

# Drafting your keyword list

In the previous lessons, we've discussed how to set up your keyword research sheet and how to find your niche. Now, it's time to go draft your keyword list. In this lesson, we'll discuss a few handy tools you can use to come up with keywords. In addition, we'll dive a bit deeper into the different kinds of keywords.

## Coming up with keywords

In one of the previous lessons, you've set up the basis of your keyword research sheet. If your mission and USPs are clear, you'll have a clear idea of the most important terms you want to be found for. But now, it's time to come up with actual keywords! Luckily, there are some tools that can help you with this step.

### Yoast SEO and SEMrush

In Yoast SEO 15.1, you'll find a new integration with one of the leading SEO and internet marketing software companies in the world: [SEMrush](#). As a result of this integration, Yoast SEO now features an excellent keyphrase tool that helps you find related keyphrases for your focus keyphrase.

The tool is very easy to use. Underneath the Focus keyphrase filed in Yoast SEO, you'll see the Get related keyphrases button. The first time you click on it, you will see a screen asking you to connect your SEMrush account or make a new one. Then, you will need to authorize Yoast SEO to connect the accounts. After completing those steps, you can find related keyphrases right within the post editor. You even get insights on search volume and trends! Plus, you can select the country and the language you want to see results for!

This feature is available for free, but Premium users get the added benefit of using it in the related keyphrase feature and optimize the content for

multiple keyphrases and synonyms (Image 1). You can add the relevant keyphrases you find with a simple click of the button. After that, you can simply optimize your text for these keyphrases in the post editor sidebar.

The full set of SEMrush features available in Yoast SEO will allow you to:

- Get related keywords that are similar to your query
- Get useful metrics for every keyword
- Uncover new profitable keyword ideas for your content

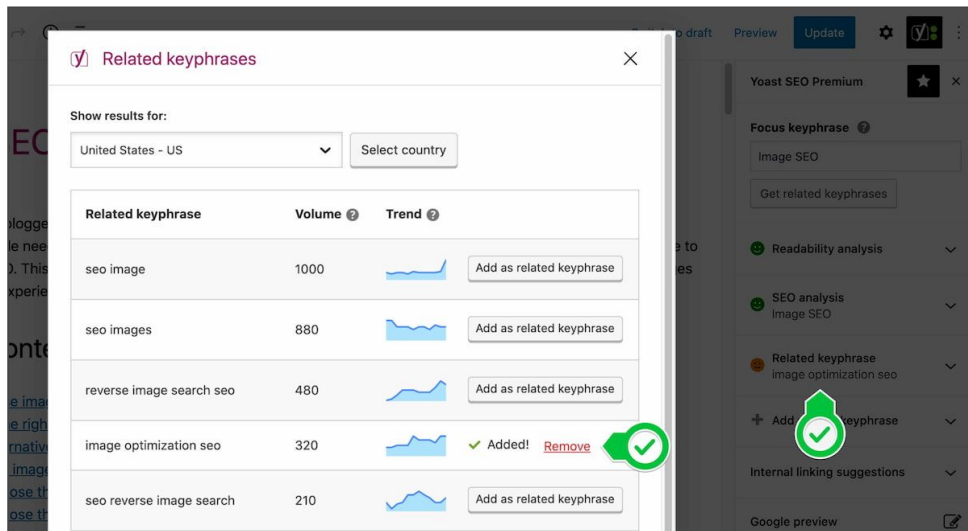


Image 1: SEMrush related keyphrases data in Yoast SEO

## Google search results

You can also use Google search itself. Just type in a word you think would be a good keyword, and suggestions for related queries will automatically show up. For example, if you type in “sustainable products”, terms like “sustainable products for restaurants” and “sustainable products blog” will automatically show up, as shown in Image 2.

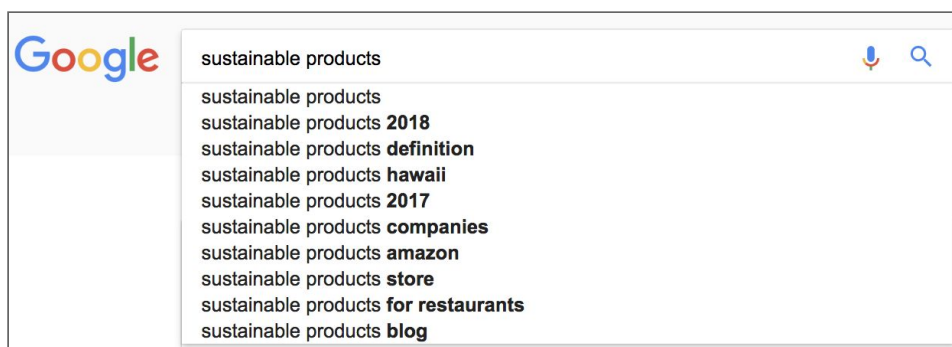


Image 2: Suggestions by Google when searching for “sustainable products”

