

This is video 3.3 in the online course:

Learn SEO Copywriting

Homework Module 3:
Keyword research and planning



Objectives

- Use a keyword planning tool
- Choose a keyword phrase that hits the 'sweet spot' eg high search volume, low competition
- Write headlines using that keyword



Instructions

- Choose a product/service: Meditation Teacher
- Choose a target market – CEOs, beginners, pregnant women
- Brainstorm some keywords you might type in to find a meditation teacher



'How to choose a meditation teacher'

Enter a Keyword or URL: Industry:

+ ADD AS KEYWORD

<input type="checkbox"/>	Keyword		Google Search Volume	Competition
<input type="checkbox"/>	meditation for beginners		18,100	High
<input type="checkbox"/>	meditation classes		9,900	High
<input type="checkbox"/>	meditation classes near me		9,900	High
<input type="checkbox"/>	mindfulness training		8,100	High
<input type="checkbox"/>	meditation course		1,900	High
<input type="checkbox"/>	meditation teacher training		1,300	Medium
<input type="checkbox"/>	meditation teacher		1,300	High
<input type="checkbox"/>	meditation training		1,000	High
<input type="checkbox"/>	meditation instructor		1,000	High
<input type="checkbox"/>	mindfulness teacher training		880	Medium
<input type="checkbox"/>	meditation certification		720	Medium
<input type="checkbox"/>	how to teach meditation		320	High
<input type="checkbox"/>	how to become a meditation teacher		320	High
<input type="checkbox"/>	meditation cushion		12,100	Low



The 'sweet spot'

- All of these keywords have high competition
- Keep looking until you find a relevant keyword that has high search volumes and low competition
- Eg high = comparative to other words



Do some keyword research

- Use a keyword tool (Wordstream is good – you'll need to register for the free trial)
- Find the search volume and competition for some of those keywords
- Find a relevant keyword in the sweet spot (high search volume and low competition)



'Meditation cushion'

Enter a Keyword or URL:

Industry:



meditation cushion

All

+ ADD AS KEYWORD

<input type="checkbox"/>	Keyword		Google Search Volume	Competition
<input type="checkbox"/>	zafu		1,500,000	High
<input type="checkbox"/>	meditation pillow		9,900	Low
<input type="checkbox"/>	meditation chair		8,100	Low
<input type="checkbox"/>	zabuton		5,400	Low
<input type="checkbox"/>	meditation mat		2,400	Low
<input type="checkbox"/>	meditation seat		1,600	Low
<input type="checkbox"/>	meditation supplies		1,000	Low
<input type="checkbox"/>	zafu meditation cushion		1,000	Low
<input type="checkbox"/>	zafu cushion		880	Low
<input type="checkbox"/>	meditation cushion set		720	Low
<input type="checkbox"/>	best meditation cushion		720	Low
<input type="checkbox"/>	meditation accessories		720	Low
<input type="checkbox"/>	zabuton cushion		480	Low
<input type="checkbox"/>	zafu pillow		320	Low



Example

- Sweet spot: high search volumes, low competition ('Meditation chairs')
- If you can't access keyword research tools or you can't find a 'sweet spot' – just pick any keyword to work with



Write 3 headlines

- Write 3 headlines using formulas for 3 different target markets
- Use 3 different formulas from the 5 formulas you have learnt
- Word count - 15 words per headline



Headline formulas

1. How to/Learn how to/Here's how to
2. Ask a question
3. Numbers
4. Quick and easy
5. Attention...(target market)



Choose your target market/s

- Write for THREE different target markets
eg
 1. beginners
 2. CEOs
 3. pregnant women



Sweet spot - 'Meditation chair'

Enter a Keyword or URL:

Industry:



meditation cushion

All

+ ADD AS KEYWORD

<input type="checkbox"/>	Keyword		Google Search Volume	Competition
<input type="checkbox"/>	zafu		1,500,000	High
<input type="checkbox"/>	meditation pillow		9,900	Low
<input type="checkbox"/>	meditation chair		8,100	Low
<input type="checkbox"/>	zabuton		5,400	Low
<input type="checkbox"/>	meditation mat		2,400	Low
<input type="checkbox"/>	meditation seat		1,600	Low
<input type="checkbox"/>	meditation supplies		1,000	Low
<input type="checkbox"/>	zafu meditation cushion		1,000	Low
<input type="checkbox"/>	zafu cushion		880	Low
<input type="checkbox"/>	meditation cushion set		720	Low
<input type="checkbox"/>	best meditation cushion		720	Low
<input type="checkbox"/>	meditation accessories		720	Low
<input type="checkbox"/>	zabuton cushion		480	Low
<input type="checkbox"/>	zafu pillow		320	Low



Example headlines

1. Top 5 **meditation chairs** for *beginners*
2. Meditation for *CEOs* – What **meditation chair** is best?
3. Attention *Pregnant Women*: 3 ways a high quality **meditation chair** can help you reduce back pain



Template

- Target markets:
 - 1.
 - 2.
 - 3.
- Sweet spot keyword: Meditation Chair



Template

- 3 headlines using the formulas (word count = 15 words per headline)
 1. How to...
 2. 5 ways to...
 3. 3 quick and easy ways to...



This is the end of video 3.3 in the online course:

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