

Blog Traffic Explosion

KEYWORD SELECTION GUIDELINES

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MODULE 2 // SEARCH ENGINE OPTIMIZATION

Keyword Selection Guidelines

1. Brainstorm potential keywords that your target reader might use if they were looking for an article such as yours.
2. Consider keywords ranging from 1 - 6 words.

For example:

"knitting"

"knitting tutorial"

"easy knitting tutorial"

"easy beginners knitting tutorial"

"easy beginners scarf knitting tutorial"

"easy beginners wide scarf knitting tutorial"

3. Use a keyword research tool, such as Keywords Everywhere to determine how popular and competitive each keyword is.
<https://keywordseverywhere.com/>
4. Out of the keywords you've brainstormed, focus on those which are the MOST popular and the LEAST competitive.