C	2,900	34	10.71	8	Last week
☐ doyourownpestcontrol	I T	2,400	32	2.36	5	Last week
☐ guardian pest control	I C	2,400	42	6.10	7	Last week

You can also consider the following metrics:

Search Volume Trends: Look for keywords with consistent or growing search volumes over time. Seasonal variations and changes in user behavior can impact search volumes, so consider these fluctuations when selecting keywords.

For example, the search trend for the keyword “commercial pest control” went down While the search volume for “residential pest control” stayed consistent with time. So, it’s better to include the keyword “residential pest control” in your SEO strategy. Moreover, it was easier to rank for this keyword, as seen in the images below.



Keyword Difficulty: Tools like Moz's Keyword Explorer or Ahrefs provide keyword difficulty scores. Aim for a balance between high search volume and manageable difficulty. Targeting long-tail keywords or niche phrases with lower difficulty can often be more effective than highly competitive terms.

In the example below, the keyword difficulty score on Moz's Keyword Explorer for "home pest control" is 44. It means that one can easily rank for the said keyword.

Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.



We're inviting you to try the new Keyword Suggestions in beta.

[Go to Beta](#)

Explore by keyword:

home pest control

United States - en-US

Analyze

4,944 of 5,000 queries available until 01/25

[+ Add to...](#)

2.9k-4.3k
Monthly Volume ⁱ
[Learn more about Volume](#)



44
Difficulty ⁱ
[Learn more about Difficulty](#)



32%
Organic CTR ⁱ
[Learn more about Organic CTR](#)



60
Priority ⁱ
[Learn more about Priority](#)



When researching keywords for your PPC campaign, employ Google Ads Keyword Planner, SpyFu, KeywordSpy, and SEMrush's PPC Keyword Tool. Emphasize commercial intent, high-converting keywords, relevance to ad groups, and negative keyword identification.

[Keyword Planner](#)

Plan from Jan 12, 2024, 6 am, GMT-05:00

[Keyword ideas](#) Forecast Saved keywords Negative keywords



pest control, residential pest control,
home pest control

United States

English

Google

Jan - Dec 2023

Broaden your
search:

[+ control](#) [+ bed bug removal company](#) [+ pest control service](#) [+ pest control company](#) [+ pest](#) [+ yard](#)
[+ weed control](#)



Exclude adult ideas [×](#)

Add filter 1,392 keyword ideas available

☐ Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords that you provided							
☐ pest control	100K - 1M	0%	0%	Low	—	US\$6.72	US\$30.00
☐ residential pe...	1K - 10K	0%	0%	Low	—	US\$6.30	US\$29.60
☐ home pest co...	1K - 10K	0%	0%	Medium	—	US\$4.60	US\$19.99

