



## Checklist for Keyword Marketing

- **Make a List of Topic Ideas**
  - Create a list of industry-related and audience-related topics.
  - Ensure the topics are relevant to your business.
- **Use Keyword Research Tools**
  - Utilize tools like SEMRush, Google Search, Ahrefs, KWFinder, and Keyword FX.
  - Generate a list of highly relevant keywords.
- **Analyze the Intent Behind Keywords**
  - Ensure the keywords match the user intent related to your business.
  - Browse using Google to verify intent.
- **Focus on Long-Tail Keywords**
  - Use long-tail keywords to target specific search intents.

- Keep ad costs down and get more from your budget.
- Create Keyword Groups
  - Organize keywords into groups for more relevant ad content.
  - Ensure your ads are targeted to the right audience.
- Analyze Competitor Keywords
  - Research keywords your competitors are ranking for.
  - Use tools like Spyfu to find keywords you may have missed.

# La<sup>A</sup>phills