

The Best **Keyword Selection** Checklist



hello@thereyougrow.in

+919574841685

Keyword Selection Checklist

Criteria 1: Check if keyword has search demand

Is Volume >> 100 ?

Is Volume << 100 ?

Criteria 2: Check the traffic potential

Good

Bad

Criteria 3: Check the promotional value of the keyword

If there's no way to introduce your product - **assign 0**

You may mention, but difficult to promote your business - **assign 1**

Your product/service helps, but is not quite essential - **assign 2**

Your product/service is an irreplaceable solution- **assign 3**

Criteria 4: Check the searcher's intent

Content Format

Content Type

Content Direction

Criteria: 5 Check how hard is it to rank on Google

Do some of the pages fail to match the search intent?

Can you get more referring domains than your competition?

Is your website in the similar or higher DR range?

Is your site topically more or at least equally authoritative as competition?

Criteria: 6 Check for earning potential

CPC Value >> 1\$

CPC Value << 1\$

Let's take an example...

Let's say you're a **web hosting company** and you want to confirm the keyword you just found.

For example,

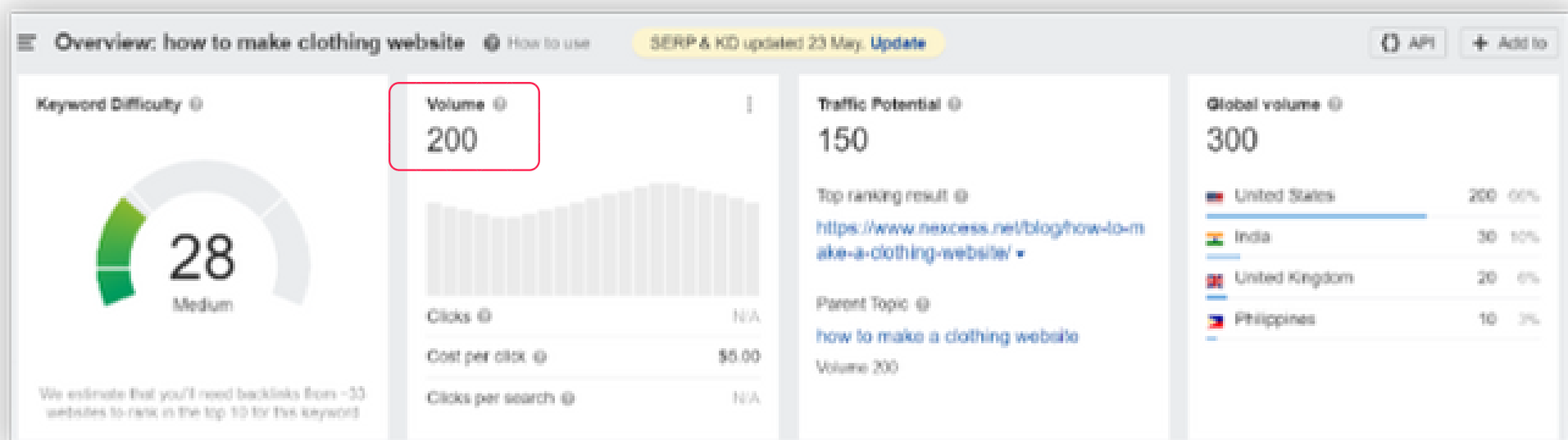
“How to make clothing website”

Criteria 1: Check if the keyword has search demand

Criteria 1: Check if keyword has search demand
Is Volume >> 100 ?
Is Volume << 100 ?

a. Is Volume >> 100 ?

I use Ahrefs and SEMrush to validate the data.



If yes, move to **Criteria 2: Check the traffic potential**

b. Is volume << 100 ?