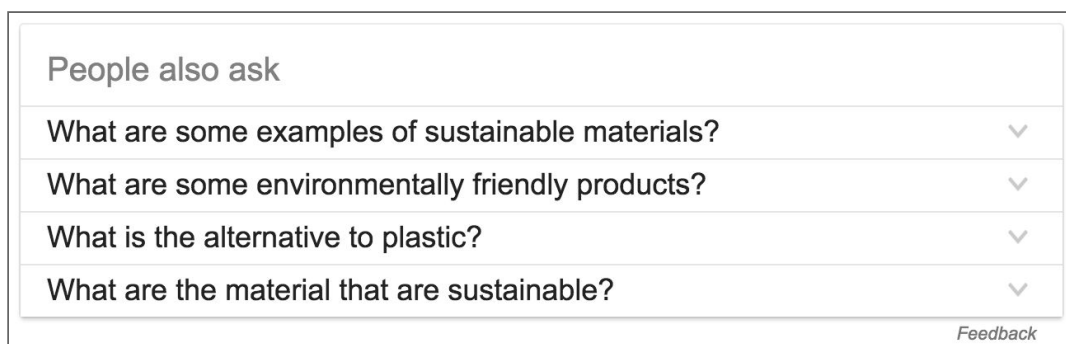


Image 3: Answer box in the search results when searching for “sustainable products”

You can also try to google a term and see if the answer boxes show up. Answer boxes are search results that display questions related to the search query. In this case, the answer box shown in Image 3 is displayed in the search results.

You can click the question to see what Google considers the best answer. If you think you can provide a better answer to the question than the current result, consider optimizing for that entire question as a keyword.

Lastly, related search results are often displayed at the bottom of a search results page. An example of this is shown in Image 4. These can be used to come up with keywords as well. Of course, these are probably terms that your competitors optimize for as well, so see it as the start of your keyword research.

Searches related to sustainable products	
sustainable products 2017	eco friendly products project
sustainable products list	eco friendly products for the home
sustainable products examples	list of eco friendly products
sustainable products 2018	eco friendly products in india

Image 4: Related search results for the query “sustainable products”

### Yoast Suggest

[Yoast Suggest](#) uses the Google Suggest functionality you know from searching in Google. It finds the keyword expansions Google gives and then requests more of them. This is a great way to quickly find more long tail keywords you can focus on. Yoast Suggest gives you suggestions for every letter of the alphabet. Image 5 shows an example of the results of Yoast Suggest when searching for “sustainable products”.

<i>sustainable products a</i>	
	<a href="#">sustainable products amazon</a>
	<a href="#">sustainable products australia</a>
	<a href="#">sustainable products and services</a>
	<a href="#">sustainable products app</a>
	<a href="#">sustainable products and consumer demand</a>
	<a href="#">sustainable products and processes</a>
	<a href="#">sustainable products and practices</a>
	<a href="#">sustainable products awards</a>
	<a href="#">sustainable products and consumption</a>
	<a href="#">sustainable products adidas</a>

Image 5: Part of the Yoast Suggest results when searching for “sustainable products”

## Google Trends

[Google Trends](#) allows you to compare the traffic for sets of keywords. It compares the search volume between search terms over a certain time. This will give some insight into the volume of the search terms people use, relative to other terms. Google Trends also shows related queries.

### Example: Anna's sustainable leather

For example, if Anna wants to know if she should try to rank for “sustainable products” or “eco-friendly products”, she could compare these two keywords in Google Trends. The results in Image 5 show that there's a greater interest in “sustainable products”, meaning more people search for that keyword in comparison with “eco-friendly products”. However, if we add “eco friendly products” (without hyphen) to the comparison, the results change. Apparently, people search for “eco friendly products” (without hyphen) more often than for “eco-friendly products” (with hyphen). And now, it's clear that there's a greater interest in the keyword “eco friendly products” than in “sustainable products”. So, if we assume that both keywords have a similar amount of competition, Anna should optimize for the keyword “eco friendly products”.

