



Rank Local Engine

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Step by Step Keyword Research Guide Rank Local Engine

Step 1: Define Goal + Location

Start with a clear goal: traffic, leads, or sales.
Always include location for local SEO.

Example:

- “sofa in Des Moines”
- “SEO services Des Moines”

Step 2: Find Seed Keywords

Basic keywords related to the business.

Example (Sofa Business in Des Moines):

- sofa
- furniture
- couch

Step 3: Use Keyword Tools

Use tools like:



- Google Keyword Planner
- Ubersuggest
- Ahrefs

Find:

- Search Volume
 - Keyword Difficulty (KD)
 - CPC
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Step 4: Understand Keyword Difficulty (KD)



Example keywords for **Des Moines**:

- “sofa Des Moines” → KD: 25 (Good )
- “buy sofa online” → KD: 70 (Hard )

👉 Focus on **low to medium KD (0–40)**

Step 5: Analyze Search Volume

Example:

- “sofa Des Moines” → Medium volume + low KD 
- “sofa” → High volume + high KD 

👉 Balance is key.

Step 6: Check Keyword Length

Short-tail:

- “sofa” → Hard

Medium-tail:

- “sofa Des Moines” → Better

Long-tail:

- “cheap L shape sofa in Des Moines” → Best ✓

👉 Long-tail = low competition + high conversion.

Step 7: Understand Search Intent

Examples:

- Informational → “best sofa materials”
- Commercial → “best sofa store Des Moines”
- Transactional → “buy sofa in Des Moines” ✓

👉 Focus on **buying intent keywords**

Step 8: Competitor Analysis

Search “sofa Des Moines” on Google.

Check:

- Top 5 websites
- Their titles (e.g., “Best Sofa Store in Des Moines”)
- Content quality

👉 Weak competitors = easy ranking.

Step 9: Use Google Suggestions

Search “sofa Des Moines” and see:

- Autocomplete → “sofa stores in Des Moines”
- People also ask → “Where to buy cheap sofas?”
- Related searches

👉 These are real user queries.

Step 10: Keyword Clustering

Group similar keywords:

Example cluster:

- sofa store Des Moines
- furniture store Des Moines
- couch shop Des Moines

👉 Use **one cluster per page**

Step 11: Check CPC

Example:

- “buy sofa Des Moines” → High CPC (money keyword)
- “sofa ideas” → Low CPC

👉 High CPC = better business value.

Step 12: Final Keyword Strategy

For **Rank Local Engine clients in Des Moines**, choose:

- ✓ Low–medium KD
 - ✓ Local keywords
 - ✓ Long-tail keywords
 - ✓ Buying intent
 - ✓ Decent volume
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Step 13: Use Keywords Properly

Example page targeting:

Main Keyword: “Sofa Store in Des Moines”

Use in:

- Title → “Best Sofa Store in Des Moines”
- Headings → H1, H2

- URL → /sofa-store-des-moines
 - Content naturally
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Pro Tips (Rank Local Engine Strategy)

- Target “**near me**” + **city keywords**
- Example: “sofa store near me Des Moines”
- Focus on **easy keywords first**
- Create multiple pages for different services
- Update keywords monthly