Then check if they have **multiple similar intent questions.**

how to make a website for a clothing brand	N/A	20
how to make a clothing website for free	N/A	20
how to make a website for clothing brand	N/A	20
how to make your own clothing brand website	N/A	10
how to make a website for my clothing brand	N/A	10
how to make a website for a clothing business	N/A	10
how to make my own clothing website	N/A	10
how to make clothing brand website	N/A	10

Volumes are **low**, but we have multiple **similar intent** keywords. If you find **5 to 10** of them, go to the **criteria 2.**

Criteria 2: Check the traffic potential

SERP overview for "how to make clothing website" 23 May 2023 Compare with

☐ Search result	Words	DR	UR	Backlinks	Domains	Traffic
☐ 1 Featured Snippet How To Make a Clothing Website: Startup Guide for Retailers https://www.nexcess.net/blog/how-to-make-a-clothing-website/	1,668	84	1	4	3	667
2 People also ask						
☐ 3 How to Start an Online Clothing Store 10 Easy Steps (2023) https://www.websitebuilderexpert.com/building-online-stores/how-to-start-an-online-clothing-store/	8,650	80	10	158	59	846
4 Videos						
☐ 5 How to Start an Online Clothing Store: A Guide to Success https://www.bigcommerce.com/articles/ecommerce/how-to-start-an-online-clothing-store/	4,181	92	14	270	103	5,716
☐ 6 Create a Clothing Store: How to Make a Website to Sell ... https://www.ecwid.com/blog/create-website-to-sell-clothes.html	2,607	91	14	10	9	187
☐ 7 Five Steps To Start An Online Clothing Store In 2023 403 https://www.forbes.com/advisor/business/how-to-start-an-online-clothing-store/	0	94	10	137	72	3,276
☐ 8 Got a Clothing Line? Create your Clothing Websites Now https://www.strikingly.com/content/blog/clothing-line-create-your-own-clothing-websites-now/	2,855	91	5	9	6	45
☐ 9 Start Your Online Clothing Store - Simvoly Website Builder https://simvoly.com/clothing-online-store	N/A	70	0	31	16	151
☐ 10 How to create a clothing website https://startups.co.uk/websites/ecommerce/how-to-create-a-clothing-website/	4,848	77	5	18	14	26

Despite 200 searches, a competitor receives traffic as high as **5.7k**. Average distribution of traffic is also good (**667, 846, 187**). So, we can jump to criteria 3.

Criteria 3: Check the **promotional value** of the keyword

Criteria 3: Check the promotional value of the keyword
If there's no way to introduce your product - assign 0
You may mention, but difficult to promote your business - assign 1
Your product/service helps, but is not quite essential - assign 2
Your product/service is an irreplaceable solution- assign 3

Promotional value of the keyword means how likely you'll be able to promote your product/services through the keyword idea.

Find promotional value in **2-Steps**

- a. Check competitors' outline (SERP)
- b. Identify if they promote similar services

a. Check competitors' outline on **SERP**

- [How To Make A Clothing Website](#)
- [Step 1: Choose A Clothing Niche](#)
- [Step 2: Pick A Domain Name](#)
- [Step 3: Choose Your Platform](#)
- [Step 4: Sign Up For a Hosting Plan](#) <..... Similar service as ours
- [Step 5: Install WordPress](#)
- [Step 6: Install And Configure WooCommerce](#)
- [Step 7: Add Your Products](#)
- [Step 8: Start Marketing Your Store](#)
- [Final Thoughts: How to Make a Clothing Website: Startup Guide for Retailers](#)

b. Identify if they **promote similar services**

Step 4: Sign Up for a Hosting Plan

You'll also need a hosting plan. A hosting plan provides server space — digital space where the website files live. It's necessary so visitors can access your store through the internet.

You'll benefit from a hosting provider with plans built with small business owners and their needs in mind. Nexcess has hosting plans optimized for WordPress and WooCommerce.

We have optimized our plans for faster speeds and better security, which are crucial features for online stores to build trust and increase conversions.

Take a look at our [pricing plans](#) and choose one that fits your needs.

