

M: Alright Andy, so today we're going to dive into keyword research using Ahrefs. It's a fantastic tool for uncovering high-volume, low-difficulty keywords that can really boost our content strategy. Are you logged into Ahrefs?

A: Yes, I'm in. Where do we start?

M: Great. Go to the 'Keywords Explorer' tab. Here, you can enter a broad term related to our client's industry. Let's use "organic coffee" as an example. Go ahead and type that in.

A: Okay, typed in. Now, I just hit 'search'?

M: Exactly. When you hit 'search', Ahrefs will generate a report showing a range of metrics. The first thing to look at is the keyword difficulty (KD) score. It's a number from 0 to 100 indicating how hard it would be to rank for this keyword. Lower scores mean easier ranking. Aim for something under 30 for starters.

A: Got it, and what about volume?

M: Volume shows the estimated monthly search traffic for the keyword. Higher is better, but we also need to balance it with keyword difficulty. Can you see the KD and volume for "organic coffee"?

A: Yes, the KD is 45, and the volume is around 27,000.

M: That's a bit high on the KD side. Let's try to find something more manageable. Click on the 'Having same terms' tab. This will show you variations of the keyword.

A: Alright, there's a lot here. How do I know which ones to pick?

M: Good question. Look for keywords that have a high volume but a much lower KD. You can use the filters. Set the maximum KD to 30 and see what comes up.

A: Filtering now... Okay, I have a few options like "best organic coffee" with a KD of 25 and about 3,200 in volume.

M: Perfect, that's exactly what we're looking for. Now, click on that keyword. Ahrefs will show a detailed breakdown, including the top pages that currently rank for it. What's the traffic like for the top-ranked page?

A: It looks like the top page gets about 1,000 visitors from this keyword each month.

M: Excellent. This means there's good potential traffic we could capture. Always check the SERP overview to ensure the top results aren't all big-name brands or e-commerce giants; that can make ranking much harder.

A: I see. There's a mix here, some brands and a couple of niche blogs. Is that good?

M: Yes, that's promising. It shows diversity in the SERP, which often means there's room for new content to rank. Now, let's check the keyword's trend to make sure it's stable or growing over time. You can see this in the 'Trends' graph beside the volume data.

A: Looks steady over the last year. That's good, right?

M: Exactly. Steady or upward trends are what we want. Now, before finalizing, I always recommend checking the 'Questions' tab. This can give you insights into what people are specifically asking about the keyword, which is gold for creating targeted content.

A: Checking the questions... there are quite a few about the benefits of organic coffee. That could be a good angle for a blog post.

M: Brilliant! You're catching on fast. Using those questions to guide your content creation not only helps with ranking but also ensures we're answering real user queries. This increases engagement and trust.

A: Makes sense. So, is this how you would generally approach keyword research for all our projects?

M: Pretty much, though nuances might change based on the client or industry. Always tailor your research, but keep these fundamentals in mind. Next, I'll show you how to track these keywords and analyze competitor strategies, but let's save that for another session. Any other questions?

A: No, this was super helpful. Thanks for walking me through it, Mike!

M: Anytime, Andy. Practice makes perfect, so feel free to play around with Ahrefs and familiarize yourself with its features. We'll review your findings next time.