



## Checklist 3: Keyword Research

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

If you've ever wondered why some videos rank higher in search results than others for specific search terms or you've wanted to improve the ranking of your own videos on sites like YouTube so that you get more engagement, views and subscribers then you need to understand how important keyword research is prior to uploading your videos.

The exact algorithms that search engines like Google and YouTube use to rank videos is a closely guarded secret but there are a number of things you can do that will most definitely help with getting your videos found than if you don't do them.

I will cover some of these in more detail later but one of the first things you should do is keyword research to find out what search terms and phrases people are actually searching for.

Fortunately, there are a number of places online where you can do your keyword research and some are better than others.

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1 Have you used the YouTube suggested search result?<br><i>When you start typing your keyword make a note of the suggested keywords that show up in the drop down of suggested searches, these are some of the most popular searches on YouTube so including these in your related video will help rank your video and get more views.</i>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you used Google Keyword Planner?<br><i>You will need a Google Adwords account to use the <a href="#">Google Keyword Planner</a>. It's a good resource to use to find fairly broad search results for Google searches but not very useful for researching YouTube keywords.</i>   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have you used VidIQ?<br><i><a href="#">VidIQ</a> is an online resource that you can use to use specifically for YouTube keyword research as well as optimise your video descriptions and tags to improve ranking, analyse your competition and find trending videos, discover what other videos your subscribers are watching so you can create similar videos.<br/>You can even share your YouTube videos on Facebook so they play full size and make the most of all those views on Facebook too and much more. You can sign up for free and there are options to upgrade for additional features. For more information visit <a href="#">VidIQ.com</a></i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have you used Ubersuggest?<br><i>This is part of Neil Patel's site and it uses Google's auto-suggest feature to identify relevant keywords.</i>   | <input type="checkbox"/> | <input type="checkbox"/> |

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- 5 Have you used SERPS Keyword research tool? ☐ ☐  
*Serps is another very easy to use keyword research tool and displays results for volume, CPC and value although the volume doesn't show results for specific locations (you can do this with Google Keyword Planner) but it is easy to click a + icon to add the keywords you like so you can build a list of them and then download them all in a CSV file*
- 6 Have you tried using Keyword Tool? ☐ ☐  
*Just creating a good video will not be enough to achieve those objectives. You need to make sure that people will be able to find the video that you have created. You need to put your video in front of your target audience. That is what Keyword Tool for YouTube will help you to achieve.*  
*[Keyword Tool for YouTube](#) helps you to find keywords that people are using while searching on YouTube.com.*  
*When doing keyword research, you need to think about what your ideal visitor is thinking and how they are feeling. People search online for a number of reasons but the vast majority of time it is to learn how to do something or to help them deal with a situation they may be in and looking for help with. Here are a few examples of what you can use within your niche specific keywords*
- 7 Have you checked 'How To' keywords? ☐ ☐  
*This is one of the most highly searched keywords online.*  
*i.e. "How to improve my golf swing"*  
*So think of anything in your niche that people may be asking how to do.*  
*In addition to 'How To' you can also add other words to be more specific such as;*
- 8 Have you checked 'How to Improve" keywords? ☐ ☐
- 9 Have you checked 'How to get' keywords? ☐ ☐
- 10 Have you checked 'How to fix' keywords? ☐ ☐
- 11 Have you checked 'How to cure' keywords? ☐ ☐
- 12 Have you checked 'How to avoid' keywords ☐ ☐
- 13 You could also use longer keywords such as; ☐ ☐  
*How to save money...and then your niche specific keyword*  
*i.e. How to save money when booking a holiday*  
*Here are a few other ideas for starting your keyword searches;*

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- 14 Have you checked 'What to do if.....' keywords? ☐ ☐
- 15 Have you checked 'Ways to.....' keywords? ☐ ☐
- 16 Have you checked 'Who is.....' keywords? ☐ ☐
- I think you get the idea  
Just think about the problem someone has or the emotions they are  
experiencing or the difficulties they have and aim to provide the solution and  
they'll love you for it.*

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