[View WooCommerce hosting plans](#)

[Contact us](#)



Natural introduction of the service

What it **means**...

It means we can introduce our **web hosting solution** naturally as they did.

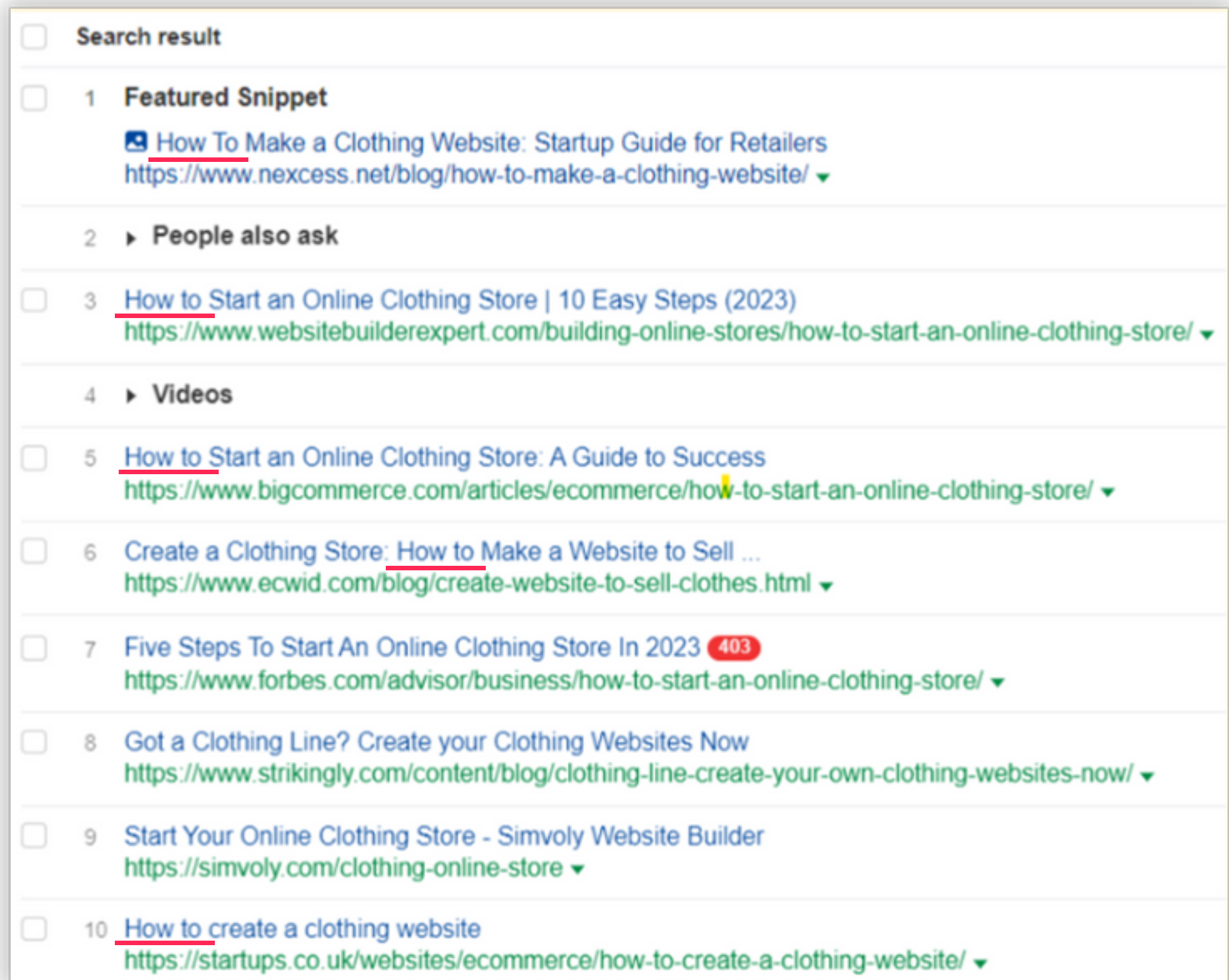
So assign **promotional value = 2** for the keyword.

