

# How to find the most commonly used search term for your blog

**What is a search term and why does that matter?**

A **search term** is a word or phrase that a user types into a **search engine** such as Google, Edge, Firefox or Safari (or any of the other search engines available). When a user clicks on your link that appears in the generated list from the search engine it records the original search term used to get the user from point A (the search engine) to point B (your blog or site).

**Why Should I care?**

If you find a search term that is frequently used to get readers to your blog or site then you know that you have an audience actively looking for specific content. This information is blogging gold and very valuable to you and your site.

**What should I do with a frequently used search term?**

Not only will a frequently used search term give you an idea of what your readers are looking for, it also help you brainstorm new posts around the same ideas as the search term. You can then use the term as a **tag** in your post, which will cue search engines to put more of your content in front of readers the next time they use the same terms in Google or any other search engine.

**OK, so how do I find the most commonly used search terms on my blog/site?**

**How to do keyword research**

1. Step 1: Study your niche. ...
2. Step 2: Define your goals. ...
3. Step 3: Make a list of relevant topics. ...
4. Step 4: Create a list of seed **keywords**. ...
5. Step 5: Use good keyword research tools. ...
6. Step 6: Study the **search** intent. ...
7. Step 7: **Identify** long tail **keywords**. ...
8. Step 8: **Find** out about your competitors.

**What are the 7 types of searches?**

**Types of searches: transactional, navigational, informational**

- Brief summary.
- Detailed summary.
- Transactional Search Queries.
- **Navigational** Search Queries.
- Informational Search Queries.
- Google results for search queries.
- Implications for website owners.
- Conclusion.

**Search engines are classified into the following categories based on how it works.**

- **Crawler based** search engines.
- **Human powered** directories.
- **Hybrid** search engines.
- **Other special** search engines.

**Top 8 Best Search Engines (of 2020)**

- Google.
- **Bing**.
- Yahoo.
- **Baidu**.
- **Yandex**.
- **Duckduckgo**.
- Contextual Web Search. .
- Yippy Search.

## 5 Things You Should Never Search on Google

- Don't **search** for things that clue **Google** in to your location. ...
- Don't **search** for information on medical issues or drugs. ...
- Don't give your **search** engine hints about your insecurities. ...
- Don't **search** for anything suspicious (especially at work) ...
- Don't **Google** anything that enables **Google** to define your identity.

**Credits:** These are from a training that I had in my digital hoard file cabinet. I have bought several excellent trainings in the past on SEO and improving blogs and web sites.

I don't remember exactly where I got this from to give credit to. I hate this! I try to provide the credits to the author/source. I messed up and did not make a note related to what training this came from. When I find who authored this I will update with a credit. These are my typed up personal handwritten notes while I try and get thru the piles of paper on my desktop.