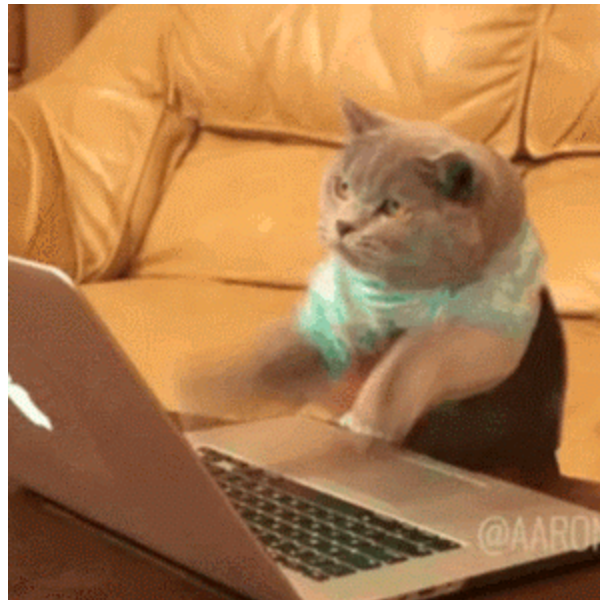


# SEO Keyword Research and Mapping

Last Updated / Reviewed: February 3, 2024

Execution Time: 2-8 hours



**Goal:** Finding high-volume keywords that are easy to target (i.e. there aren't many other websites that target them too) and which suit your website's niche, grouping them according to search intent and demand, as well as creating an incipient sitemap based on the aforementioned keyword groups.

**Ideal Outcome:** Creating a comprehensive keyword strategy your SEO specialist(s) and content marketer(s) will be able to use in the months to come.

**Prerequisites or requirements:** N/A



**Why this is important:** Although definitely not *the only* element that ensures excellent Search Engine Optimization, keyword research is by far *the* most important SEO task. A great keyword strategy can give you a competitive advantage against large players in the market, determine what to work on next, who to hire, and how much to invest. You can use your keyword strategy to inform the structure of your site and even define your content marketing calendar.

**Where this is done:** In your browser, in a keyword research tool, as well as in a spreadsheet that will help you organise all the keywords you find.

**When this is done:**

1. Before you (re)create your website.
2. It should also be done recurrently, at least once a year, to refresh your website's SEO.
3. Before rolling out your SEO or content marketing strategy.

**Who does this:** The SEO Specialist or a V/A you've trained to help you with keyword research and mapping - but if you haven't hired either one (or an agency to handle your digital marketing), you're on your own :)

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## ☒ **Before starting: understand the SEO keyword mechanism**

- SEO keywords are the words and word phrases Internet users search when they want to find a business, a piece of information, etc.
- The better you optimise your website with these keywords, the more likely it is that you will land among the first options provided by a Search Engine's Result Page.
- Keep in mind that SEO is not just about the keywords - they are a crucial element in the optimization process, but not an exclusive one.
- Keyword research can be performed with a lot of tools. Up until not very long ago, Google's [Keyword Planner](#) was the top choice among SEO professionals. However, Google recently started to limit the number and quality of their suggestions, especially for users who don't invest money in Google Ad campaigns.
- As a result, SEO pros have started using other tools more frequently. Some examples include [KWFinder](#) (10 days free trial), [SEMRush](#) (free with limited capabilities, excellent when paid), and [SEOBook's Keyword Tool](#) (decent free tool). In this SOP, we will use KWFinder, as it provides the best quality-price ratio.

## ☒ **Environment setup**

1. Sign up for [KWFinder](#) or ask for access if your company already has an account.
2. Make sure you have Excel, access to [Google Sheets](#), LibreOffice Sheets, or any other similar tool.
3. Arm yourself with patience. This is not a difficult process, but it can be quite



time-consuming. Yet, the more time you invest in it, the better your results will yield.

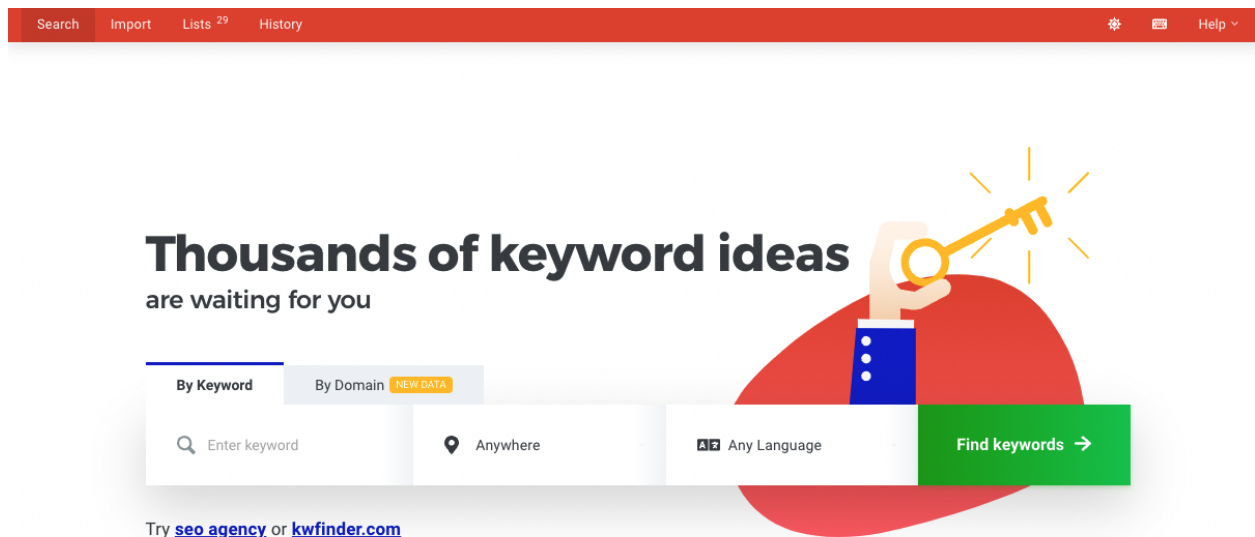
## ☒ **Run an in-depth keyword research**

For the purpose of this SOP, we used a fictional wedding venue in New Hampshire that is just building their website and wants to make sure couples will find them when searching Google for venues in the area.

Consequently, the entire SOP is created around the same idea, just to give you an example of how a keyword research and mapping process should look like. Of course, all of the steps described hereon will be adjusted to suit your particular business needs.

