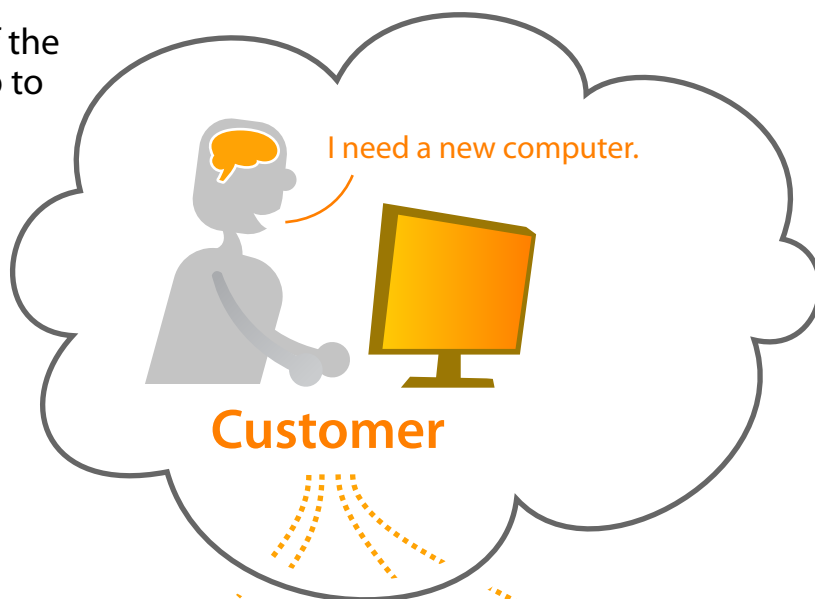


# Keyword Research (Part 1)

- 1 Getting into the mind of the customer is the first step to keyword research.



- 2 Brainstorm keyword categories that address the customer's wants.



- 3 Compile the brainstormed keywords for further review of traffic potential, competition, and conversations on the web.