You can assign **3** for keywords like **best hosting solutions**.

Criteria 4: Check the searcher's intent

Criteria 4: Check the searcher's intent
Content Format
Content Type
Content Direction

a. Content format



5 results in SERP are “**how-to**” guides. Keyword is good if you can create in the same format

b. Content type

Analyze the content type on SERP.

Is it:

- Blog
- Video
- Review

If you find lots of **review blogs** & don't own an **affiliate site** or **video content** & don't have a **YouTube channel**, better to drop the keyword.

In our case, 10 of 10 sites are blog posts. So we're good to go.

c. Content direction

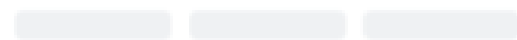


Website Builder Expert

<https://www.websitebuilderexpert.com> › [how-to-start-a...](#) ⋮

(#2) [How to Start an Online Clothing Store | 10 Easy Steps \(2023\)](#)

[How to Start an Online Clothing Store in 2023](#)



18-Jan-2023 — Shopify – best overall **online** fashion store builder. Standout strength: sophisticated inventory system; BigCommerce – best for multichannel ...

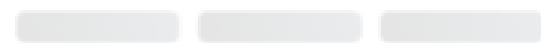


Wix.com

<https://www.wix.com> › [blog](#) › [ecommerce](#) › [2020/11](#) › [h...](#) ⋮

(#6) [How to Start a Clothing Brand Online in 10 Steps in 2023](#)

[How to Start a Clothing Brand in 10 Steps in 2023](#)



10 steps

1. Choose your brand strategy
2. Create your brand identity
3. Decide what products to sell

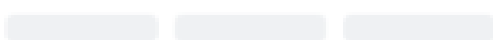


Printify

<https://printify.com> › [blog](#) › [how-to-start-a-clothing-line](#) ⋮

(#8) [How to Start a Clothing Line for Free in 10 Steps \(2023\)](#)

[There is a match!](#)



26-Jan-2023 — How to start a **clothing line** with no money? **Create** your own **clothing** brand with Printify – free Mockup Generator, 800+ custom products, ...

You've visited this page 2 times. Last visit: 17/3/23



Colorlib

<https://colorlib.com> > Home > Website Builders

(#9) 22 Best Website Builder For Online Clothing Stores 2023

22 Best Website Builder For Online Clothing Stores 2023 - Colorlib

04-Apr-2023 — Volusion is the best **website** builder for fashion and **apparel** stores, with an option to give it a test run for free. With its countless features, ...



Shopify

<https://www.shopify.com> > Shopify Blog

(#10) How To Start a Clothing Brand: 12 Easy Steps (2023)

There is a match!

02-Dec-2022 — How to start a **clothing line** in 12 steps. Develop your fashion design skills; **Create** a business plan; Follow fashion trends; **Build** a strong ...

5 of 10 results talk of creating a clothing website in **2023**. “**2023**” is the keyword. They offer **freshness angle**.

So ensure you give the same direction. Drop if you can't.

So are we meeting the **search intent**?

- Content format 
- Content type 
- Content direction 

Move to the next step if you tick all three.

Criteria 5: Check how hard is it to rank on Google

Criteria: 5 Check how hard is it to rank on Google
Do some of the pages fail to match the search intent?
Can you get more referring domains than your competition?
Is your website in the similar or higher DR range?
Is your site topically more or at least equally authoritative as competition?

a. Does any page **fail to match** the search intent?

