* Creating Keyword Lists for Each Client
  + Even though there is limited access to the Keyword Strategy Builder tool we can still utilize the keyword manager within it
  + Go to the Keyword Strategy Builder and find where it says “Or Create a regular list with your own keywords” and “Keyword Lists”
  + Create a list named after the clients name you are currently doing research for
  + Throughout your search you will be able to add all keywords that you find for that client. The ones you end up utilizing for this months suggestions you can then delete out of that list so when you go back to it in following months your not creating duplicate type pages month over month.
* Overall Keyword Research
  + Video: <https://www.youtube.com/watch?v=xHu5pFhbHn4>
  + Utilize Keyword Overview – general keyword education
    - Important considerations
      * Search volume – how many people are searching for this term?
        + Search volume is not the only aspect to consider
      * Keyword difficult – how hard it is to rank for that keyword
        + SEMrush considers authority scores, top ranking URLs, keyword search volume, and the presence of SERP features.
        + Higher the percentage the more difficult it will be to rank
      * Search Intent – tells you what people are actually trying to accomplish when they search for a keyword
        + Navigational

People trying to go to a specific website or page

* + - * + Informational

People trying to gain information or knowledge related to potential purchases

* + - * + Commercial

Reviews, comparisons

* + - * + Transactional

Used by people who are actively shopping and most likely looking to run their credit card; customers who are ready to buy

* + Utilize Domain Overview
    - Use competitor domain
      * Example client: Platinum Ford North in Texas
      * Google: closest Ford Dealer to Platinum Ford North in Texas
        + Result: Henson Ford in Madisonville, TX

Example URL: <https://www.hensonford.com>

* + - * + This would be good to figure out competitive keywords in their backyard
        + If clients provide you their targeted cities you can look up the same OEM type dealer in that city
        + If going off of GA4 top cities you can search same OEM type dealer based on those
      * Where it states “distribution by country” click into the numerical value of the keywords column
      * Filter custom KD from 0 to 49 to only look at keywords with easy ranking capabilities
      * Sort filtered results to volume descending
    - For general searching:
      * Ford Expedition Max shows up regularly as a navigational and informational keyword that has low KD and high search volume. This starting keyword would be great as a blog topic
      * Ford F 250 shows up tremendously predominantly as a transactional keyword and would be a great start for a keyword topic for a site optimization suggestion
    - For Specific Terms:
      * Keyword interests: XLT, STX (clients top trims for Ford F150), and F 150
        + STX – very little traction going to disregard for this competitor
        + XLT

Informational and transactional searches for F 250 and Expeditions

* + - * + XLT and 150

Nothing found

* + - * + 250 (additional keyword based on the XLT results)

Predominantly transactional and some navigational keywords regarding Super Duty and Diesels.

* + - With this information based on this specific competitor and keeping clients inventory in mind I would start my topic strategy as:
      * Blog idea
        + Ford Expedition Max making sure to include the XLT trim (further keyword research for long tail keywords would need to be done)
      * Site Optimization Idea
        + Ford F 250 making sure to include XLT, Super Duty, and Diesel keywords. Further research would need to be done to get long tail keywords to utilize in content.
  + Utilize Keyword Magic Tool
    - Keyword Topic: Ford F 150
      * General Search (KD filtered between 0 and 49)
        + Predominantly transactional and informational
        + Mix of new 2025s and used (older model years)
        + Super crew Cab
        + Towing Capacity
      * Client URL Based Search
        + Initially filter results PKD ascending to see what the clients lowest keyword diffculty is

This clients range for easiest keywords is 54-60

* + - * + Apply PKD filter for that range then have results showcasing volume descending
        + Keyword Intent Results

Predominantly transactional and informational keywords

* + - * + Keyword Volume Descending Results

Ford F 150 Platinum

Older model year Ford F 150

Ford F 150 for Sale

* + - * + Keyword Related % Results

Ford F 150 Platinum

Ford F 150 Platinum for Sale (#13 in SERPs)

Ford F 150 Engine

* + - Based on this information possible work suggestions could be
      * Blog
        + Ford F 150 Engine Power and Towing Capabilities Top Trims

Client doesn’t have very many Platinum trims however we want to capitalize on the keyword since its the most searched

We would also include their top trims in their inventory which is SLT and STX.