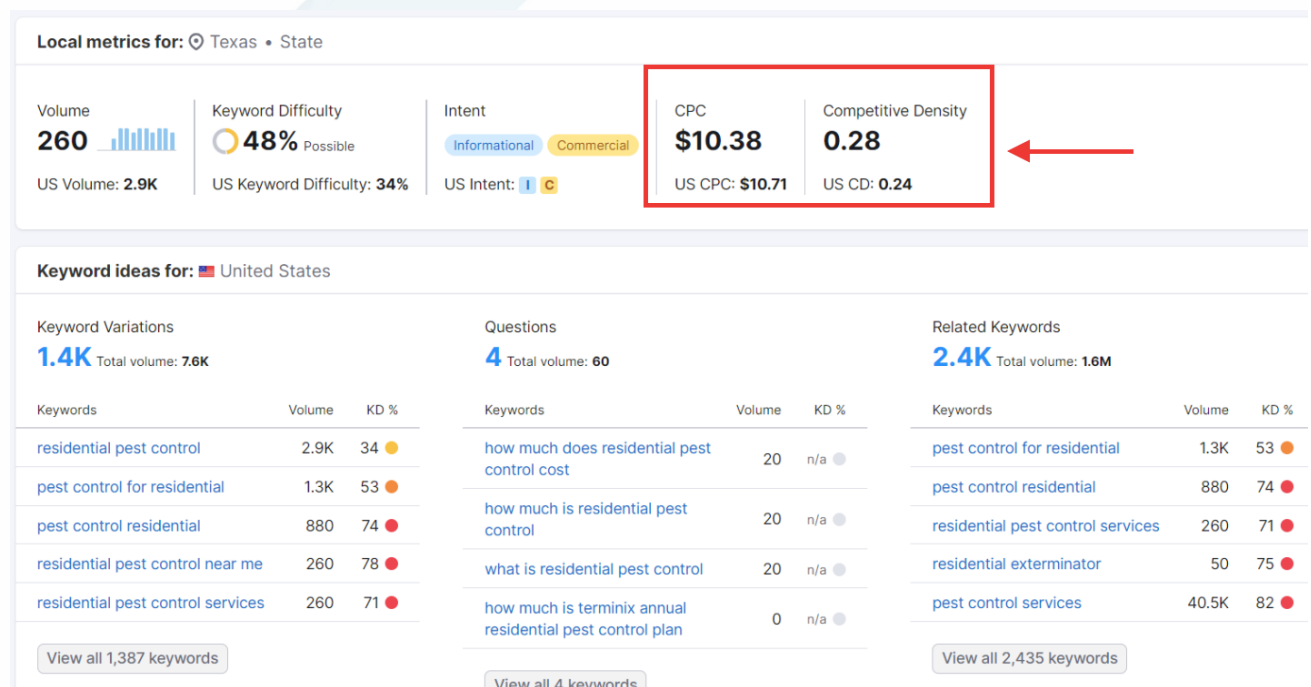


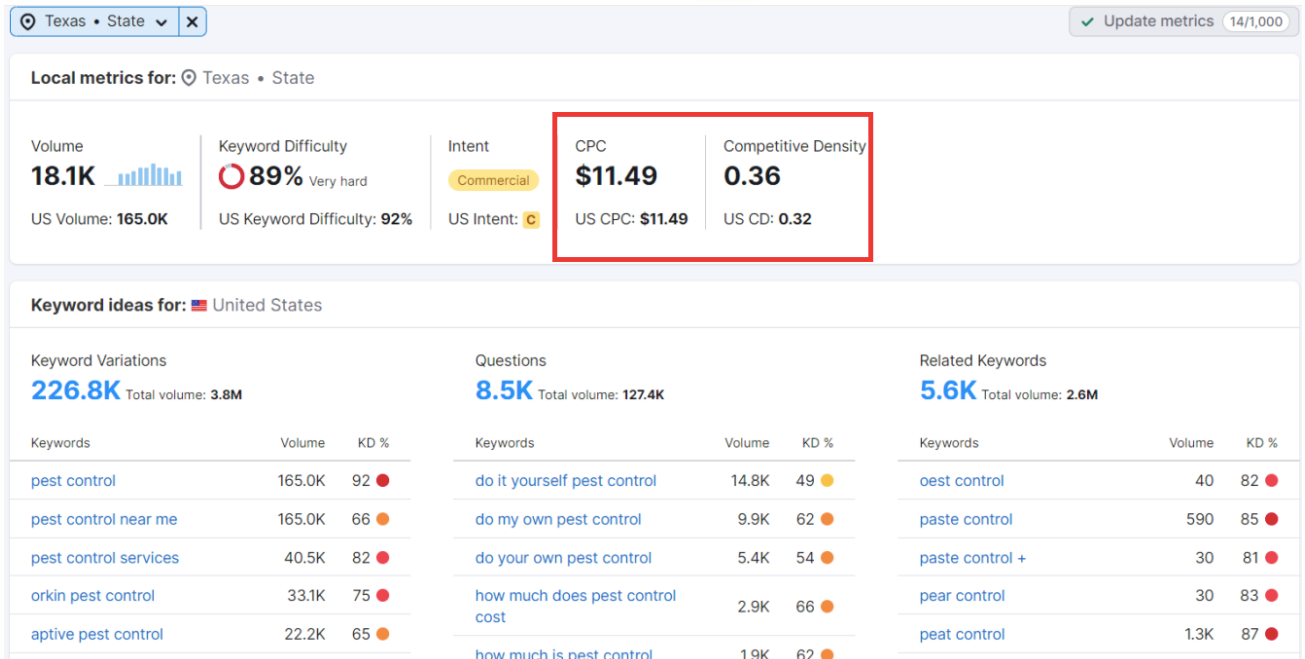
The image above shows the competition for our keywords “pest control,” “residential pest control,” and “home pest control.” You can also add many filters to refine your search.

