

Course  
&  
Test Series

Keywords Research Process

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What Is Keyword Research?

Keyword research is when SEO experts look for the words people use when they search for something online. They do this to help websites show up higher in search results.

After finding a main keyword, they look for other similar words people also use. Tools like Google Keyword Planner help by giving ideas for more keywords and showing how often people search for them.

It helps you:

- Understand your audience’s search intent
- Optimize your website content and ads
- Rank higher in search results (SEO)
- Improve ROI (Return on Investment) in campaigns

Keyword Research Process – Step by Step

Step 1: Understand Your Business and Goals

Before you even open a keyword tool, ask:

- What are you selling or promoting?
- Who is your target audience?
- What problems are you solving for them?
- Are you doing this for SEO (organic traffic) or for Ads (paid campaigns)?

Example:

If you run an online bakery, your goals may include:

- Increasing *online cake orders*
- Attracting *local customers* searching for “bakery near me”

This sets the direction for your keyword research.

Step 2: Create a List of Seed Keywords

These are your basic keywords – broad terms related to your products or services. They’re the foundation for discovering more specific (long-tail) keywords later.

Example (Bakery Business):

- Cakes
- Birthday Cakes
- Wedding Cakes
- Pastries
- Cake Delivery

These are “seed” or “root” words from which you’ll build longer, more specific keywords.



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**Step 3: Expand Keyword Ideas**

Now use tools and research methods to find keyword variations your audience is actually searching for.

**Tools You Can Use:**

- Google Keyword Planner (free inside Google Ads)
- Ubersuggest
- Ahrefs Keywords Explorer
- SEMrush Keyword Magic Tool
- Google Trends
- AnswerThePublic.com
- Google Search Autocomplete

Example Expansion (from “Birthday Cake”):

- birthday cake delivery near me
- custom birthday cakes
- online birthday cake order
- birthday cake price list
- kids birthday cake ideas

These tools also give you search volume, competition, and CPC (cost per click) data.

**Google Keyword Planner and Ubersuggest**

**1. Google Keyword Planner**

You don’t actually install it – you use it **online** through your Google Ads account.

**Steps to use it:**

1. Go to <https://ads.google.com>
2. Sign in with your **Google account** (or create one if you don’t have it).
3. Click on the **Tools & Settings** ( ) icon at the top right.
4. Under the “Planning” section, select **Keyword Planner**.
5. You’ll see two options:
  - **Discover new keywords** - to find new ideas.
  - **Get search volume and forecasts** - to check how often keywords are searched.
6. Enter your topic or keyword, and it will show search volume, competition, and related keywords.

**NOTE:** No installation needed – works directly in your web browser.

**2. Ubersuggest**

Ubersuggest is also a **web-based tool**, so you just visit the website – no installation required.

**Steps to use it:**

1. Go to <https://neilpatel.com/ubersuggest/>
2. In the search box, type your keyword or website URL.
3. Select your country or language, then click **Search**.
4. You’ll get data like:

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- Search volume (how many people search it)
  - SEO difficulty
  - Related keyword ideas
  - Content ideas and backlink data
5. You can also **create a free account** for more daily searches and data.  
**NOTE:** No download or installation needed – runs directly in your browser.

**Step 4: Check the Numbers**

When you find keywords, check:

1. Search Volume → how many people search for it each month.
2. Competition → how many others are using the same keyword.

Simple Tip:

Choose keywords that have good search volume but low or medium competition – easier to rank for.

**Use Google Keyword Planner (Free Tool)**

What it is:

A free tool from Google Ads that shows search volume, competition level, and CPC (cost per click).

Column	Meaning
Avg. monthly searches	How many people search that keyword each month
Competition	How many advertisers target that keyword (Low, Medium, High)
Top of page bid (low/high range)	Estimated cost per click in Google Ads

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**Step 5: Understand the Search Intent**

You must know why people are searching.

Type	What People Want	Example
Informational	To learn something	“how to bake a cake”
Transactional	To buy something	“order cake online”
Navigational	To visit a specific site	“SweetTreats Bakery website”
Commercial	To compare products	“best bakery near me”

**Step 6: Group Similar Keywords**

After collecting keywords, put *similar ones* together.

Each group (or *cluster*) will become a topic, ad group, or web page.

Example:

- Birthday Cakes: birthday cake delivery, kids birthday cake, custom birthday cakes
- Wedding Cakes: designer wedding cakes, wedding cake price
- Cake Delivery: midnight cake delivery, cake delivery near me

**Step 7: Use and Test Your Keywords**

Now that you have your final keywords:

- Use them in your website content, blog posts, or ads
- Track which ones bring traffic or sales
- Keep updating your list every few months

Example:

If “midnight cake delivery” brings more orders, make more pages or ads around it!

**Assignment**

Ques: Choose a **business, product, or topic** you want to research.

- Examples: Bakery, Gym, Clothing Store, Traveling Blog, Online Courses.

1. Think about the **main products, services, or topics** related to your choice.
2. Write down **10 seed keywords** – these are short and broad keywords that describe your topic.
3. For each keyword, write a **one-line explanation** of why you chose it and what it represents.

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