1. Go to <http://kwfinder.com>.
2. Think of what your future clients would search for to find your business. For the purpose of the examples in this SOP, we will imagine we are looking for a wedding venue in New Hampshire and start from there.
3. Set your business' location using the box in the middle of the page (this is set by default to "Anywhere", but you can change it by clicking on it and entering your own desired location) .
  - a. Our suggestion is this: use a broader location (country) in the beginning - you can narrow it down by using a specific search term (e.g. "wedding venue New Hampshire", the primary keyword we used in the example). Doing this will help you find more keywords (both general and location-specific).
4. Enter your search term in the box saying "Enter keyword". Click on "Find Keywords" button or hit the "Enter" button on your keyboard.

- a. A list of keywords will appear on the page. Next to each of them, you will see the number of average monthly searches (in the “Search” column), as well as the difficulty score of ranking for that particular keyword (in the “Difficulty” column).



5. Choose the sorting criteria for the list of keywords displayed by KWFinder:
  - a. “Suggestions”: This is the default (and actually recommended) sorting criterion; it will sort the keywords based on how relevant they are in relation to the primary keyword you searched (“wedding venues New Hampshire” in our example).
  - b. “Search”: Select this sorting criterion only if you are interested in pure volumes (this is not usually recommended because a successful optimization takes both volumes and search intent into consideration).



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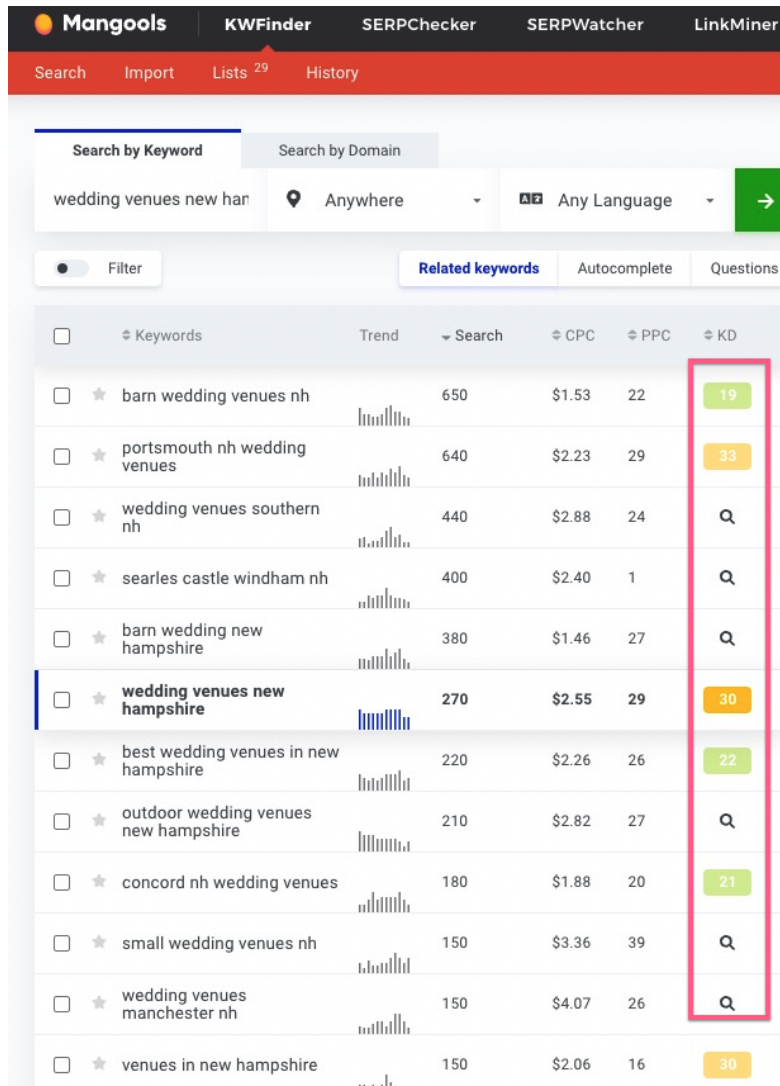
The screenshot displays the Mangools KWFinder tool interface. The top navigation bar includes Mangools, KWFinder, SERPChecker, SERPWatcher, LinkMiner, and SiteProfiler. The main search area shows 'wedding venues new hampshire' as the search term, with filters for 'Anywhere' and 'Any Language'. A pink arrow points to the 'Search' button in the 'Related keywords' section. Below the search bar, a table lists various keywords with their respective metrics: Trend, Search, CPC, PPC, and KD. The keyword 'wedding venues new hampshire' is highlighted, showing a KD of 30. To the right, a 'wedding venues new hampshire' section displays a '30 / 100 POSSIBLE' Keyword Difficulty score and a bar chart of monthly searches. Below this, a 'SERP overview' table lists the top 9 search results with their URLs, DA, PA, CF, TF, Links, FB, LPS, and EV scores.

| Keywords                             | Trend | Search | CPC    | PPC | KD |
|--------------------------------------|-------|--------|--------|-----|----|
| barn wedding venues nh               |       | 650    | \$1.53 | 22  | 19 |
| portsmouth nh wedding venues         |       | 640    | \$2.23 | 29  | 33 |
| wedding venues southern nh           |       | 440    | \$2.88 | 24  | Q  |
| searles castle windham nh            |       | 400    | \$2.40 | 1   | Q  |
| barn wedding new hampshire           |       | 380    | \$1.46 | 27  | Q  |
| wedding venues new hampshire         |       | 270    | \$2.55 | 29  | 30 |
| best wedding venues in new hampshire |       | 220    | \$2.26 | 26  | 22 |
| outdoor wedding venues new hampshire |       | 210    | \$2.82 | 27  | Q  |
| concord nh wedding venues            |       | 180    | \$1.88 | 20  | 21 |
| small wedding venues nh              |       | 150    | \$3.36 | 39  | Q  |
| wedding venues manchester nh         |       | 150    | \$4.07 | 26  | Q  |
| venues in new hampshire              |       | 150    | \$2.06 | 16  | 38 |
| all inclusive wedding packages nh    |       | 150    | \$4.39 | 48  | Q  |

| URL                     | DA | PA | CF | TF | Links | FB  | LPS | EV   |
|-------------------------|----|----|----|----|-------|-----|-----|------|
| 1 theknot.com/marke...  | 87 | 48 | 32 | 26 | 45    | N/A | 61  | 17   |
| 2 wedding-spot.com/...  | 55 | 45 | 43 | 22 | 108   | 4   | 57  | 12   |
| 3 herecomestheguide...  | 54 | 33 | 26 | 20 | 188   | 0   | 43  | < 10 |
| 4 vacationidea.com/...  | 56 | 44 | 24 | 13 | 60    | 9   | 43  | < 10 |
| 5 weddingwire.com/c...  | 70 | 49 | 27 | 21 | 116   | N/A | 53  | < 10 |
| 6 guide.rusticweddin... | 55 | 41 | 29 | 19 | 73    | N/A | 47  | < 10 |
| 7 lookslkefilm.com/2... | 43 | 32 | 14 | 0  | 3     | 37  | 26  | < 10 |
| 8 leegphotography.co... | 24 | 23 | 0  | 0  | 8     | N/A | 12  | < 10 |
| 9 visit-newhampshire... | 43 | 35 | 25 | 20 | 156   | N/A | 41  | < 10 |

