



KEYWORD RESEARCH CHEAT SHEET

Keyword I want to target:

Search Volume:

	Yes	No	Maybe
My website has topical depth authority on this topic			
I have written 6 articles on this topic in last 3 months			
I regularly post about this topic on social & newsletter			
My Moz DA is close to DAs on Google's 1st page			



Look for the following weaknesses on Google's 1st page SERP for your target keyword

Page title is missing some terms in your target keyword			
Page word count is less than 1K words			
Page takes more than 3 seconds to load			
Page was published more then 6 months ago			
Page is a forum site such as a Quora, Twitter, FB, LI			
Page Moz spam score is above 10%			
Page reading level is 9th grade or above			
Page user experience on mobile is poor			