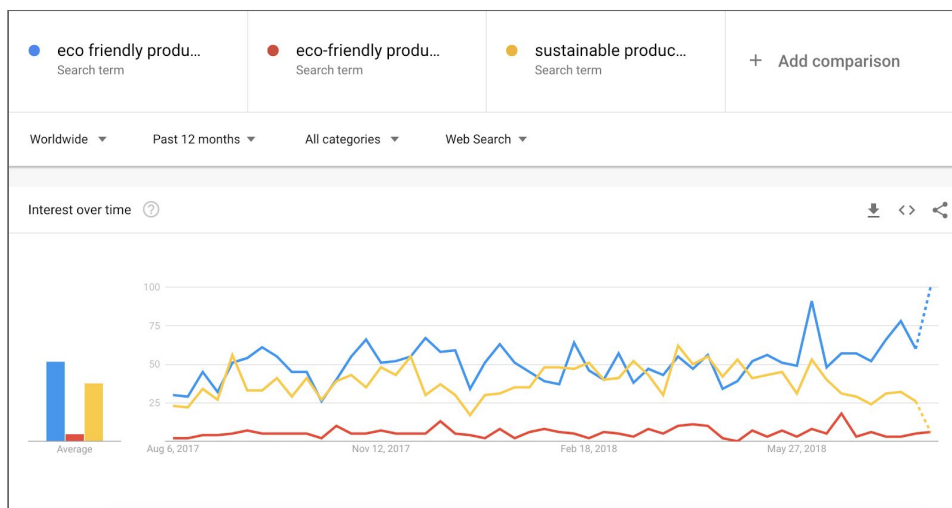


Image 6: Example of a Google Trends comparison between the keywords “eco friendly products”, “eco-friendly products”, and “sustainable products”

## Google Ads Keyword Planner

You can also use the [Google Ads Keyword Planner](#) to find new and related keywords. However, you should ignore the search volume data because this is really only useful for keywords that you're actually spending money to advertise on. Otherwise, these volumes are not reliable. The reason for the low reliability is that Google Ads gives you ranges, rather than specific numbers. For example, it can show you a 10.000-100.000 range of average monthly searches. Such data lacks precision, and if you rely on it, it can mislead you.

## Your internal search results

What are people searching for on your site? These terms are keywords in the vocabulary of your actual audience and should definitely be added to your keyword list. You can look into your site's internal search results in Google Analytics, at Behaviour → Site Search → Search Terms.

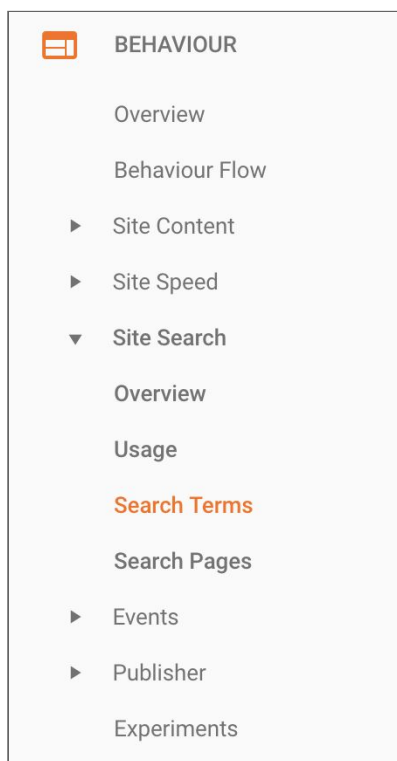


Image 7: How to find your site's internal search results in Google Analytics

## Going down the tail

In the introductory module of this course, we touched on the different kinds of keywords. We introduced head keywords, mid tail keywords, and long tail keywords, and we explained head keywords are generally short and generic and long tail keywords are long and specific. We mentioned that you should generally aim to rank for long tail keywords when you're starting out. To be fair, it's a bit more nuanced than that. That's why we're going to dive into these different kinds of keywords a bit deeper and explore that nuance.



Image 8: Long tail keywords

### History of long tail keywords

To really understand the notion of long tail keywords, it's good to know more about the history of the term. The term "long tail", when it comes to marketing, was first used by Chris Anderson in a Wired Magazine article, published in October 2004. According to Anderson's theory of the long tail, our culture and economy are shifting away from a focus on mainstream products and markets toward a huge number of niches (in the tail). Simply put, this means people want less and less one-size-fits-all products, and more and more narrowly-targeted goods and services.

This can also be applied to keyword strategy. With his theory, he showed that there is a market for every product. Sure, we mostly notice the big

hits, but there are a lot of opportunities in more niche areas as well. There's great value in finding a smaller market which you can dominate. It's easy to apply this idea to a keyword strategy, as keyword research is all about looking for realistic opportunities.

## Look for realistic opportunities

Image 8 shows what we described in the previous paragraph. The head of the mouse represents short keywords, which are generally searched for most often. An example of these short keywords could be a keyword like "book". These keywords are more likely to have more competition. The further you go down the tail, the more specific keywords become. At the end of the tail, there could be a keyword like "children's book about cultural identity", which is very specific. There could be a lot of words in between this head keyword and the long tail keyword.