- c. “PPC” and “CPC” are sorting criteria you will only use if you proceed with a paid advertising campaign online (e.g. Google’s PPC program). So you will most likely not need to use these options for keyword research and mapping.
  - d. “Diff” will sort the list of keywords according to the difficulty of each keyword. To use this criterion, you should first make sure to generate the difficulty score for keywords that have not been scored yet (see below).
6. You should see the keyword difficulty score in the “KD” column. If there isn’t a number. Click the magnifying glass icon and KWFinder will generate one based

on current data. Remember, this should be done with all keywords that are important and relevant for your business (which you will later on add to a list).



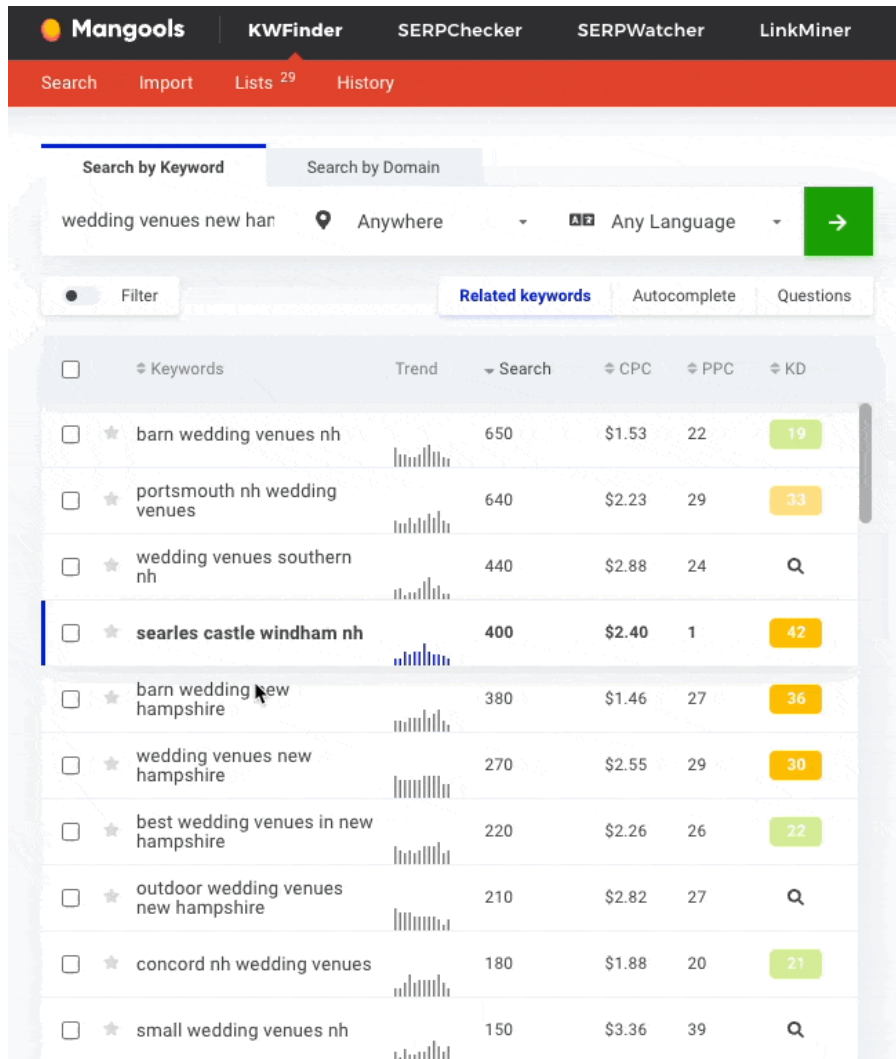
The screenshot shows the Mangools KWFinder interface. The search bar contains 'wedding venues new hamp' and the location is set to 'Anywhere'. The results table lists various keywords with their search volume, CPC, PPC, and KD (Keyword Difficulty) scores. A red box highlights the KD column for several keywords.

| Keywords                             | Trend | Search | CPC    | PPC | KD |
|--------------------------------------|-------|--------|--------|-----|----|
| barn wedding venues nh               |       | 650    | \$1.53 | 22  | 19 |
| portsmouth nh wedding venues         |       | 640    | \$2.23 | 29  | 33 |
| wedding venues southern nh           |       | 440    | \$2.88 | 24  | Q  |
| searles castle windham nh            |       | 400    | \$2.40 | 1   | Q  |
| barn wedding new hampshire           |       | 380    | \$1.46 | 27  | Q  |
| <b>wedding venues new hampshire</b>  |       | 270    | \$2.55 | 29  | 30 |
| best wedding venues in new hampshire |       | 220    | \$2.26 | 26  | 22 |
| outdoor wedding venues new hampshire |       | 210    | \$2.82 | 27  | Q  |
| concord nh wedding venues            |       | 180    | \$1.88 | 20  | 21 |
| small wedding venues nh              |       | 150    | \$3.36 | 39  | Q  |
| wedding venues manchester nh         |       | 150    | \$4.07 | 26  | Q  |
| venues in new hampshire              |       | 150    | \$2.06 | 16  | 30 |

7. Tick each of the keywords you find suitable for your website. Pay attention to the search intent (what you think the users wanted to know when they searched that

particular term), the search demand (the average monthly searches), and the difficulty of the keyword.

- a. At this point, you shouldn't worry too much about selecting very broad or very different topics—the idea is to create a very comprehensive list of relevant keywords.



The screenshot shows the Mangools KWFinder interface. The search bar contains 'wedding venues new han', the location is set to 'Anywhere', and the language is 'Any Language'. The results table lists various keywords with their search volume, CPC, PPC, and KD (Keyword Difficulty).

| Keywords                             | Trend | Search | CPC    | PPC | KD |
|--------------------------------------|-------|--------|--------|-----|----|
| barn wedding venues nh               |       | 650    | \$1.53 | 22  | 19 |
| portsmouth nh wedding venues         |       | 640    | \$2.23 | 29  | 33 |
| wedding venues southern nh           |       | 440    | \$2.88 | 24  | Q  |
| searles castle windham nh            |       | 400    | \$2.40 | 1   | 42 |
| barn wedding new hampshire           |       | 380    | \$1.46 | 27  | 36 |
| wedding venues new hampshire         |       | 270    | \$2.55 | 29  | 30 |
| best wedding venues in new hampshire |       | 220    | \$2.26 | 26  | 22 |
| outdoor wedding venues new hampshire |       | 210    | \$2.82 | 27  | Q  |
| concord nh wedding venues            |       | 180    | \$1.88 | 20  | 21 |
| small wedding venues nh              |       | 150    | \$3.36 | 39  | Q  |



8. Add the ticked keywords to your list. You can do this by clicking on the green “Add to list” button at the bottom of the page. If this is a new project, you will have to create a new list (e.g. “New Hampshire Wedding Keyword Research”). If you have been working on this project before, you will simply have to select the list you want for these keywords.



