



# TAKE-HOME GUIDE FOR KEYWORD RESEARCH

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1: PRIMARY KEYWORDS & PILLAR STRUCTURE



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**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.

# What we do

HumanProofDesigns.com



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