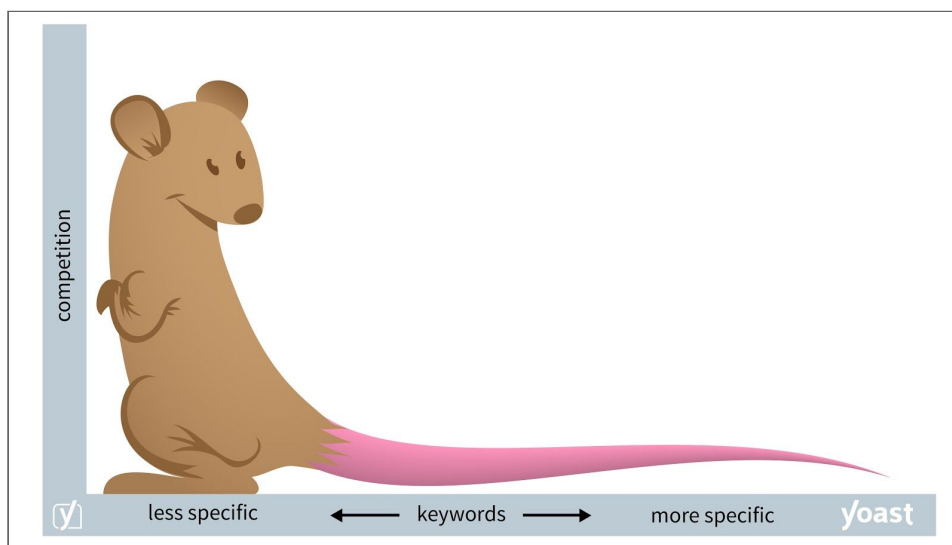


Image 9: Less specific (head) keywords vs. more specific (long tail) keywords

As you can see, talking about head, mid and long tail keywords is a bit of an oversimplification. Keywords can fall anywhere on the tail, there are no fixed points. But it's quite difficult to reflect this accurately in your keyword research strategy. That's why it can be useful to divide your keywords into categories. Because it's useful to think about your keyword length, we've chosen to use three categories:

- **head keywords**



- **mid tail keywords**
- **long tail keywords**

Please note that keywords can consist of several words as well, even head keywords. For example, “nuclear power plant” could be a head term, where – for a different company – a mid tail term could be something like “ballet shoes”. Everything we’re teaching you is relative to your market and product.

### Example: Record shop

*Let’s illustrate this with an example: Lisa just opened a record shop in London. As there are quite a few record shops in London, Lisa decided to add something unique to her shop. In her record shop, visitors can buy records, but they can also sit down and have a drink, as it’s a cafe as well. She wants music lovers from London to be able to find her shop.*

*While her head keyword may be “record shop London”, there will probably be too much competition for this term to rank high. A quick Google search shows that there are over 400 million results and the first page is almost completely filled with big sites that list the best record shops in London. Therefore, she should forget about ranking for her head keyword for the foreseeable future.*

*What other options are there? Lisa could try to add her unique selling point to her keyword. If she tries “record shop cafe London”, the results show “only” 23 million results and there are shops similar to hers showing up on the first page. The competition is already a little less stiff, but she’s still going to have a hard time ranking. This may be a better keyword to keep in mind for when she’s built her brand a bit.*

*To be found right now, she has to offer something really unique. Let’s say Lisa’s shop sells a very special collection of punk rock vinyl records. She could optimize for that with a keyword like “record shop cafe london punk rock vinyl collection”. Now that’s a long tail keyword! With some good SEO efforts, ranking top 3 for this term should not be hard at all. Although Lisa will reach a smaller amount of music lovers, she will be able to be the best result for the specific group that is looking for exactly what she has to offer.*

## Different markets require different strategies

Keep in mind that different markets require different strategies. In some markets, head keywords might be within reach for you. For example, when you own a record shop in a small town, like Rye, in England. With some smart SEO, it wouldn't be a stretch to think you could rank for "record shop Rye".

It's very important to do proper research to determine what keywords are realistic targets. We've already discussed some of the factors you have to take into account here: your mission, your audience, and your competition.

In addition, it's worth considering that, even though long tail keywords have smaller audiences, there are often many more long tail keywords than head keywords. That means that, if you can compete and rank for *lots* of long tail keywords – which are typically less competitive – you might do better overall than if you'd chased after the competitive head terms.

## Drafting your keyword list

Now, it's time to go draft your keyword list! In the screencast in this lesson called "Drafting your keyword list", we show exactly how you go about creating a keyword research sheet. So, if you haven't watched the screencast yet, we highly recommend you to do that now.

## Conclusion

This lesson was all about drafting your own keyword list. We've explained which tools you could use to come up with keywords. We've discussed Google search, Yoast Suggest, Google Trends, Google Ads Keyword Planner, and your internal search results. Moreover, we've explored the difference between head, mid tail, and long tail keywords in more detail. Up next is your site's potential traffic and conversion.