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|                                     |                                        |  |     |        |    |    |
|-------------------------------------|----------------------------------------|--|-----|--------|----|----|
| <input checked="" type="checkbox"/> | ★ searles castle windham nh            |  | 400 | \$2.40 | 1  | 42 |
| <input checked="" type="checkbox"/> | ★ barn wedding new hampshire           |  | 380 | \$1.46 | 27 | 36 |
| <input type="checkbox"/>            | ★ wedding venues new hampshire         |  | 270 | \$2.55 | 29 | 30 |
| <input type="checkbox"/>            | ★ best wedding venues in new hampshire |  | 220 | \$2.26 | 26 | 22 |
| <input checked="" type="checkbox"/> | ★ outdoor wedding venues new hampshire |  | 210 | \$2.82 | 27 | Q  |
| <input type="checkbox"/>            | ★ concord nh wedding venues            |  | 180 | \$1.88 | 20 | 21 |
| <input type="checkbox"/>            | ★ small wedding venues nh              |  | 150 | \$3.36 | 39 | Q  |
| <input type="checkbox"/>            | ★ wedding venues manchester nh         |  | 150 | \$4.07 | 26 | Q  |
| <input type="checkbox"/>            | ★ venues in new hampshire              |  | 150 | \$2.06 | 16 | 30 |
| <input type="checkbox"/>            | ★ all inclusive wedding packages nh    |  | 150 | \$4.39 | 48 | Q  |
| <input type="checkbox"/>            | ★ rustic wedding venues new hampshire  |  | 150 | \$1.57 | 30 | Q  |
| <input type="checkbox"/>            | ★ wedding venues white mountains nh    |  | 140 | \$2.83 | 24 | 31 |
| <input type="checkbox"/>            | ★ cheap wedding venues nh              |  | 120 | \$3.45 | 40 | Q  |

4 / 144   Search: 1.4k CPC:\$2.39 PPC: 20 KD: 39

★ Add to list   Export ▾

9. Once you are done with selecting keywords from the first list KWFinder pulled, make sure to always go in-depth with your research. Do this by taking each of

the keywords in the list and searching its related keywords. To do this, click on the arrow right next to the keyword itself.

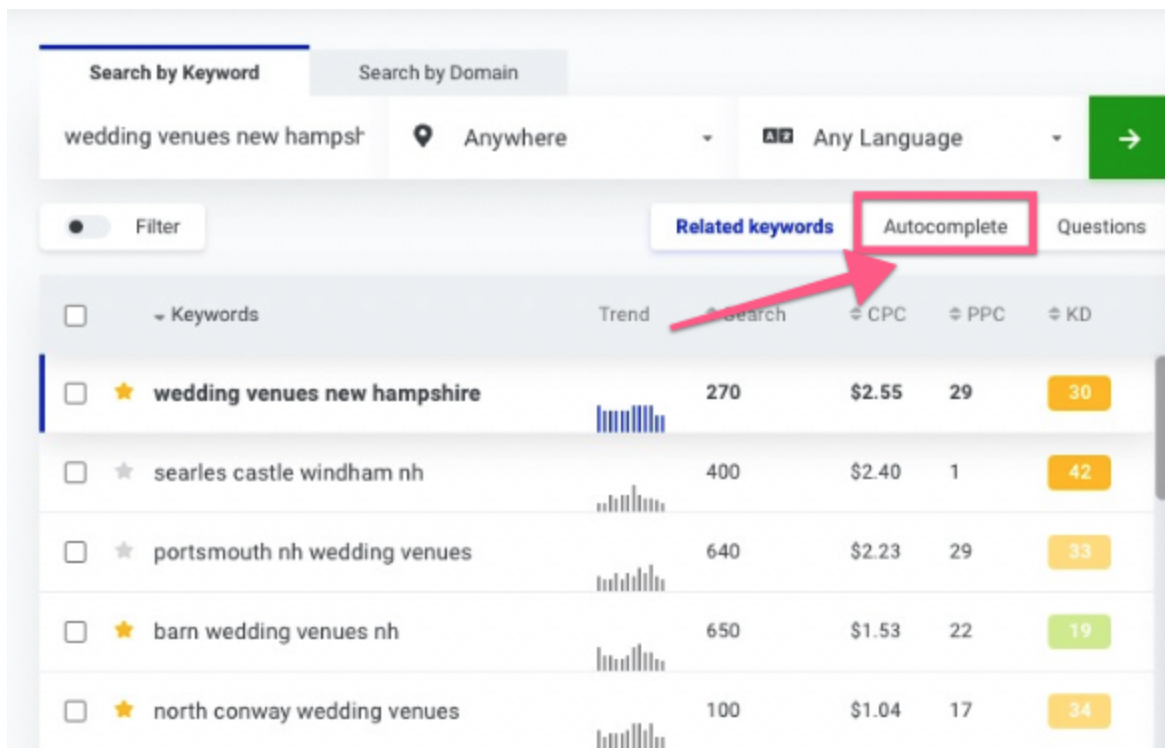
| <input type="checkbox"/> | Keywords                              | Trend                                                                               | Search | CPC    | PPC | KD |
|--------------------------|---------------------------------------|-------------------------------------------------------------------------------------|--------|--------|-----|----|
| <input type="checkbox"/> | ★ wedding venues new hampshire        |    | 270    | \$2.55 | 29  | 30 |
| <input type="checkbox"/> | ★ searles castle windham n            |    | 400    | \$2.40 | 1   | 42 |
| <input type="checkbox"/> | ★ portsmouth nh wedding venues        |    | 640    | \$2.23 | 29  | 33 |
| <input type="checkbox"/> | ★ barn wedding venues nh              |  | 650    | \$1.53 | 22  | 19 |
| <input type="checkbox"/> | ★ north Conway wedding venues         |  | 100    | \$1.04 | 17  | 34 |
| <input type="checkbox"/> | ★ airbnb wedding venues new hampshire |  | 90     | \$2.68 | 33  | 40 |

- Once you are done with the “Suggestions” tab (the default tab), repeat the same keyword research process on the “Autocomplete” tab. This will display a list of results similar to what Google would with their Autocomplete feature (e.g. when you search for a piece of information and Google ends the search phrase for you). The “Autocomplete” KWFinder feature will help you find even more keywords to use for your website.