Deeper keyword research would need to be looked at to find long tail keywords to incorporate into content

* + - * Site Optimization
        + Ford F 150 Review

This would just be a starting point or “seed keyword” that you will have to use other methods listed below to dive deeper into building out an appropriate page topic and strategy for this keyword

* + Utilize Keyword Gap – Compare client site with competitors
    - Client Site: <https://www.platinumfordnorth.com>
    - Competitor Site: <https://www.hensonford.com>
    - Look at “missing” keywords
      * Create a list of keywords that are
        + Relevant
        + Match your intent
        + Low keyword difficulty
        + High search volume
      * Keyword results discussion (high volume, KD less than 30)
        + Platinum Ford North does not rank for most of the high volume and low KD keywords as their competitors
        + This would be a great place to start for initial seed keywords
        + You could create a document for each of your clients with a list of different keywords with high volume that you can go off of month to month
      * Keyword List for Seed Keywords
        + F 250 for sale (transactional, site optimization)
        + Bronco Sport for Sale (transactional, site optimization)
        + Used Ford F 250 for Sale ( transcational, site optimization)
        + Ford Transit Van (informational / transactional, blog suggestion)
        + 2024 F 250 Body Styles (informational / transactional, blog suggestion)

Going in the direction of maybe doing a body style comparison between 2024 and 2025.

* Competitor Analysis
  + Video: <https://www.youtube.com/watch?v=m3ldNyFA__E>
  + Key takeaways
    - Backlinks
      * Authority Score
      * Active Followed Backlinks
      * Look for pages that not just anyone can create or add links to
        + Examples of non-valuable links would be wikipedia, chatgpt, wordpress (depending on the article)

Wordpress is used regularly for blogs in the automotive industry so we don’t want to fully shift away. The content of the blog in which they are being mentioned is important

* + - * + Examples of valuable links would be new stations, sporting venues, local business shoutouts, etc

A possible good source would be Reddit in the sense of on reddit you will be able to see what questions are being asked regarding the topic, what the concerns are, if there are any positives, and then be able to take any information from that to build out pages for

* + - Keywords
      * Utilize organic research section of the menu
      * Focus more on positions filtering top 10 or top 20
      * If overall keywords may not be applicable to the client filter out KD. Look at very easy, easy, and even medium
        + KD % = Keyword Difficult Percentage
        + Look at keywords by sorted KD ascending or position descending to see what all shows up and what you can possibly utilize
      * Keep a eye out on total volume of the keyword
      * Whichever keyword you are interested in utilizing, type it into google to see what comes up as the top listed pages that are organic (not paid or sponsored)
        + You can see what comes up in the Google AI Overview section
        + Scroll down to get past sponsored links
* AI Overview
  + Utilize Organic Research Tool
    - Enter client domain
    - Scroll to the bottom and find AI Overview
    - Filter KD% from 0 to 49
    - Look at data from multiple angles such as: KD% ascending, Volume descending, and position ascending
    - Look for trends and what topics come up regularly
      * Add to a keyword list all the keywords so you can go back to them later
* SEO Hacks
  + Video: <https://www.youtube.com/watch?v=XTWIKoStvcw> (0:00 to 4:43)
    - **Work does not have access to Contentshake AI, Semrush Copilot, and only has a 10 query limit for Keyword Strategy Builder (idk if that's individuals license or total for the company) so these are all excluded.**
  + Personalized Keyword Research
    - Takes SEMrush own keyword data and combines it with keywords the client has authority in
      * Provides potential traffic attraction for any keyword
    - Utilize Keyword Magic Tool
      * Input desired keyword (obtained from some type of keyword research)
      * Input client domain
      * PKD % = Personalized Keyword Difficulty Percentage
    - Utilizing Keyword Magic Tool for SEO Action Plan
      * Sort PKD% by ascending in difficulty (easiest to more difficult)
        + Look to see overall trends and if there is anything you could build pages from
      * Sort by potential traffic descending (highest to lowest)
  + Potential Position
    - Utilize Keyword Overview Tool
      * Utilize high traffick keyword and pair it with client domain
      * Potential position showcases that even if we put in a ton of effort the best possible outcome will be the ranking showcased in potential position score.
    - Click into potential position score to see what the client is missing
  + Keyword Strategy Builder
    - * Definitions
        + Medium-Tail Keywords are moderately competitive key terms consisting of two to three words, for example, 'leisure centres manchester'.
        + Long-Tail Keywords are longer, more specific searches that users enter into search engines.

They usually have lower search volumes individually, but collectively, they comprise a large percentage of overall searches performed on Google.

Full Article: <https://www.semrush.com/blog/how-to-choose-long-tail-keywords/>

* + - * + Pillar Pages —also called pillar posts or content pillars—are pieces of content that serve as the cornerstone of a topic cluster—a group of pages created to establish a website’s authority on a specific subject.

They provide a comprehensive overview of a broad topic and link to related content pieces.

Full Article: <https://www.semrush.com/blog/pillar-page/>

* + - * How to Find Seed Keywords:
        + Find seed keywords through five different methods—brainstorming, analyzing search engine results pages (SERPs), examining your website traffic, monitoring your competitors' website traffic, and searching online forums.

