Academy

Semrush SEO
Crash Course

FIND UNTAPPED
KEYWORDS

LESSON 2 **WORKSHEET**

WORKSHEET
Find Untapped Keywords

Welcome to lesson 2 of this SEO crash course!

This lesson was all about keyword research. In my experience, keyword research is the most important part of SEO. Which is why we dedicated an entire lesson to it in this course.

Without further ado, let's dive into the steps.

STEP 1 ## Create a List of Seed Keywords

Your first step is to generate a bunch of potential "seed keywords". We'll refine this list and help you choose the keywords best for you later in this worksheet.

> **NOTE:** You don't need to execute all of these strategies. Just choose the strategies that make the most sense for you and your business.

Brainstorm words and phrases related to your business

Your first step is to think of ways that someone would search for your business in Google.

Or keywords that they'd use to find helpful content related to your business.

For example, let's say your site sells organic dog treats.

Keywords that people might use to find you would be:

- Healthy dog treats
- Weight loss treats
- Human-grade dog treats

And that people might use to find info related to your business would be things like:

- Keto diet for dogs
- Best dog food for weight loss
- Dog digestion issues

REMEMBER: You're just brainstorming. Nothing is set in stone. So don't be afraid to jot down anything that comes to mind. You can always change or delete it later on.

Enter any keywords that you brainstormed in this box.

BRAINSTORMED KEYWORDS

Find "Searches related to" terms in Google search

Another cool way to find keywords is to check out the "Searches Related to" section at the bottom of Google's search results.

For example, let's say a term you had in mind was "organic dog treats".

Well, you'd want to search for that keyword in Google.

And scroll to the bottom of the page. You'll find a list of keywords that are closely related to your search term.

Important to note here: these are keyword ideas that come straight from Google. So you don't need to guess whether or not they're popular. Google is literally telling you: "lots of people search for these keywords."

GOOGLE "SEARCHES RELATED TO" KEYWORDS

Wikipedia Pages

Wikipedia is an overlooked keyword research goldmine.

Where else can you find articles curated by thousands of industry experts... all organized into neat little categories?

Head over to Wikipedia and type in a broad keyword related to your niche.

For example, let's say that you run an ecommerce site that sells organic coffee. You'd want to enter "coffee" into Wikipedia's search.

That will take you to the Wikipedia entry for that broad topic.

Not logged in   Talk   Contributions   Create account   Log in

Article   Talk

Read   View source   View history   Search Wikipedia 🔍

Coffee 🔒

From Wikipedia, the free encyclopedia

This article is about the brewed beverage. For the seeds from which it is made, see Coffee bean. For the plant, see Coffea. For other uses, see Coffee (disambiguation).

Coffee is a brewed drink prepared from roasted coffee beans, the seeds of berries from certain flowering plants in the *Coffea* genus. From the coffee fruit, the seeds are separated to produce a stable, raw product: unroasted *green coffee*. The seeds are then roasted, a process which transforms them into a consumable product: roasted coffee, which is ground into fine particles that are typically steeped in hot water before being filtered out, producing a cup of coffee.

Coffee is darkly colored, bitter, slightly acidic and has a stimulating effect in humans, primarily due to its caffeine content.[3] It is one of the most popular drinks in the world[4] and can be prepared and presented in a variety of ways (e.g., espresso, French press, caffè latte, or already-brewed canned coffee). It is usually served hot, although chilled or iced coffee is common. Sugar, sugar substitutes, milk or cream are often used to lessen the bitter taste or enhance the flavor. It may be served with coffee cake or another sweet dessert, like doughnuts. A commercial establishment that sells prepared coffee beverages is known as a coffeehouse or coffee shop (not to be confused with Dutch *coffeeshops* selling cannabis).