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11. Repeat the same keyword research process with the “Questions” tab. This will pull a list of question-based search terms. With this feature, you might have to work with a broader keyword (“wedding venue” instead of “wedding venue in New Hampshire”, for example). The keyword phrases you will select will most likely be excellent ideas for blog topics, so you should add the suitable ones to your list as well.



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| Filter                   |                                       | Related keywords |        | Autocomplete |     | Questions |
|--------------------------|---------------------------------------|------------------|--------|--------------|-----|-----------|
| <input type="checkbox"/> | Keywords                              | Trend            | Search | CPC          | PPC | KD        |
| <input type="checkbox"/> | ★ wedding venues new hampshire        |                  | 270    | \$2.55       | 29  | 30        |
| <input type="checkbox"/> | ★ searles castle windham nh           |                  | 400    | \$2.40       | 1   | 42        |
| <input type="checkbox"/> | ★ portsmouth nh wedding venues        |                  | 640    | \$2.23       | 29  | 33        |
| <input type="checkbox"/> | ★ barn wedding venues nh              |                  | 650    | \$1.53       | 22  | 19        |
| <input type="checkbox"/> | ★ north Conway wedding venues         |                  | 100    | \$1.04       | 17  | 34        |
| <input type="checkbox"/> | ★ airbnb wedding venues new hampshire |                  | 90     | \$2.68       | 33  | 40        |

12. Remember, patience is key in this process. Ideally, you should be searching for keywords and creating a comprehensive list. You want as many of them as you can find! If your competition is not doing this, you will have a tangible competitive advantage if you create a great keyword strategy.



## ☒ **Map your keywords**

1. Once you have (finally!) created a comprehensive list of keywords, export them to your computer. You can do this by clicking on the “Export” button at the end of the KWFinder list (right next to “Add to list”). You can copy the list to clipboard or you can export it as a .csv file.



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|                          |   |                                  |  |     |        |    |    |
|--------------------------|---|----------------------------------|--|-----|--------|----|----|
| <input type="checkbox"/> | ★ | inexpensive wedding venues in nh |  | 70  | \$2.81 | 56 | 24 |
| <input type="checkbox"/> | ★ | wedding venues southern nh       |  | 440 | \$2.88 | 24 | Q  |
| <input type="checkbox"/> | ★ | small wedding venues nh          |  | 150 | \$3.36 | 39 | Q  |
| <input type="checkbox"/> | ★ | searles castle nh                |  | 110 | N/A    | 1  | Q  |
| <input type="checkbox"/> | ★ | wedding venues manchester nh     |  | 150 | \$4.07 | 26 | Q  |
| <input type="checkbox"/> | ★ | affordable wedding venues in nh  |  | 120 | \$3.23 | 42 | 26 |
| <input type="checkbox"/> | ★ | cheap wedding venues nh          |  | 130 | \$3.45 | 40 | Q  |

0 / 144

★ Add to list Export ▼

2. Pull the .csv file into Google Sheets (or any other spreadsheet tool you are using). You can do this by opening your spreadsheet software and importing the keyword list into it (go to File -> Open and then select the .csv file ).
3. Duplicate your sheet, so that you have a backup at all times. Rename them “Canonical List” (for the original version) and “Keyword Mapping Blueprint” (for the sheet you will actually work with). From hereon, you will only work in the “Keyword Mapping Blueprint” sheet.
4. Center all the text, then enlarge your cells so that you can see all the important data in it.

[illegible]

- [illegible]



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wedding venues new hampshire

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Search Volume

| Keyword                          | Search Volume          | CPC  | PPC Competiti | SEO Difficult |
|----------------------------------|------------------------|------|---------------|---------------|
| new hampshire v                  | Sort A → Z             | 1.98 | 10            | 35            |
| wedding venues                   | Sort Z → A             | 3.83 | 53            | 29            |
| nh wedding venu                  | Filter by condition... | 3.16 | 52            | 30            |
| new hampshire v                  | Filter by values...    | 2.21 | 34            | 33            |
| wedding venues                   | Select all - Clear     | 3.15 | 37            | 29            |
| cheap wedding v                  | 10                     | 2.61 | 74            |               |
| wedding venues                   | 20                     | 2.93 | 45            | 29            |
| inexpensive wed                  | 30                     | 2.67 | 82            |               |
| wedding venues                   | 40                     | 2.65 | 30            | 33            |
| new england we                   |                        | 3.06 | 42            | 37            |
| outdoor wedding                  |                        | 2.73 | 60            | 29            |
| unique wedding                   |                        | 2.6  | 77            |               |
| weddings in nh                   |                        | 1.61 | 31            |               |
| affordable wedd                  |                        | 2.82 | 80            |               |
| barn wedding ve                  |                        | 1.61 | 57            | 32            |
| portsmouth nh w                  |                        | 4.22 | 35            |               |
| small wedding v                  |                        | 2.99 | 81            |               |
| nh wedding                       |                        | 2.04 | 21            |               |
| places to get ma                 |                        | 1.77 | 45            |               |
| wedding venues in nh on a budget | 170                    | 3.19 | 85            |               |
| southern nh wedding venues       | 70                     | 2.97 | 64            |               |
| how to pick wedding venue        | 10                     |      | 5             |               |
| how much wedding venue cost      | 10                     |      | 4             | 43            |
| what to ask wedding venue        | 170                    |      | 4             |               |

6. Remove columns that are not of interest to you right now (e.g. the CPC and the PPC Competition columns).
7. Group keywords according to search intent, by moving them in separate, smaller lists - we will call them “buckets”:
  - a. For example, “wedding venue in nh” and “nh wedding venues” both have the same search intent (users want to find the venues available in the named area, so this is a location-intended search focused specifically on New Hampshire).
  - b. However, “new england wedding venue” broadens the search (so the intention behind it is not to find wedding venues in *just* New Hampshire, but in the entire New England area).