Make sure that you are considering the following metrics:

Cost-per-Click (CPC) and Estimated Bid: Use tools like Google Ads Keyword Planner or SEMrush to get CPC estimates and suggested bids for keywords to understand the potential cost associated with each keyword.

From the pictures below, it is clear that the keywords we chose for SEO are suitable for SEO campaigns but useless for PPC campaigns because they have very high CPC and keyword difficulty. So, choose keywords by balancing higher CPC with your budget to maximize ROI.





Ad Impression Share: This metric indicates how often your ads are displayed compared to the total available impressions. Track ad impression shares metrics within your PPC platform (e.g., Google Ads) to assess competitiveness. Then, increase impression share by optimizing your bidding strategy and improving keyword relevancy.

Keyword Relevance to Ad Copy: Ensure your chosen keywords align closely with your ad copy and landing page content. It will improve Quality Score and ad performance, potentially lowering CPC. Create ad groups with tightly themed keywords to improve relevance and increase click-through rates.

Historical Performance Data: Leverage historical performance data from your PPC platform or third-party tools. Analyze metrics like CTRs, conversion rates, and past campaign performance for similar keywords. Identify high-performing keywords based on historical data to guide your keyword selection process.

3. Assess the Search Engine Results Pages (SERP)

Results on the top of the search engine result pages indicate that their content is liked by the audience and Google alike. So, assess the content on SERPs. It will help you discover what type of content makes it to the featured snippets and whether your target audience likes audio, visual, or written content.

Understanding SERP features helps tailor your content to target these features, enhancing visibility and click-through rates. Try tools like SEMrush or Moz. They track SERP features associated with specific keywords.

4. Use Related Keyword Suggestions

Explore related keyword suggestions provided by tools like SEMrush or even Google's related searches. You can also try Google Keyword Planner's keyword by relevance. These suggestions can uncover variations, synonyms, or related terms that users frequently search for, helping diversify your keyword strategy and content creation.

Keyword Magic Tool: pest control View search history

Database: United States Currency: USD

beta

Volume KD % Intent CPC (USD) Include keywords Exclude: 1 keyword Advanced filters

All keywords: 5,166 Total volume: 2,346,220 Average KD: 42% + Add to keyword list Update 6/1,000 Settings Share

Keyword	Intent	Related %	Volume	KD %	CPC (USD)	SF	Updated
☐ pest control >>	c	100	40	82	11.49	6	Last week
☐ paste control >>	c	100	590	85	11.49	7	Last week
☐ paste control + >>	c	100	30	81	11.52	7	3 weeks
☐ pear control >>	c	100	30	83	11.49	8	Last week
☐ peat control >>	c	100	1,300	87	11.49	7	Last week
☐ pedt control >>	c	100	210	85	11.49	6	Last week
☐ pesr control >>	c	100	70	83	11.49	6	Last week
☐ pest co trol >>	c	100	30	81	11.49	6	Last week

All keywords: 5,166
 > pest 2,412
 > control 2,134
 > near 615
 > exterminator 564
 > service 457
 > terminix 397
 > home 330
 > termite 285

Related searches :

