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Keyword Research



By [Sunburnt Internet Marketing](#), 5 July 2012

How many people go into business without doing **market research**?

Practically no-one.

But how many people start a website without doing **keyword research**?

Practically **EVERYONE**.

Keyword research IS market research and is probably the **most important step** in creating a successful website, blog or online service.

Can you answer the following questions:

- **What keywords** are people using to search for your product or service?
- What **related terms and synonyms** are they using?
- How many **daily searches** are there for your keywords?
- How many **competitors** are also targeting your keywords?
- What is the **strength of your competitors**?
- Which relevant **long-tail keywords** can you capture easily?
- Do your keywords have daily, weekly, seasonal or annual **trend cycles**?
- What **secondary keywords** should you be using on your website and in your articles?
- Which keywords should you invest in for the **highest return on investment (ROI)**?

If you can't answer these questions, **we can**.



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