SERP overview for "how to make clothing website" ?		23 May 2023 ▼	Compare with ▼
☐	Search result		
☐	1 Featured Snippet		
	 How To Make a Clothing Website: Startup Guide for Retailers	https://www.nexcess.net/blog/how-to-make-a-clothing-website/ ▼	
	2 ▶ People also ask		
☐	3 How to Start an Online Clothing Store 10 Easy Steps (2023)	https://www.websitebuilderexpert.com/building-online-stores/how-to-start-an-online-clothing-store/ ▼	
	4 ▶ Videos		
☐	5 How to Start an Online Clothing Store: A Guide to Success	https://www.bigcommerce.com/articles/ecommerce/how-to-start-an-online-clothing-store/ ▼	
☐	6 Create a Clothing Store: How to Make a Website to Sell ...	https://www.ecwid.com/blog/create-website-to-sell-clothes.html ▼	
☐	7 Five Steps To Start An Online Clothing Store In 2023 403	https://www.forbes.com/advisor/business/how-to-start-an-online-clothing-store/ ▼	
☐	8 Got a Clothing Line? Create your Clothing Websites Now	https://www.strikingly.com/content/blog/clothing-line-create-your-own-clothing-websites-now/ ▼	
☐	9 Start Your Online Clothing Store - Simvoly Website Builder	https://simvoly.com/clothing-online-store ▼	
☐	10 How to create a clothing website	https://startups.co.uk/websites/ecommerce/how-to-create-a-clothing-website/ ▼	

Seems none of the top ranks miss the search intent.

b. Can you get **more domains** than competition?

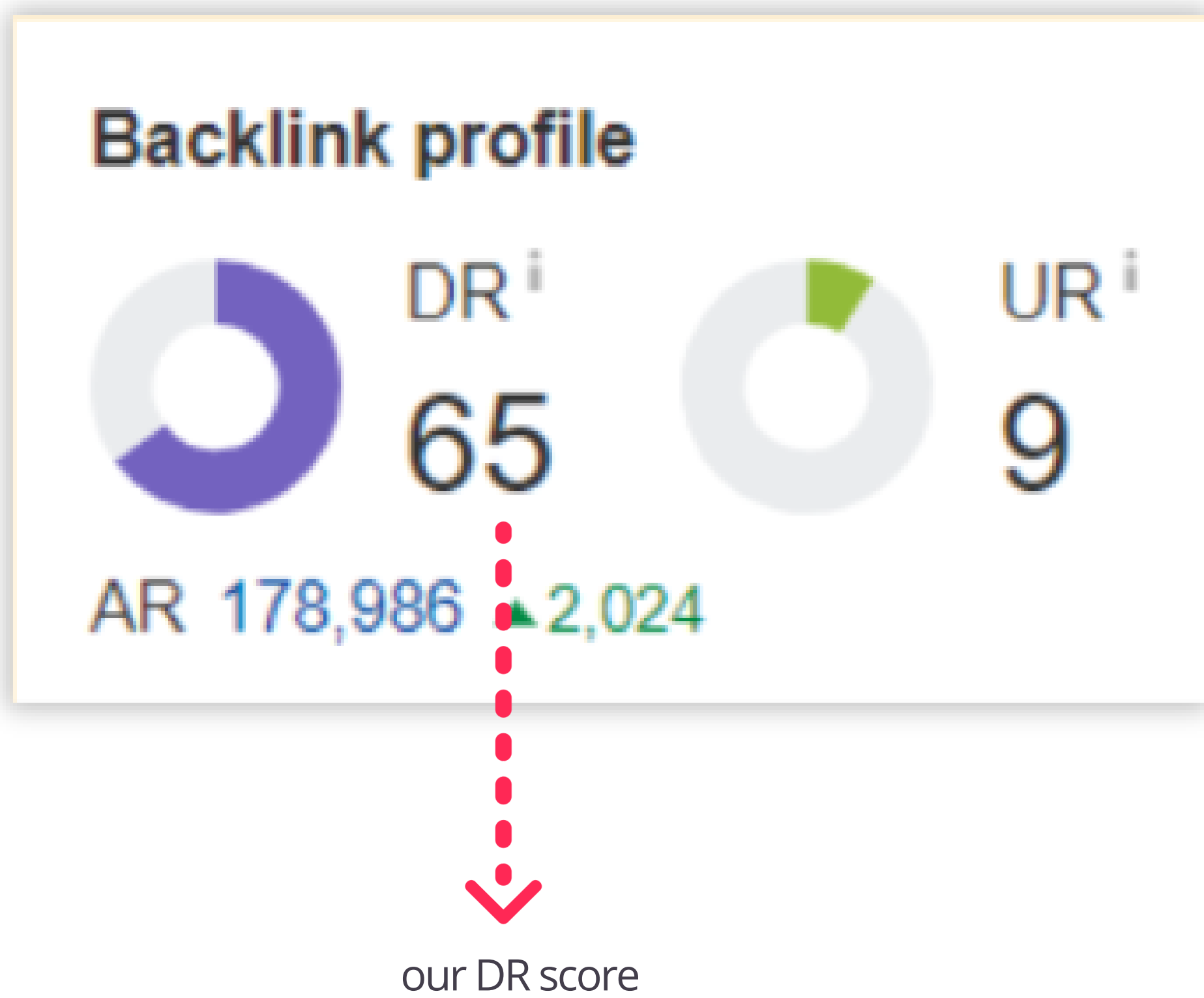
Words	DR	UR	Backlinks	Domains	Traffic	Value
1,668	84	1	4	3	667	\$2.9K
8,650	80	10	158	59	846	\$2K
4,181	92	14	270	103	5,716	\$8.2K
2,607	91	14	10	9	187	\$531
0	94	10	137	72	3,276	\$4.8K
2,855	91	5	9	6	45	\$188
N/A	70	0	31	16	151	\$680
4,848	77	5	18	14	26	\$115