- [illegible]



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New Hampshire Wedding Venues

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new england wedding venues

|    | A                                | B             | C              | D | E | F                    | G      | H          | I | J | K | L |
|----|----------------------------------|---------------|----------------|---|---|----------------------|--------|------------|---|---|---|---|
|    | Keyword                          | Search Volume | SEO Difficulty |   |   |                      |        |            |   |   |   |   |
| 1  |                                  |               |                |   |   | /wedding-venue       | Volume | Difficulty |   |   |   |   |
| 2  |                                  |               |                |   |   | wedding venue in nh  | 1000   | 29         |   |   |   |   |
| 3  |                                  |               |                |   |   | wedding venues in nh | 880    | 29         |   |   |   |   |
| 4  |                                  |               |                |   |   | nh wedding venues    | 590    | 30         |   |   |   |   |
| 5  |                                  |               |                |   |   | new hampshire wedd   | 479    | 33         |   |   |   |   |
| 6  |                                  |               |                |   |   | wedding venues nh    | 390    | 29         |   |   |   |   |
| 7  | new england wedding venues       | 390           | 37             |   |   |                      |        |            |   |   |   |   |
| 8  | wedding venue nh                 | 390           | 33             |   |   |                      |        |            |   |   |   |   |
| 9  | portsmouth nh wedding venues     | 320           | 27             |   |   |                      |        |            |   |   |   |   |
| 10 | wedding venues in new hampshire  | 260           | 29             |   |   |                      |        |            |   |   |   |   |
| 11 | wedding venues new hampshire     | 260           | 33             |   |   |                      |        |            |   |   |   |   |
| 12 | barn wedding venues nh           | 260           | 32             |   |   |                      |        |            |   |   |   |   |
| 13 | wedding venue in new hampshire   | 260           | 29             |   |   |                      |        |            |   |   |   |   |
| 14 | cheap wedding venues in nh       | 210           | 25             |   |   |                      |        |            |   |   |   |   |
| 15 | nh wedding                       | 170           | 36             |   |   |                      |        |            |   |   |   |   |
| 16 | wedding venues in nh on a budget | 170           | 25             |   |   |                      |        |            |   |   |   |   |
| 17 | what to ask wedding venue        | 170           | 34             |   |   |                      |        |            |   |   |   |   |
| 18 | new hampshire wedding            | 168           | 37             |   |   |                      |        |            |   |   |   |   |
| 19 | inexpensive wedding venues in nh | 140           | 22             |   |   |                      |        |            |   |   |   |   |
| 20 | how much does wedding venue cost | 140           | 43             |   |   |                      |        |            |   |   |   |   |
| 21 | wedding venue portsmouth nh      | 140           | 32             |   |   |                      |        |            |   |   |   |   |
| 22 | rustic wedding venues in nh      | 140           | 33             |   |   |                      |        |            |   |   |   |   |
| 23 | wedding venues portsmouth nh     | 140           | 30             |   |   |                      |        |            |   |   |   |   |
| 24 | unique wedding venues in nh      | 110           | 28             |   |   |                      |        |            |   |   |   |   |
| 25 | barn weddings in nh              | 110           | 32             |   |   |                      |        |            |   |   |   |   |

9. You might find that some keywords don't fit into any category. Pull these in an "Outlier" bucket. You can use it for blog topic ideas, or you can continue your keyword research by re-entering each of them into the KWFinder and starting the same process all over again. Yes, again. :)
10. To make it easier, use different background colors for each of the buckets you create in your spreadsheet.
11. Once you are done organizing all keywords in different buckets, remove all empty columns and pull the buckets together in the same columns. Make sure they are delimited (you can simply leave a few empty rows between the buckets).



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|    | A                              | B      | C          | D | E                                                      | F      | G          |
|----|--------------------------------|--------|------------|---|--------------------------------------------------------|--------|------------|
| 1  | Homepage                       |        |            |   |                                                        |        |            |
| 2  | /wedding-venue                 | Volume | Difficulty |   | /cheap-wedding-venue                                   | Volume | Difficulty |
| 3  | wedding venue in nh            | 1000   | 29         |   | cheap wedding venues in nh                             | 210    | 25         |
| 4  | wedding venues in nh           | 880    | 29         |   | wedding venues in nh on a budget                       | 170    | 25         |
| 5  | nh wedding venues              | 590    | 30         |   | inexpensive wedding venues in nh                       | 140    | 22         |
| 6  | new hampshire wedding venues   | 479    | 33         |   | how much does wedding venue cost                       | 140    | 43         |
| 7  | wedding venues nh              | 390    | 29         |   | affordable wedding venues in nh                        | 70     | 29         |
| 8  | wedding venue nh               | 390    | 33         |   | nh wedding venues inexpensive                          | 20     | 22         |
| 9  | wedding venues in new hampshir | 260    | 29         |   | how much wedding venue cost                            | 10     | 43         |
| 10 | wedding venues new hampshire   | 260    | 33         |   |                                                        |        |            |
| 11 | wedding venue in new hampshire | 260    | 29         |   | /barn-wedding-venue                                    | Volume | Difficulty |
| 12 | nh wedding                     | 170    | 36         |   | barn wedding venues nh                                 | 260    | 32         |
| 13 | new hampshire wedding          | 168    | 37         |   | barn weddings in nh                                    | 110    | 32         |
| 14 | weddings in nh                 | 90     | 36         |   | wedding venues in nh barns                             | 30     | 31         |
| 15 | new hampshire weddings         | 70     | 35         |   |                                                        |        |            |
| 16 | best wedding venues in nh      | 40     | 37         |   | /what-to-ask-your-wedding-venue-before-getting-married | Volume | Difficulty |
| 17 | weddings in new hampshire      | 38     | 30         |   | what to ask wedding venue                              | 170    | 34         |
| 18 |                                |        |            |   | how to choose wedding venue                            | 20     | 49         |
| 19 |                                |        |            |   | how to pick wedding venue                              | 10     | 49         |
| 20 |                                |        |            |   | what wedding venue is right for me quiz                | 10     | 36         |
| 21 |                                |        |            |   | which wedding venue                                    | 10     | 47         |
| 22 |                                |        |            |   | how to find wedding venue                              | 10     | 50         |
| 23 | /portsmouth-wedding-venues     | Volume | Difficulty |   |                                                        |        |            |
| 24 | portsmouth nh wedding venues   | 320    | 27         |   | /rustic-wedding-venues-new-hampshire                   | Volume | Difficulty |
| 25 | wedding venue portsmouth nh    | 140    | 32         |   | rustic wedding venues in nh                            | 140    | 33         |

12. These buckets will constitute the foundation of your website. You may not be able to include all of them, but they will give you a very good idea of what your site needs to look like and what keywords to use when optimising each of its pages.

## ☒ Use your keyword map to make business decisions

Once you are done with your keyword research and mapping, you can stop there and move on to actually using these on your website. However, if you want to push things even further and reap all the benefits of your hard work, you could use your keyword buckets to make business calculations (and make decisions based on them).

