

Course Checklist

How To Find The Most Profitable Keywords For Your Business

The keyword research process in this report is one of the most important things you can do for your business. It will make everything else you do for your marketing easier and more effective. But reading about it is just half the battle.

And scientific research has found very few people actually take action based on the books they read. That's why we've created this course checklist to give you a little accountability and a reminder. Simply print it out and leave it somewhere you'll be sure to see it (such as on top of your desk or on the refrigerator). That way, you'll be reminded to take action. Doing this is more important than you may realize. In our experience, we've found this reminder really helps our clients.

Each time you do one of the steps below, simply place a checkmark in the checkbox next to it. This creates accountability so you are more likely to take action on what you've learned. It shows you if the work is actually getting done.

The Checklist

- ☐ Step #1: Print this sheet
- ☐ Step #2: Leave this sheet somewhere you'll be sure to see it
- ☐ Step #3: Read the report titled “How To Find The Most Profitable Keywords For Your Business” from start to finish (so you understand the full process and feel motivated to do it)
- ☐ Step #4: Setup Google Keyword Planner (see page 7)
- ☐ Step #5: Gather possible keywords (see page 11)
- ☐ Step #6: Reduce possible keywords (see page 12)
- ☐ Step #7: Rinse and repeat. Complete step #5 and #6 for all keyword candidates (see page 13)
- ☐ Step #8: Define your market. Find the related keywords (see page 14)
- ☐ Step #9: Save your set of related keywords somewhere safe on your computer
- ☐ Step #10: Optional – Finding longer-tail keywords for SEO (see page 19)
 - ☐ Complete the process for your single most important keyword (and save all the suggested keywords in a spreadsheet)
 - ☐ Repeat the process for each related keyword with a search volume of at least 1,000 searches per month (and save all the suggested keywords in a spreadsheet)
- ☐ Step #11: Optional – Research your SEO keywords using a paid tool that assesses which ones are the most important to focus on. Example: SEMRush.com