Clinical research indicates that moderate coffee consumption is benign or mildly beneficial as a stimulant in healthy adults, with continuing research on whether long-term consumption reduces the risk of some diseases, although some of the long-term studies are of questionable credibility.[5]

The earliest credible evidence of the drinking of coffee in the form of the modern beverage appears in modern-day Yemen from the middle of the 15th century in Sufi shrines, where coffee seeds were first roasted and brewed in a manner similar to current methods.[2] The Yemenis procured the coffee beans from the Ethiopian Highlands via coastal Somali intermediaries and began cultivation. By the 16th century, the drink had reached the rest of the Middle East and North Africa, later spreading to Europe.

Coffee

Black coffee in a cup on a saucer, with a spoon

Type	Hot or ice-cold (usually hot)
Region of origin	Horn of Africa[1] and South Arabia[2]
Introduced	15th century
Color	Black, dark brown, light brown, beige

Then, look for the "contents" section of the page. This section lists out the subtopics covered on that page.

And some of the subtopics listed here are awesome keywords that would be tough to find any other way.

You can also click on some of the internal links on the page to check out the Table of Contents of other, closely related entries.

Contents [hide]

WIKIPEDIA KEYWORDS

Semrush's Keyword Magic tool

This Semrush feature does one simple thing:

It generates A LOT of keyword ideas.

And, as you can see here, a lot of these keywords aren't just variations of the keyword you typed in. They're unique keywords that are actually really outside the box seed keywords.

⊕ almond butter desserts ≫	I	5	210	42 🟡	0.00	0.22
⊕ almond butter squares ≫	I	5	50	37 🟡	0.00	0.94
⊕ anti inflammatory sweet treats ≫	I	5	50	19 🟢	0.00	0.71
⊕ at home healthy desserts ≫	I	5	50	60 🟠	0.00	0.09
⊕ bake it paleo ≫	I	5	70	46 🟡	0.00	0.35
⊕ best paleo brownies ≫	I C	5	90	43 🟡	0.00	0.53
⊕ best paleo chocolate bars ≫	C	5	50	20 🟢	0.00	0.33
⊕ best paleo dessert cookbook ≫	C	5	50	33 🟡	0.00	1.00

So quickly scan this list for anything interesting that stands out.

And add them to this box.

SEMRUSH KEYWORD MAGIC TOOL KEYWORDS

Find topics on Reddit

Let's say that you run a site that sells organic dog food.

You'd head over to Reddit. Then search for a broad topic that your target audience is interested in... and something that's related to what you sell.

Then, choose a subreddit where your audience probably hangs out.

Finally, keep an eye out for threads that have lots of comments.

And note the topics of those popular threads.

REDDIT KEYWORDS

At this point, you should have at least 5 and maybe even 20 or more seed keywords jotted down.

Feel free to combine them in the field below.

COMBINE YOUR KEYWORDS

Then, it's time for step #2.

**STEP 2** | **Generate Specific Keyword Ideas**

Now that you have a list of seed keywords, it's time to use a keyword research tool to generate new keyword ideas and deliver metrics on each keyword.

For now, we're not going to worry about metrics. Instead, you're just going to enter each of your seed keywords into Semrush's Keyword Overview tool.

For example, let's say that one of your seed keywords is "organic coffee".

Just enter that seed keyword into the tool.