Residential pest control services in texas

Best pest control services in texas

Pest control services in texas prices

romney pest control

Pest control services in texas near me

pest control dallas price

Pest control services in texas cost

pest control near me

Keyword ideas

Forecast

Saved keywords

Negative keywords

pest control services

United States

English

Google

Jan - Dec 2023

Broaden your search:

+ pest control

+ exterminator company

+ control

+ yard

+ weed control

+ garden

+ patio

Refine keywords

Exclude adult ideas

X

Add filter

1,076 keyword ideas available

Columns

Keyword view

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
pest control s...	10K – 100K	0%	0%	Low	–	US\$6.83	US\$28.72	
Keyword ideas								
pest control n...	100K – 1M	0%	0%	Low	–	US\$6.82	US\$30.00	
pest control	100K – 1M	0%	0%	Low	–	US\$6.72	US\$30.00	

5. Pick Keywords Based on Your Audience's Search Intent

When users type a query into a search engine, it shows their **keyword intent**. If you know why they're searching for a particular keyword, you can create content that can satisfy their expectations and improve your search rankings. There are four that you can target, namely:

Keyword Magic Tool: gaming laptops View search history

Database: United States Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match **Related** Languages beta

Volume KD % Intent CPC (USD) Include keywords Exclude: 1 keyword Advanced filters

By number By volume Total volume: 1,657,190 Average KD: 58% + Add to keyword list Update 16/1,000

					Intent	Related %	Volume	KD %	CPC (USD)	SF	Updated
All keywords	3,724										
> laptop	2,840				c	90	50	71	1.05	9	Last week
> gaming	2,024				c	90	90	66	1.05	8	Last week
> best	874				c	85	1,300	75	1.17	9	Last week
> lenovo	252				c	85	70	72	1.05	8	Last week
> good	248				c	80	1,900	69	1.05	6	Last week
> cheap	212				c	80	40	60	1.05	7	Last week
> computer	201				T	80	110	80	1.05	8	Last week
> pc	181				c	80	880	69	1.05	7	Last week

- **Informational Search Intent:** Users aim to find information, answers, or solutions to their queries without a specific intent for immediate action, such as learning, researching, or exploring a topic. Example: How to choose a laptop for graphic design.
- **Navigational Search Intent:** Users seek to navigate to a specific website or page, often by using brand names or terms related to the content they seek. Example: HP official laptop store.
- **Commercial Search Intent:** Users are interested in gathering information about products or services to make a purchase, but not necessarily immediately. Example: Best Gaming Laptops 2024 reviews.
- **Transactional Search Intent:** Users intend to perform a specific transaction, such as purchasing, signing up for a service, or completing an online action. Example: Buy Dell Inspiron 15 laptop online



You will only be able to see good results if you optimize your content using keywords that depend on the search intent of your target audience.

Look for keywords depending on the search intent of your users. Then, use those keywords in your content according to the needs of your audience.

For example, you can add commercial and transactional keywords to the landing page where you are providing the offers. Or strategically place your information keywords in your blogs.

The better the keywords are placed according to the user's search intent, the higher the chances readers will spend more time on your website. And more time spent on your website will tell search engines like Google that you are an authority in your field.

How to Identify Search Intent?

If you don't understand the intent of the content that Google is ranking, rely only on query volume, and ignore search intent, your content won't align with the user's intent. As a result, you most likely won't rank for your keyword. Even if you somehow end up ranking on SERPs, your page will not match the searchers' intent, leading to a poor experience and increasing your bounce rate.

The easiest way to identify search intent is to look at the top 10 ranking pages for your target keyword. Most of the time, you'll notice that all or most pages follow the same content format and type. So, analyze the pages that rank for your target keywords and ensure your page's content aligns with the searcher's intent.

For example, looking at the top 3 results for "how to tie a tie," the top three results have similar kinds of informational content, i.e., video content. So, create a YouTube video on how to tie a tie.