From the total monthly volume of visitors on your website to a very broad idea of the revenue your business could generate, there's a lot you can do with each of the buckets you have just created. Here are some of the steps to take if you want to learn more about your potential market and the user intent you should focus on the most:



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1. First, create a row for “Total Monthly Volume”. Select the cell where you want your total monthly searches to be displayed, go to the “Functions” feature of Google Sheets, select “SUM”, then select the cells you want to add up. The spreadsheet tool will automatically display the sum.

|    | A                              | B      | C          | D | E | F |
|----|--------------------------------|--------|------------|---|---|---|
| 1  | Homepage                       |        |            |   |   |   |
| 2  | /wedding-venue                 | Volume | Difficulty |   |   |   |
| 3  | wedding venue in nh            | 1000   | 29         |   |   |   |
| 4  | wedding venues in nh           | 880    | 29         |   |   |   |
| 5  | nh wedding venues              | 590    | 30         |   |   |   |
| 6  | new hampshire wedding venues   | 479    | 33         |   |   |   |
| 7  | wedding venues nh              | 390    | 29         |   |   |   |
| 8  | wedding venue nh               | 390    | 33         |   |   |   |
| 9  | wedding venues in new hampshir | 260    | 29         |   |   |   |
| 10 | wedding venues new hampshire   | 260    | 33         |   |   |   |
| 11 | wedding venue in new hampshire | 260    | 29         |   |   |   |
| 12 | nh wedding                     | 170    | 36         |   |   |   |
| 13 | new hampshire wedding          | 168    | 37         |   |   |   |
| 14 | weddings in nh                 | 90     | 36         |   |   |   |
| 15 | new hampshire weddings         | 70     | 35         |   |   |   |
| 16 | best wedding venues in nh      | 40     | 37         |   |   |   |
| 17 | weddings in new hampshire      | 38     | 30         |   |   |   |
| 18 |                                |        |            |   |   |   |
| 19 |                                |        |            |   |   |   |
| 20 |                                |        |            |   |   |   |
| 21 |                                |        |            |   |   |   |
| 22 |                                |        |            |   |   |   |
| 23 | /portsmouth-wedding-venues     | Volume | Difficulty |   |   |   |
| 24 | portsmouth nh wedding venues   | 320    | 27         |   |   |   |
| 25 | wedding venue portsmouth nh    | 140    | 32         |   |   |   |

2. Secondly, create a row for “Expected CTR of #1 Result” (where “CTR” means “Click-Through-Ratio”). This is usually between 35% and 40%, but for the purpose of this example, we will use 40% (“0.4” in the spreadsheet).
3. Third, create a row for “TAM” (Total Addressable Market). This is the “Total Monthly Volume” of the bucket or category, multiplied by “Expected CTR of #1 Result”. To calculate, type “=”, followed by the cell representing the “Total Monthly Volume” (B18, in our case), then “\*”, then the cell representing the “TAM” (B19, in our case). In our example, the equation will look similar to this:  
“=B18\*B19”.



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|    | A                               | B      | C          | D | E | F | G | H | I |
|----|---------------------------------|--------|------------|---|---|---|---|---|---|
| 1  | Homepage                        |        |            |   |   |   |   |   |   |
| 2  | /wedding-venue                  | Volume | Difficulty |   |   |   |   |   |   |
| 3  | wedding venue in nh             | 1000   | 29         |   |   |   |   |   |   |
| 4  | wedding venues in nh            | 880    | 29         |   |   |   |   |   |   |
| 5  | nh wedding venues               | 590    | 30         |   |   |   |   |   |   |
| 6  | new hampshire wedding venues    | 479    | 33         |   |   |   |   |   |   |
| 7  | wedding venues nh               | 390    | 29         |   |   |   |   |   |   |
| 8  | wedding venue nh                | 390    | 33         |   |   |   |   |   |   |
| 9  | wedding venues in new hampshire | 260    | 29         |   |   |   |   |   |   |
| 10 | wedding venues new hampshire    | 260    | 33         |   |   |   |   |   |   |
| 11 | wedding venue in new hampshire  | 260    | 29         |   |   |   |   |   |   |
| 12 | nh wedding                      | 170    | 36         |   |   |   |   |   |   |
| 13 | new hampshire wedding           | 168    | 37         |   |   |   |   |   |   |
| 14 | weddings in nh                  | 90     | 36         |   |   |   |   |   |   |
| 15 | new hampshire weddings          | 70     | 35         |   |   |   |   |   |   |
| 16 | best wedding venues in nh       | 40     | 37         |   |   |   |   |   |   |
| 17 | weddings in new hampshire       | 38     | 30         |   |   |   |   |   |   |
| 18 | Total Monthly Volume:           | 5085   |            |   |   |   |   |   |   |
| 19 | Expected CTR of #1 Result:      | 0.4    |            |   |   |   |   |   |   |
| 20 | TAM                             |        |            |   |   |   |   |   |   |
| 21 |                                 |        |            |   |   |   |   |   |   |
| 22 |                                 |        |            |   |   |   |   |   |   |
| 23 | /portsmouth-wedding-venues      | Volume | Difficulty |   |   |   |   |   |   |
| 24 | portsmouth nh wedding venues    | 320    | 27         |   |   |   |   |   |   |
| 25 | wedding venue portsmouth nh     | 140    | 32         |   |   |   |   |   |   |

4. Enter another row, for “Expected Conversion Rate”. If you already know the conversion rate of your pages, use it for this row as a first approximation. If you don’t know the conversion rate, you can use a rough estimate of the expected conversion rate. In this example, we used a 1% (“0.01” in the spreadsheet) - but keep in mind this will vary a lot from one business to the other.
5. Add another row for “Total Monthly Conversions” and use the same principle as you did when you calculated the “Total Monthly Volume” (multiply “TAM” by the “Expected Conversion Rate”).