And Semrush will give you a bunch of metrics on that seed keyword.
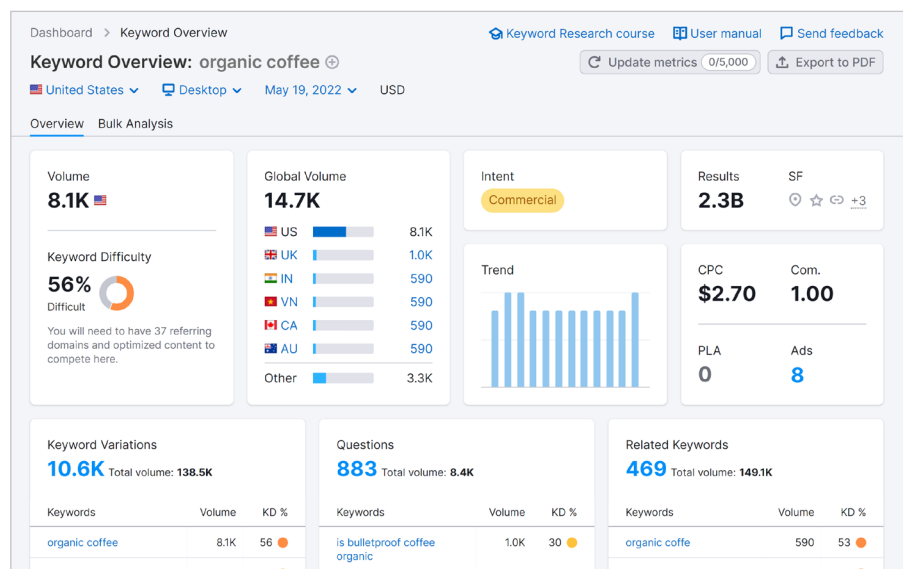
You can ignore those metrics for now. Remember: our goal at this point is really just to generate lots of different keyword ideas.

To find those ideas, click on "Related keywords".

This brings up keywords that are variations of your main keyword, like this.

☐ ⊕ organic coffee beans »	C		65	1,300	52 🔴	2.54
☐ ⊕ all natural coffee beans »	C		60	50	39 🟡	3.08
☐ ⊕ coffee beans organic »	T		60	170	45 🟡	2.54
☐ ⊕ organic medium roast coffee »	C		55	70	40 🟡	2.82
☐ ⊕ organic coffee beans near me »	T		55	70	51 🔴	2.07
☐ ⊕ organic coffee grounds »	T		55	50	41 🟡	2.74
☐ ⊕ organic coffees »	T		55	2,400	49 🟡	2.70

But also outside the box keywords that would be hard to come up with on your own, like this.

☐ ⊕ organic arabica coffee »	T		20	50	29 🟢	2.16
☐ ⊕ organic coffee roasters near me »	T		20	110	53 🔴	1.79
☐ ⊕ amazon purity coffee »	T		15	50	39 🟡	0.28
☐ ⊕ best organic shade grown coffee »			15	70	29 🟢	0.00
☐ ⊕ bio dynamic coffee »	I T		15	50	28 🟢	0.85
☐ ⊕ biodynamic coffee »	I T		15	1,300	32 🟡	0.96
☐ ⊕ flavored organic coffee »	C		15	50	24 🟢	2.39

Enter this list of keywords here.

KEYWORD IDEAS

STEP 3 | **Choose 5 keywords**

Now it's time to choose 5 high-potential keywords. These are keywords that you'll create content around in the next lesson.

You can always repeat these steps later on once your first 5 articles are finished.

So, how do you choose 5 keywords with the most potential?

When it comes to choosing keywords, there are a million and one different factors to take into account, from seasonality to how much the keyword is trending up or down over time.

And as you get more advanced at SEO, you can be a little bit more scientific with choosing keywords.

But for our purposes of just getting started, you only really need to worry about 3 factors:

- Competition
- Search volume
- Revenue potential

As I mentioned in the video, competition (KD% in Semrush) is probably the most important one to focus on. Especially if your site is relatively new.

So enter each of the keywords from Step #2 into Semrush. And note their search volume, competition and revenue potential (CPC).

Based on those 3 factors, choose 5 keywords that seem like the best options for you.

BEST KEYWORDS

REMEMBER: These keywords aren't set in stone. There's no need to overthink this process. The important thing is to jot 5 keywords down now so you're ready for the next lesson.

Looking ahead to the next lesson, lesson 2, we're going to cover a very misunderstood (yet important) part of SEO: content.

Specifically, I'm going to show you EXACTLY how to create content primed to rank on the first page of Google.

See you there!