



Content Topic & Keyword Research Process

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Overview

While there are many types of content: industry news, promotional/specials, product pages/sales copy, etc, at least half of your content should be “utilitarian” in that it helps people improve their lives through the use of your products or services.

By creating content that people want and are actively searching on, you can draw people into your site, and then link them to your conversion pages or have them respond to calls to action.

Topic selection and keyword identification should be done simultaneously to inform each other.

Look at the work of Joe Alter at <http://blog.yowzafitness.com> and Jeff Sirody at www.freshstartlaw.com/blog, two successful small business bloggers. Nearly all the content on these sites is useful to the audience.

First, Have A Goal

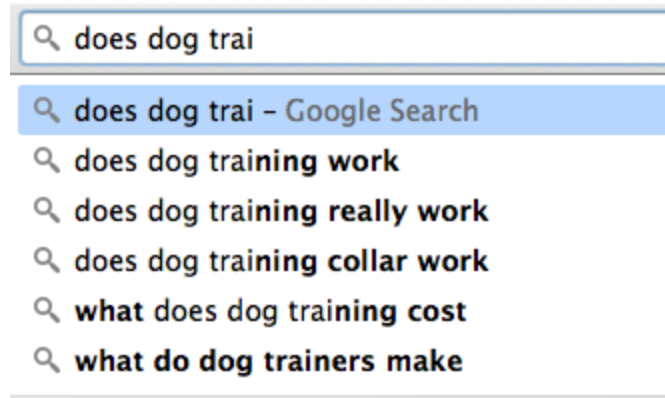
1. Start with goal to support or inform your editorial program (for example, do you want to find topics/keywords where people are searching on but you don't rank for?)
2. As you select topic ideas, identify the search opportunity to help refine the topic. (We'll explain this below)
3. Create a content calendar to keep all team members on schedule. It may be best to create list from which writers can select (in other words, select the keyword before writing.)

Understand your own users interest

- View searches on your own site with Google Analytics
 - Behavior > Site Search > Search terms
- Search most popular pages on your topic
 - Behavior > Site Content > All Pages > Use the search box to search on the topic in question.

Check Related Searches

- Type your topic into the Google search box but don't hit enter, and look at Google Suggest:



- Look also at the bottom of a Google search results page for Related Searches:

Searches related to **does dog training collar work**

fit dog training collar work

choke collars work

less common work

how do training **collars for dogs** work

does **shock** collar training work

iclick dog training **how** does **it** work

does **petsmart** dog training work

how does a dog **bark** collar work



See What's Trending / What's Hot Now

- Gauge interest over time with [Google Trends](#)
- See what's hot right now with [Reddit](#).
- Check [SocialMention](#) or [Topsy](#) to see what's being discussed in social media?

Find Out What People Want To Know



- Check most popular conversations on [Quora](#)
- Check the most active [niche forums and threads](#)
- Ask your audience ([SurveyMonkey](#))

Understand Opportunity

- Market data (how many people are searching on terms) with Google Adwords Keyword Planner.
 - Note: this is the most important tool to use of all those listed here
 - Use Keyword Ideas tab & sort by average monthly searches
 - Use three factors -- relevancy, volume, competition -- to select a keyword
- Check your own current rankings for target terms with SEMRush.com (paid tool) or doing manual searches on Google.
 - Note: Opportunity for long tail terms is best if you don't rank at all, are at top of page 2, or are in the middle of page 1.

Learn More

If you found this info helpful, and would like more help with your content strategy, click to learn more about our [content management services](#).