

GROW YOUR COACHING BUSINESS & PERSONAL BRAND



**FREE TOPIC and
KEYWORD TOOLS & TACTICS**

IS YOUR NICHE VIABLE?

NICHE-TESTER

1. There needs to be an urgent problem people must solve right away, or something that people really need = Massive pain. Or something they really want = Pleasure. Reducing pain is a bigger motivator than seeking pleasure.
2. Buying power. They can afford it.
3. Easy to target. You can reach them.
4. Growing market. Avoid shrinking markets.

But: how do you know people's urgent problems or pain points?

TWO FREE TOPIC FINDING STRATEGIES

STRATEGY ONE - FACEBOOK GROUPS

Find popular Facebook Groups on a topic that you want to know more about or to assess a topic. For when you want to find out what it is that people most want to know about your topic, their pain points.

In the Group

- Take note of what people are talking about and, in particular, their challenges, frustrations, complaints and problems. Are there popular topics that you weren't aware of or topics that you didn't know were so important to people? Look for popular posts and comments
- Search keywords within a Facebook Group. Keyword examples are problem, angry, frustrations etc (just search for the root of the word eg 'frustrat' so you capture variations of the word – frustrated, frustrating, frustration). This tactic can be surprisingly fruitful
- Identify popular topics
- Identify the keywords and phrases – the kind of language – that people use to talk about your topic
- What kinds of solutions or products or services do people offer or suggest or recommend?

STRATEGY TWO - REDDIT

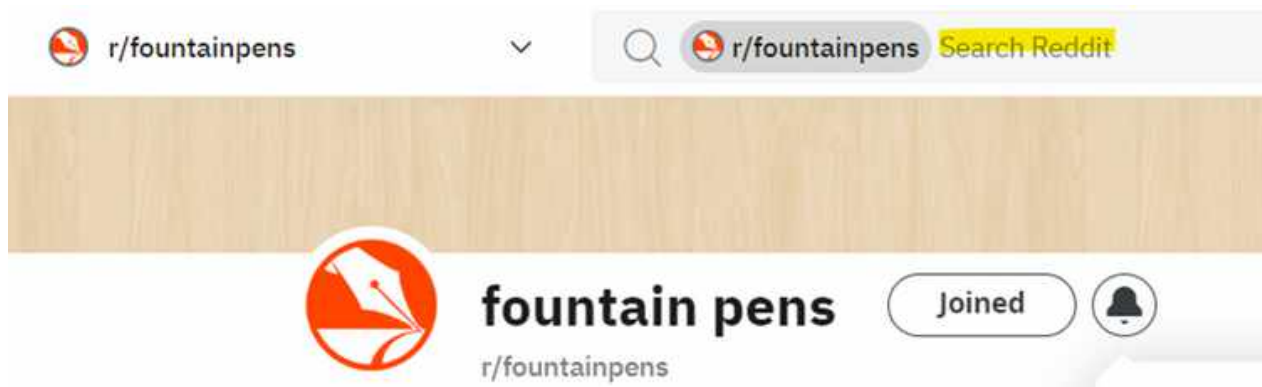
Find Reddit communities on your topic - <https://www.reddit.com>

Reddit communities - subreds - are prefaced by r/ for example r/fountainpens (a fav of mine) <https://www.reddit.com/r/fountainpens>

Use the search bar to find communities. The search function isn't great so you'll need to look around a bit.

Within a subred, sort posts by various criteria. The default is usually Hot Posts or Best Posts. Also check out New and Top Posts for the various timeframes offered. See what people are talking about.

Now search for keywords and topics within a subred. See image below - it's similar on phones and desktops. Type in the word you are searching for where highlighted



Look for challenges, for things people want to avoid or solve rather than things they desire.

Avoiding fear and pain is a bigger motivator than seeking pleasure.

Loss Aversion is powerful human motivation - the fear of loss is a much more powerful motivator to action than the promise of gain.

FREE KEYWORD TOOLS

These tools were free when we compiled this list, but sometimes free tools become paid.

Keywords Everywhere <https://keywordseverywhere.com>

Keyword.io <https://www.keyword.io>

FREE WEBSITE PERFORMANCE TOOLS

IS YOUR SITE FAST OR SLOW?

People leave slow loading sites. Google doesn't like them either.

Pingdom <https://tools.pingdom.com>

Web Page Test <https://webpagetest.org>

Google Developers <https://developers.google.com/speed/pagespeed/insights>

Load speed is a Google ranking factor - people don't wait around, especially on mobile. Assess load speed with these tools which will tell you how to improve load speed: https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect

FREE SEO ANALYSIS TOOLS

SCREAMING FROG IS A FREE META TAG SCRAPER

Important meta tags include page titles, meta descriptions and H tags (headlines).

See what your meta tags are, check out competitors' tags

<https://www.screamingfrog.co.uk/seo-spider>

Check that non-indexed pages are meant to be non-indexed.

FREE GOOGLE TOOLS

Be sure that you have both Google Analytics 4 and Google Search Console (GSC) installed on your site. They're essential free tools.

Here are 2 useful reports in GSC.:

1 Your website's keyword performance in search

- Click on Performance on the left
- Click on the 4 boxes so that they all show in color – it's then that the data will show
- Select a date range



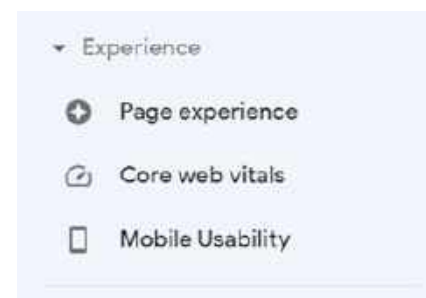
This report tells you which keyword searches led to your site appearing in Google search results and how many clicks you got.

It also tells you where your site appeared eg; page 1 or 10, how many people clicked on it. Then you know what needs to be improved eg; important keywords where you got few clicks. Main reasons for low clicks:

- Not on page 1! There are 10 results per page so Position 21 is page 3. Low positions? Maybe you need to pay for Google search ads.
- Poor meta tags – page titles and meta tags. People aren't convinced that your site will tell them what they want to know. Use Screaming Frog to check your meta tags.

2 Your website's SEO performance

Choose these reports:



DOES GOOGLE LIKE YOUR WEBSITE? - LIGHTHOUSE IN GOOGLE CHROME

How does Google see your site? What problems does the Google bot see?

Run your site through Google Lighthouse. This is a Chrome extension but can also be accessed by right clicking in Chrome>Inspect. On top menu, scroll to Lighthouse.