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





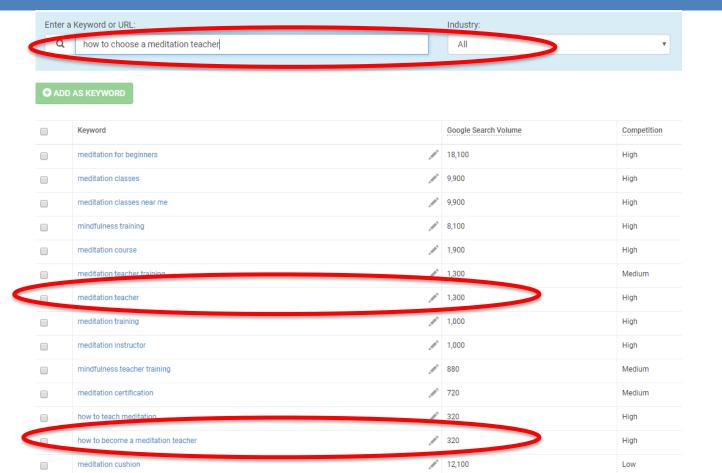
Instructions

- 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'





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:
Q meditation cushion	All

ADD AS KEYWORD

	Keyword		Google Search Volume	Competition
	zaful	A STATE OF THE PARTY OF THE PAR	1,500,000	High
	meditation pillow	A PARTY	9,900	Low
	meditation chair	A CONTRACTOR OF THE PARTY OF TH	8,100	Low
	zabuton	A PARTY	5,400	Low
	meditation mat	A PART A	2,400	Low
	meditation seat	A STATE OF THE PARTY OF THE PAR	1,600	Low
	meditation supplies	A STATE OF THE PARTY OF THE PAR	1,000	Low
	zafu meditation cushion	A TOP OF THE PERSON NAMED IN COLUMN TO PERSO	1,000	Low
	zafu cushion	A THE R	880	Low
	meditation cushion set	A TOPPO TO	720	Low
	best meditation cushion	A STATE OF THE PARTY OF THE PAR	720	Low
	meditation accessories	A STATE OF THE PARTY OF THE PAR	720	Low
	zabuton cushion	A STATE OF THE PARTY OF THE PAR	480	Low
	zafu pillow	A STATE OF THE PARTY OF THE PAR	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)



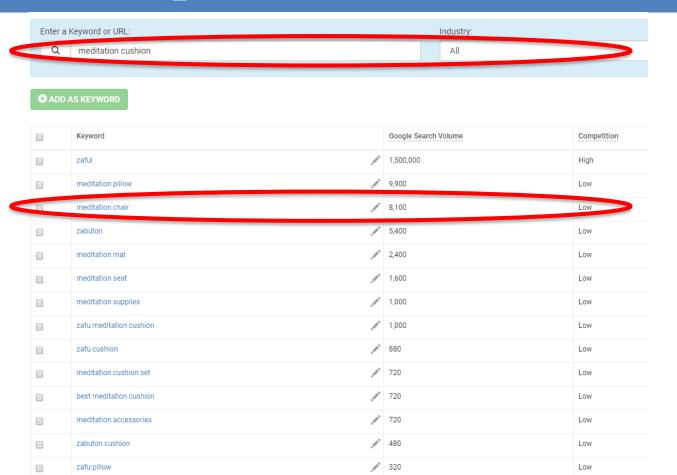


Choose your target market/s

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



Sweet spot - 'Meditation chair'





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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