TAKE-HOME GUIDE FOR KEYWORD RESEARCH

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TABLE OF CONTENTS

1: PRIMARY KEYWORDS & PILLAR STRUCTURE

2: KEYWORD RESEARCH FOR NEW SITES
A primary keyword is one where you base the beginning of a category or perhaps your entire site.

When it comes to the Pillar and Support article structure, your primary keyword is the one you use for your pillar article.

Many times your Pillar article will likely be a "Product X review" or "best of Product X".
Here are some quick tips on selecting the best primary keywords to build your site around:

1. Local Monthly Search Volume:
   3,000+

2. Keyword Competitiveness/Difficulty:
   - SeCockpit: < 40
   - Ahrefs: < 10
   - Long Tail Pro: < 45 & < 50 for page level Keyword Difficulty.
   - KWFinder: < 35

3. Domain Authority:
   < 20
4. **Trust Flow & Citation Flow:**
   < 70

5. **Clicks per Keyword:**
   < 2.0

6. **Site Age of Competitors:** The younger the better, ideally less than 3 years old.

7. **SERP Leans:**
   A keyword can lean towards either e-commerce sites, local businesses, government or educational institutions.
   You can still compete, but you want to make sure that there are **at least 3 other info-affiliate sites** within the rankings.

8. **Ad Space:** The fewer ads that appear in the SERP’s, the better for you.
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