

Work1099 Tutorial Checklist

How To Find The Most Profitable Top-Level 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.

Scientific research has found *very few* people actually take action based on the books they read. The very fact that you have opened, are reading, and may have even printed this document puts you far ahead of approximately 50% of your peers, statistically speaking. You are far more likely to succeed. But we want you to take “likely to succeed” to “**success.**”

That's why we've created this tutorial 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 the work is 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 Top-Level Keywords For Your Business” from start to finish (so you understand the entire process and get motivated)
- Step #4: Setup Google Keyword Planner (see page 7)
- Step #5: Gather possible keywords (see page 12)
- Step #6: Reduce possible keywords (see page 13)
- Step #7: Rinse and repeat. Complete step #5 and #6 for all keyword candidates (see page 14)
- Step #8: Define your market. Find the related keywords (see page 15)
- Step #9: Save your set of related keywords somewhere safe on your computer
- Step #10: Recommended – Find long-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: Use kwfinder.com and SpyFu to narrow down the best keywords for you to target.