Some sites are ranking with mere **3, 6, & 9** referring domains. We can surely beat this number.

c. Does your website have a similar or higher DR?

Words	DR	UR	Backlinks	Domains	Traffic	Value
1,668	84	1	4	3	667	\$2.9K
8,650	80	10	158	59	846	\$2K
4,181	92	14	270	103	5,716	\$8.2K
2,607	91	14	10	9	187	\$531
0	94	10	137	72	3,276	\$4.8K
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N/A	70	0	31	16	151	\$680
4,848	77	5	18	14	26	\$115

Domain rating for all the ranking pages >> 70+ .
But we can compete as our **DR is 65 (close to 70)**.

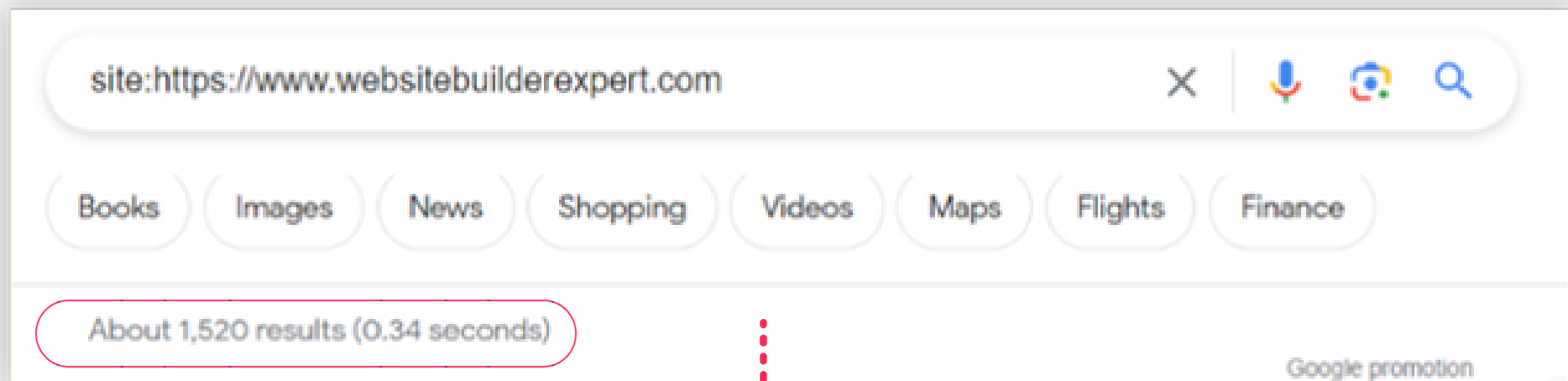


d. Is your site **topically authoritative as competition?**

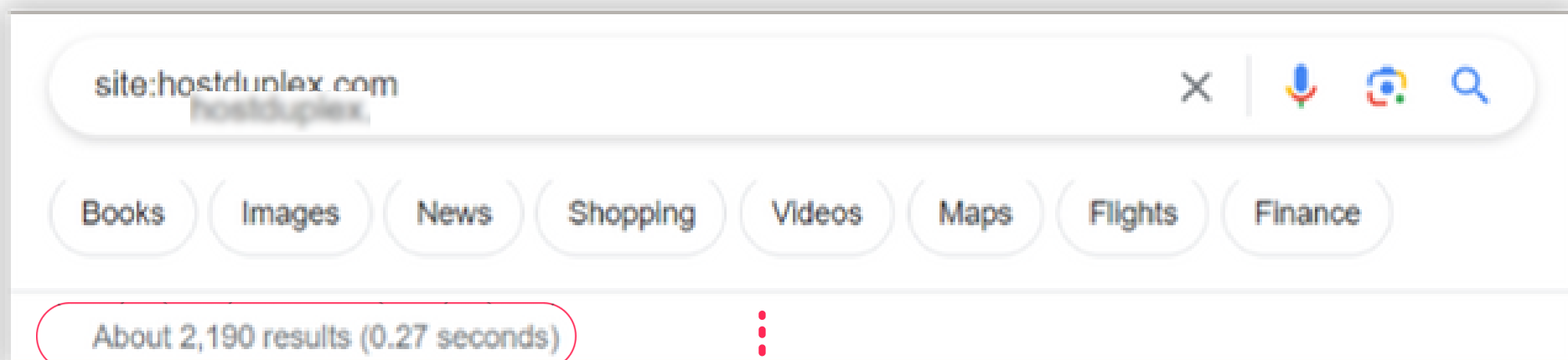
- Analyze top 10 ranking sites
- Identify what they talk about

In our case, top ranking pages talk about online commerce, digital marketing, & web hosting.

Use **site:** operator to determine topical authority...



our competitor



our domain

We've talked more about our niche than our competitor.

Note: You'll have to glance at the kind of topics they cover. **Site: operator** doesn't give the full picture.

So how **hard** was the keyword...

- Did competitors fail to match search intent? 
- Can we get more referring domains? 
- Is our website in the similar DR range? 
- Is our site topically authoritative? 

3 in 4 sub-criteria are in our favor. So we can move to the **Criteria 6: Check for earning potential**

