



Easiest Keyword Research Strategy

by The HOTH

IMPORTANT:

We are going to be using SEMRush for all of these. You can use a real SEMRush account (free limited access) or you can use the SEMRush tool for free in the HOTH Dashboard when you sign up for an account. Just click on the "Keyword Research" tab up at the top of your HOTH account.

Strategy #1: 2nd Page Ranker Targets (Maximize current rankings)

Your site is probably ranking for lots of terms you don't know on the bottom of page 1 or on page 2. You really want to know what these are because these are keywords that Google already likes you for, you just need a little push (aka links) to get to page 1 where 97% of the traffic is.

Here's how to find them:

1. Type in your domain
2. Sort by rank
3. Get the ones that are on the bottom of page 1 or page 2
4. Target those keywords / pages with your next link building campaigns

Strategy #2: Steal Your Competitor's Keyword Ideas

You don't have to just do research on your own site, you can also research your competitors keyword rankings. Here's how to find all your competitors keywords and ethically steal them!

Here's how:

1. Go to Google and type in one of your main keywords
2. Write down 3-5 sites that are ranking for it
3. Plop those into SEMRush and get the keyword ranking reports
4. Merge, de-duplicate, and sort by volume
5. Viola, you have a ton of keywords to target!

Strategy #3:

Find High Volume Keywords Related To Your Niche

You're going to look for high volume keywords related to your niche. For this one you're going to have to get creative a bit. You'll use a technique similar to the last one, except we're looking for big keywords. Usually these include brand, celebrity, or other keywords we could take.

Guitar Niche Example

For instance, if I wanted to sell a guitar product, I could search for TABs for songs. If you do this you'll see that some popular tabs have huge search volume like "wagon wheel chords" that song by Darius Rucker, gets 27k searches a month. Plus it's easy to rank for.

Wedding Niche Example

Another example would be if you were in the wedding niche, you could plop some sites into SEMrush that talk about weddings or celebrity weddings and you would find keywords like "Beyonce wedding ring" that gets 4k+ searches a month.

Fitness Niche Example

Another example would be if you were in the fitness niche, you could target new diet names, celebrity names that recently got fit for movie roles, etc.

Now these won't be "buyer" keywords, but they can definitely bring some easy traffic to your site!

Here's how:

1. Go to Google and type in one of your main keywords + celebrity
2. Look for ideas there and/or write down 3-5 sites that are ranking for it
3. Plop those into SEMRush and get the keyword ranking reports
4. Also try just typing in keywords into Semrush related to what you're looking for
5. Use the related keywords reports
6. Kaboom.

Hope you enjoyed this guide!

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Click Here to Get SEMRush

(Highly Recommended)