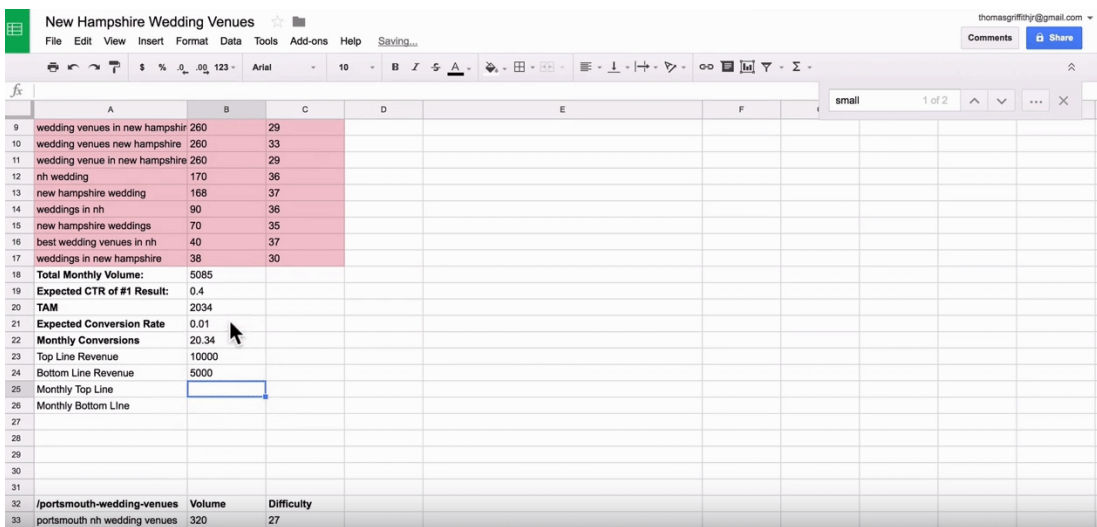


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|                                                                                                                                                                              |                                |        |            |   |   |   |   |   |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--------|------------|---|---|---|---|---|---|
| New Hampshire Wedding Venues                                                                                                                                                 |                                |        |            |   |   |   |   |   |   |
| File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive                                                                                              |                                |        |            |   |   |   |   |   |   |
| <div> <div> <div>fx</div> <div>Monthly Conversions</div> </div> <div> <div>small</div> <div>1 of 2</div> <div>^</div> <div>v</div> <div>...</div> <div>x</div> </div> </div> |                                |        |            |   |   |   |   |   |   |
|                                                                                                                                                                              | A                              | B      | C          | D | E | F | G | H | I |
| 9                                                                                                                                                                            | wedding venues in new hampshir | 260    | 29         |   |   |   |   |   |   |
| 10                                                                                                                                                                           | wedding venues new hampshire   | 260    | 33         |   |   |   |   |   |   |
| 11                                                                                                                                                                           | wedding venue in new hampshire | 260    | 29         |   |   |   |   |   |   |
| 12                                                                                                                                                                           | nh wedding                     | 170    | 36         |   |   |   |   |   |   |
| 13                                                                                                                                                                           | new hampshire wedding          | 168    | 37         |   |   |   |   |   |   |
| 14                                                                                                                                                                           | weddings in nh                 | 90     | 36         |   |   |   |   |   |   |
| 15                                                                                                                                                                           | new hampshire weddings         | 70     | 35         |   |   |   |   |   |   |
| 16                                                                                                                                                                           | best wedding venues in nh      | 40     | 37         |   |   |   |   |   |   |
| 17                                                                                                                                                                           | weddings in new hampshire      | 38     | 30         |   |   |   |   |   |   |
| 18                                                                                                                                                                           | Total Monthly Volume:          | 5085   |            |   |   |   |   |   |   |
| 19                                                                                                                                                                           | Expected CTR of #1 Result:     | 0.4    |            |   |   |   |   |   |   |
| 20                                                                                                                                                                           | TAM                            | 2034   |            |   |   |   |   |   |   |
| 21                                                                                                                                                                           | Expected Conversion Rate       | 0.01   |            |   |   |   |   |   |   |
| 22                                                                                                                                                                           | Monthly Conversions            |        |            |   |   |   |   |   |   |
| 23                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 24                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 25                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 26                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 27                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 28                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 29                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 30                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 31                                                                                                                                                                           |                                |        |            |   |   |   |   |   |   |
| 32                                                                                                                                                                           | /portsmouth-wedding-venues     | Volume | Difficulty |   |   |   |   |   |   |
| 33                                                                                                                                                                           | portsmouth nh wedding venues   | 320    | 27         |   |   |   |   |   |   |

- Enter another row for “Top Line Revenue” (gross revenue you would make with each conversion) and another one for “Bottom Line Revenue” (net revenue you would make with each conversion). These numbers vary a lot from one business to another, but for the purpose of our example, we used \$10,000 for Top Line and \$5,000 for Bottom Line.
- Create two new rows, one for the “Monthly Top Line” and one for the “Monthly Bottom Line” and calculate them by multiplying “Monthly Conversions” with the “Top Line Revenue”, respectively with the “Bottom Line Revenue”.



|    | A                              | B      | C          | D | E | F |
|----|--------------------------------|--------|------------|---|---|---|
| 9  | wedding venues in new hampshir | 260    | 29         |   |   |   |
| 10 | wedding venues new hampshire   | 260    | 33         |   |   |   |
| 11 | wedding venue in new hampshire | 260    | 29         |   |   |   |
| 12 | nh wedding                     | 170    | 36         |   |   |   |
| 13 | new hampshire wedding          | 168    | 37         |   |   |   |
| 14 | weddings in nh                 | 90     | 36         |   |   |   |
| 15 | new hampshire weddings         | 70     | 35         |   |   |   |
| 16 | best wedding venues in nh      | 40     | 37         |   |   |   |
| 17 | weddings in new hampshire      | 38     | 30         |   |   |   |
| 18 | Total Monthly Volume:          | 5085   |            |   |   |   |
| 19 | Expected CTR of #1 Result:     | 0.4    |            |   |   |   |
| 20 | TAM                            | 2034   |            |   |   |   |
| 21 | Expected Conversion Rate       | 0.01   |            |   |   |   |
| 22 | Monthly Conversions            | 20.34  |            |   |   |   |
| 23 | Top Line Revenue               | 10000  |            |   |   |   |
| 24 | Bottom Line Revenue            | 5000   |            |   |   |   |
| 25 | Monthly Top Line               |        |            |   |   |   |
| 26 | Monthly Bottom Line            |        |            |   |   |   |
| 27 |                                |        |            |   |   |   |
| 28 |                                |        |            |   |   |   |
| 29 |                                |        |            |   |   |   |
| 30 |                                |        |            |   |   |   |
| 31 |                                |        |            |   |   |   |
| 32 | /portsmouth-wedding-venues     | Volume | Difficulty |   |   |   |
| 33 | portsmouth nh wedding venues   | 320    | 27         |   |   |   |

- Keep in mind: these calculations depend on a lot of variables (for starters, the average monthly searches, which could be off - or your conversion rate, which may vary a lot from one business to another, and one location to another). So, this is just back-of-the-envelope valuation - but it can at least give you an idea on what you could do with a properly optimised website.

## ☒ You're (never) done!

We said this from the start: doing keyword research and mapping them is not a difficult task. But it definitely is time-consuming. Be thorough and unforgiving. Do it until your eyes bleed, until your friends don't recognise you anymore, until your kids have gone off to college and you didn't even notice.

It's a never-ending process, to be honest - precisely because there will always be opportunities in search. Searcher intentions change. Trends change. Keywords change as well. Thus, your SEO strategy should adapt to the new waves too - and this is why it



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is crucial that you go through the same research and mapping process again, on a recurrent basis, with the same amount of relentlessness and determination.