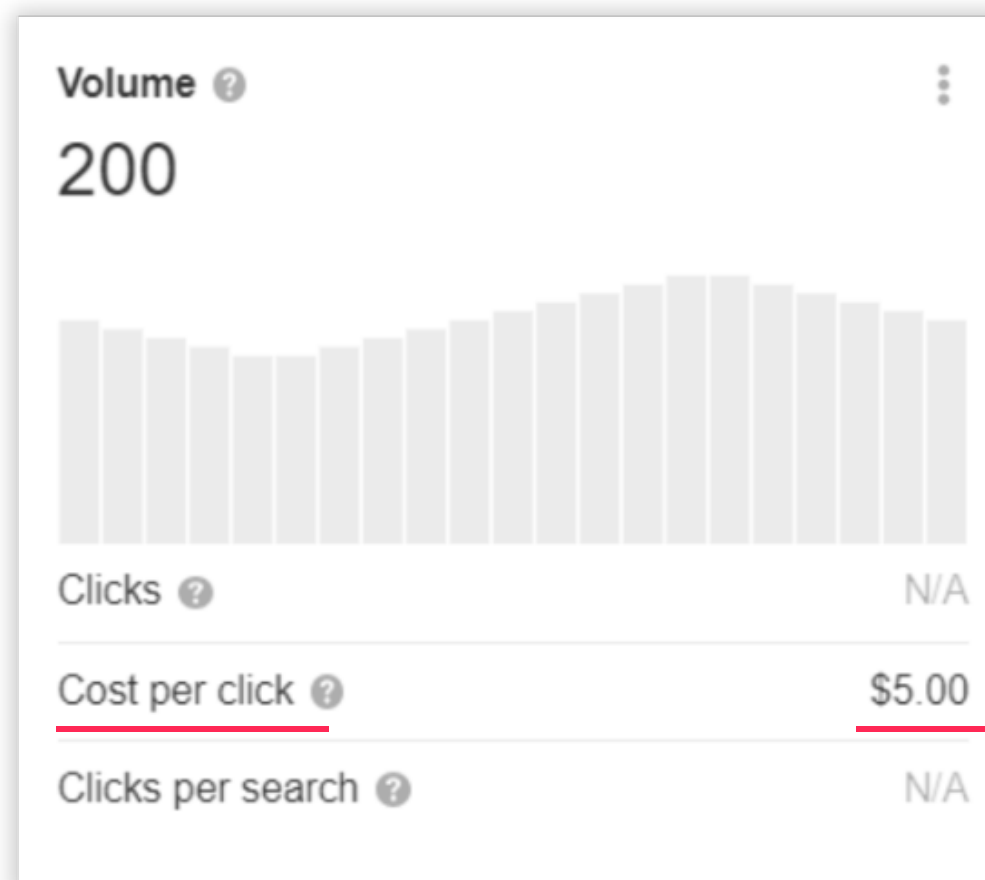
Criteria 6: Check for earning potential

Criteria: 6 Check for earning potential

CPC Value >> 1\$

CPC Value << 1\$

The last criteria is to determine CPC values for the keywords.



Note: Earning potential not important when you cover informative articles for brand awareness.

So let's see if our **keyword** could make it...

Keyword Selection Checklist	Status	Pass/Fail
Criteria 1: Check if keyword has search demand		Search Demand Test
Is Volume >> 100 ?	☒	Pass
Is Volume << 100 ?	☐	
Criteria 2: Check the traffic potential		Traffic Potential Test
Good	☒	Pass
Bad	☐	
Criteria 3: Check the promotional value of the keyword		Promotional Value Test
If there's no way to introduce your product - assign 0	☐	Pass
You may mention, but difficult to promote your business - assign 1	☐	
Your product/service helps, but is not quite essential - assign 2	☐	
Your product/service is an irreplaceable solution- assign 3	☒	
Criteria 4: Check the searcher's intent		Intent Test
Content Format	☒	Pass
Content Type	☒	
Content Direction	☒	
Criteria: 5 Check how hard is it to rank on Google		Difficulty Test
Do some of the pages fail to match the search intent?	☐	Pass
Can you get more referring domains than your competition?	☒	
Is your website in the similar or higher DR range?	☒	
Is your site topically more or at least equally authoritative as competition?	☒	
Criteria: 6 Check for earning potential		Earning Potential Test
CPC Value >> 1\$	☒	Pass
CPC Value << 1\$	☐	

If the keyword passes the majority of the criteria, it's a great keyword to go after...

Summary...

- Check if keyword has search demand
- Determine if it has a good traffic potential
- Identify the promotional value of the keyword
- Check the searcher's intent with three c's
- Measure how difficult it is to rank against competition



Was that helpful?

Feel free to drop the good, the bad, & the ugly comments.



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hello@thereyougrow.in

+919574841685