Keyword Research Flowchart

1. Do your sites receive any search traffic?
   - No

2. Create seed list by packing historical keyword data from server logs into spreadsheet.
   - Yes

3. Brainstorm keyword ideas and add to spreadsheet.
   - Yes

4. Do you feel you have enough terms in your seed list?
   - No

5. Use a range of keyword research tools to build list.
   - Yes

6. Are you happy with the number and relevance of the terms on your list?
   - Yes

7. Open Microsoft (Azure) or Google Keyword Tool, or Google Keyword Planner.
   - Yes

8. Do terms have sufficient traffic volume?
   - No

9. Do your keyword terms have significant market value or provide potential value to your business?
   - No

10. Test your keyword list by running AdWords campaigns to verify traffic, costs, and ad rotation.
    - Yes

11. Are returns and clicks through means cost-effective, or does the list require additional help?
    - Yes

12. Deselect low performing terms. Do pay-per-click ads use negative keywords or filter irrelevant traffic?
    - Yes

13. Track tools to find top winning products, sites, and keywords.
    - Yes

14. Use your site's internal searches and competitive research tools to find keywords (use serp not yet covering).
    - Yes

15. End