

Guide To Content Marketing Keyword Research



Keyword research is important as better the content is related to search intent, higher it appears on SERPs.

Before starting the search for keywords, make a list of your services, products and most relevant search terms.

Type a keyword in Google search and check the suggested search terms to know what terms users are using.

Aim for long tail keywords that are more relevant to your niche of business.

Look at top most relevant results on Google and look at the main headings used in competitor's articles.



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