Details on all methods: <https://www.semrush.com/blog/seed-keywords/>

* + - * + A seed keyword is a keyword without any modifiers, also known as a short-tail keywords

It’s typically made up of one or two words and has a high monthly search volume. And lots of competition.

Think of seed keywords as the pillars of a website optimization strategy. They cover your site’s most important topics and are the starting point for keyword research that will shape your SEO strategy.

Full Article: <https://www.semrush.com/blog/seed-keywords/>

* + - * + Brainstorming example

Topic: F 150

Seed Keyword (KD%): Ford F 150 for Sale

Seed Keyword (Related %)

Truck Review

Supercrew

2025 Ford F 150

Work Truck

Release Date

* + - * + Google Search Engine Results Pages (SERPs)

Topic: Ford F 150

Google SERPs Results

Price

Raptor

For Sale

Lighning

Truck Models

XLT

King Ranch

Utilize “People also ask” box

Which engine size is best

Individual priority

TI-VCT

EcoBoost

What does each trim mean

What does XLT mean

XLT Features

Denotes extra luxurious truck

* + - * + Utilize GSC (you guys already know how to do this)
        + Forums and Online Communities

Provides keywords directly from consumer feedback

Seed Keywords:

Reliability

Transmission

STX

XLT

* + - * + Analyze Competition

Recap information at the beginning of this document

The Process | Where to Start

* Go to Keyword Strategy Builder to create a list that's named after the client you are currently working on getting keywords for, if you haven’t already done so
  + You can add all keywords that are relevant to the client into this list that you can go back to over and over again
  + As you utilize keywords for the client you can delete them out of that list as to not create duplicate pages month over month
* Create a list of starting keywords going off of the Gap Keyword tool
  + Pick top 3 cities (either based on the clients provided targeted cities or their organic top GA4 cities) plus what's right in their back yard (meaning closest competitor to them – this is the location I would start with).
  + Add keywords to the clients list from provided results that have high volume and KD under 30% and PKD under 60%
* Utilize Organic Research Tool – AI Overview
  + Utilize Organic Research Tool
    - Enter client domain
    - Scroll to the bottom and find AI Overview
    - Filter KD% from 0 to 49
    - Look at data from multiple angles such as: KD% ascending, Volume descending, and position ascending
    - Look for trends and what topics come up regularly
      * Add to a keyword list all the keywords so you can go back to them later
* Utilize Domain Overview Tool
  + Look at keywords specific to the competitor
  + Input competitor URL
  + Where it states “distribution by country” click into numerical keyword amount
  + Filter for KD from 0 to 49 (even better 0 to 30)
  + Filter for relevant keywords you are looking for by adding advanced filters
* Utilize Keyword Magic Tool
  + From the list you have gathered thus far, pick enough topics that would cover the amount of site optimizations and blogs they get for the month and search them to the clients URL or a personalized search
    - Transactional, Commercial, Navigational intent keywords are great for site optimizations
    - Informational intent keywords are great for blog suggestions
  + Switch over to “Related” keywords
  + Sort results by PKD % ascending
  + See what related keywords, if any you could utilize for your starting topic. Your going to want to find keywords that have low PKD and high volume
  + If your not seeing anything to would work because it doesn’t follow those criteria, then move on to another method
* Utilize clients GSC
  + Take your keywords and look at the clients organic search to see what else people are looking into to continue to build a pages or blogs portfolio
* Utilize Google SERPs
  + Type into google the starting keyword of choice to see what the top searches are
  + Look at the section of what people commonly ask on Googles Search page
  + If Googles AI comes up, see what some keywords are that are relevant to the topic you are searching
* Utilize Forms
  + Hop on over to Reddit and search your keyword
  + Look at what people are asking, complaining about, raving about, etc.
  + Make note of what you see cause we can fill those gaps with our content
* Remember
  + Your search is going to be ever evolving. You may start with F 150 and throughout your research you may be utilizing keywords such as Ford F 150 XLT Review or Ford F 150 STX Engine into other tools such as keyword magic tool to broaden your topic
  + Don’t get stuck on your starting point just keep your searches relevant.
  + Maintain your clients list of relevant and long-tail keywords for you to be able to string together like topics to create titles with.
  + Remember Commercial, Navigational, and Transactional topics would be great to keep in mind for site optimizations while Informational intent keywords would be great suggestions for blog topics.
  + ALWAYS keep trying! The best content comes from those who lean into natural curiosity, ask questions, and try new ways of doing something. Read through the articles and rewatch the videos linked in this document if you feel unsure or stuck. I’ve watched these videos 3-5 times now and read through the articles a few times each. If you have questions or are curious about other topics associated with this material, Google it!! More repetition creates greater understanding.