Google

how to tie a tie

 Keyword difficulty: ... (for google.com database) — View [full report](#) for this keyword

 How to Tie a Tie: Easy Step-by-...
 The Knot

 How to Tie a Tie Video and St...
 Real Simple

 How To Tie A Simple Knot (Ori...
 Ties.com

Feedback

6 more images



YouTube · How to tie a tie

3.3Cr+ views · 3 years ago

How to tie a tie EASY WAY (Slowly & Mirrored) Windsor knot



How to tie a tie easy way instruction! If you want to tie your tie quick and easy please watch my step by step tutorial.



wikiHow

<https://www.wikihow.com/...>KnotTying>

2. 4 Ways to Tie a Tie

L: 346 LD: 120M I: 2.34K whois <> source Rank: 86

Tying the Pratt Knot (Basic Formal Knot).

[Using the Tupac Method \(Four... · Tying the Pratt Knot \(Basic...](#)

Unless you do not match this search intent with the content your target audience wants to consume (in this case, video content), you won't be able to satisfy their needs and strike a chord with your audience. If you do not have the resources to create a YouTube video, you better focus on other variations of this keyword.

Tip: If you can't match what searchers want, don't go after that keyword.

6. Strike a Balance Between Keyword Difficulty and Search Volume

Typical advice that many marketers would have given you, especially if you're just starting your new website, is to target keywords having low difficulty. Low keyword difficulty means the competition level for that specific keyword is low, implying it is easier to rank for that keyword.

While it is true that keyword difficulty plays a part in deciding if your keyword ranks or not, what you need to focus on is search volume as well. Focusing on keywords that are easy to rank and have less search volume will be useless.

So, choose keywords that are easy to rank and have a considerable number of monthly searches. The number of searches may differ depending on your niche. Aim for keywords with low to medium difficulty, having moderate to high search volume.

For example, you're running a local plumbing business in San Antonio, Texas. Then, you can target keywords with a difficulty of less than 30 and a search volume of more than 100 searches per month. By using SemRush's Keyword Magic Tool, you can assess keyword difficulty and search volume and strike a balance between the two.

Keyword Magic Tool: emergency plumber san antonio ← View search history

Database: United States Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages Beta

Vol: 101-1,000 x KD: Easy x Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume All keywords: 6 Total volume: 990 Average KD: 26% + Add to keyword list Update 20/1,000

Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
☐ + emergency plumber austin >>	C	320	28 ●	91.89	8	3 weeks C
☐ + emergency plumbing austin >>	C	170	27 ●	91.89	6	2 weeks C
☐ + austin emergency plumber >>	C	140	27 ●	91.89	7	2 weeks C
☐ + emergency plumber austin tx >>	C	140	27 ●	70.32	7	Last week C
☐ + austin emergency plumbing >>	C	110	27 ●	91.89	6	2 weeks C
☐ + on it plumbing >>	T	110	25 ●	12.51	7	Last week C

As it can be seen in keyword research conducted above, you can start by targeting the following keywords:

- Emergency plumber Austin
- Emergency plumbing Austin
- Austin emergency plumber
- Emergency plumber Austin Tx

All these keywords had 100+ searches per month, and it was easier to rank them. Once you start ranking, you can then go for more competitive keywords.

7. Target Location-based Keywords (If You Sell Products in a Particular Location)

Most people do not consider their target location when doing keyword research. But one needs to remember that search results vary greatly depending on the location, and so do the keywords.

If you are conducting keyword research for a client who runs a local business, choose their target location in the SEO tool you use to conduct

the research. It will provide you with location-specific search queries that your target audience uses to look for products or services similar to your client's products or services.

For instance, your client has a winery in Florence, Italy. So, you can start with geo-targeted keywords like “winery in Florence” and set the location to Italy.

