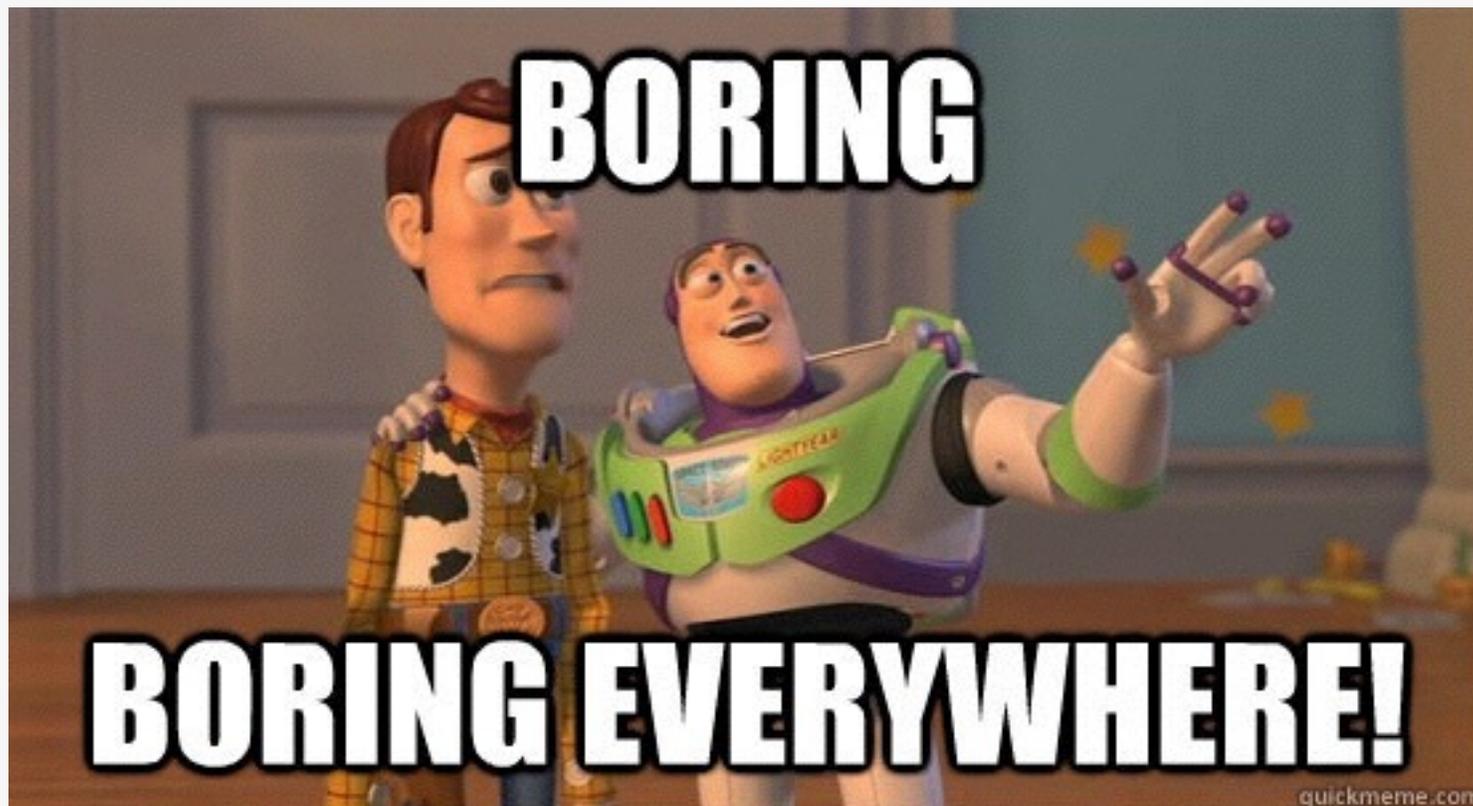




Killer Local Keyword Research



by The HOTH



How To Crush Local KW Research

- This is the most important part
- These 3 strategies will make it impossible to fail
- These techniques & tools will take out the guess work
- You will have a list of awesome keywords, better than your competition



Ready? Let's Go!



Technique #1 - Keyword Jacking

Basically, we're going to steal all our competitors keywords :) Here's How:

1. Search for general head terms + city / keywords etc in your area
2. Copy down the top 5-10 ranking websites for these terms
3. Put into SEMRush, go to organic positions
4. Export to CSV
5. Merge, sort by volume, and jack!



Technique #2 - Related Keyword Scrape

For this technique, we're going to get all the Google suggested searches.

1. Manually via Google, go down to the bottom and copy>paste good ones
2. OR just plug in terms into SEMRush,
3. Get the "Related Keywords Report" export that
4. Keep doing this and merge them together!



Technique #3 - The Suburb Bomb Drop

OK, so now we have a bunch of head terms... let's see if any surrounding areas have volume!

1. Bust out yo' list of head terms
2. Go go the 5 min site local kw generator (http://www.5minutesite.com/local_keywords.php)
3. DDDD
4. Throw that baby into KW Planner and see if we get any volume



BONUS Technique #4 - New Google Adwords Location Search

The Adwords Keyword Planner recently updated so you can find keywords that people are searching by specifying the area that you want to search in. Since Google is localizing tons of searches, you can use these on your pages to get additional traffic :)

1. Go to the [Google Keyword Planner](#)
2. Go to search for new keyword and ad group ideas
3. Put in a few terms but then under targeting select your local area
4. Hit get ideas and click on the keyword ideas tab, sort by volume, and find kws!



BONUS Local KW Research Tools

Here are our favorite tools you can use to dig up even more kws!

1. [SEMRush](#)
2. [Keywordtool.io](#)
3. [UberSuggest](#)
4. [KWFinder](#)
5. [Adwords Keyword Planner](#)
6. [Long Tail Pro](#)



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