Keyword Magic Tool: winery in florence View search history

Database: Italy Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages beta

Vol: 101-1,000 x KD: Easy x Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords: 17 Total volume: 4,310 Average KD: 23% + Add to keyword list Update 21/1,000 Settings Export

Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
☐ wine		8				
☐ wine tasting close to me >>	C	1,000	26	0.68	8	Last week
☐ wine tours florence italy >>	C	590	26	3.23	9	Last week
☐ chianti tours from florence italy >>	I T	390	26	1.82	7	Last week
☐ wine tour near me >>	C	390	25	1.00	6	2 weeks
☐ chianti wine tour firenze >>	T	320	22	1.82	6	Last week
☐ vineyards close to me >>	C	260	28	0.52	7	2 weeks

Once you enter the search query and hit search, you will get keywords like wine tasting close to me, wine tours Florence, Italy, best wineries near me, etc. You can use SEO tools like SemRush and Google Keyword Planner for keyword research.

Keyword ideas

Forecast

Saved keywords

Negative keywords

winery in florence

Florence, Tuscany, Italy

English

Google

Jan - Dec 2023

Broaden your search:

+ winery

+ florence

+ winery in eugene

+ winery in victoria

+ winery in austin

+ winery in madison

+ winery in jackson

Add filter

78 keyword ideas available

Columns

☐ Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
☐ wine tasting tuscany from florence	10 – 100	0%	0%	High	–	–	–
☐ wine tasting florence italy	100 – 1K	-90%	0%	High	–	US\$1.50	US\$3.99
☐ wine tasting near florence	10 – 100	0%	0%	High	–	US\$1.14	US\$2.97
☐ wineries in florence italy	100 – 1K	-90%	0%	Low	–	US\$0.61	US\$2.32

8. Use Conversational Keywords

Recently, many users have used voice search when searching queries in the search engine. Therefore, it is essential to optimize your content for voice search. So, along with long tail keywords, also check for conversational keywords.

For example, if you live in Texas, you can search for the conversational keyword “Where can I buy a smartphone nearby in Texas ” in Google search and see other related keywords in related searches.



Where can I buy a smartphone nearby in Texas



more about our Optimum Mobile service. Optimum Internet Services in ...



Texas Health and Human Services (.gov)

<https://www.hhs.texas.gov> › deaf-hard-hearing › stap-...

99. STAP - Texas Health and Human Services

L: 237 LD: 4.27M I: 2.28K whois </> source Rank: 178

The Specialized Telecommunications Assistance Program helps people who have a disability that interferes with their access to telephone networks **purchase** ...

Related searches :



Where can i buy a smartphone nearby in texas online



phone repair near me



Where can i buy a smartphone nearby in texas cheap



walmart



best buy



t-mobile



cell phone stores near me



iphone 14 price in houston, texas

Once you have your conversational keywords, answer these questions directly and concisely in your content. You can also make these conversational keywords headings as well.

Optimizing your website content for voice searches will ensure that you are changing your strategies according to the changing needs of your target audience. It will help you keep up with the changing times, satisfying their needs.

9. Perform Keyword Gap Analysis

To get more keywords related to your business:

- Perform competitor research.
- Run your own domain through the SEMrush Domain Overview tool. You will quickly identify competitors competing in the same space as you are and see how your visibility compares.
- Look for the keywords your competitors are ranking for, but your site isn't.

You can also use AHREF's Content Gap tool to see the keywords that your competitors are missing out on.

It will give you an idea about the keywords that are working well for your competitors in your niche. Pay special attention to keywords that are bringing most of their organic traffic. Your gap analysis can also help you spot opportunities where you can rank for valuable keywords that your competitors are not targeting.

Conclusion

It is not humanly possible to include everything important for SEO in just one checklist. However, we have tried to unravel some valuable keyword research secrets. If you follow the ultimate keyword research checklist with examples for 2024 mentioned above, you will see success from your SEO efforts and will be well on your way to higher rankings on SERPs.

Remember, you need to revisit your keyword research checklist occasionally to ensure that all the content you publish aligns with the best SEO practices. You can also hire SEO specialists from the [best SEO provider](#) for the best results.

