

How To Do Keyword Research Using Google Autocomplete

1. Go and conduct a Google Search

- I. Type in questions on the search bar- terms to consider using include:
 - *How*
 - *Are*
 - *Where*
 - *Is*
 - *Don't*
 - *Aren't*
 - *Why Do*
 - *Where Do*
 - *What*
 - *When*
 - *Which*

Best Tip: Do this search in incognito mode, Or- Do the search through a virtual private network (VPN). If you prefer to not have Google track your search results, it's a good practice to try out.

2. Use Google autocomplete

- I. Once you type in a question (or phrase), you'll get a list of predictions that will pop up. Or in some cases, these are questions that people are really searching for on Google.
 - Example: *Do dogs sleep at night like humans?*



do dogs sleep at night |

- do dogs sleep at night **like humans**
- do dogs sleep at night **or day**
- do dogs sleep at night
- do dogs sleep at night **reddit**
- does** dogs sleep at night
- do **puppies** sleep at night
- do dogs **actually** sleep at night
- do dogs **really** sleep at night
- do dogs **naturally** sleep at night
- do dogs **deep** sleep at night

Google Search I'm Feeling Lucky

Report inappropriate predictions

h works

do dogs sleep at night|

- do dogs sleep at night
- do dogs sleep at night **like humans**
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- do dogs sleep at night **reddit**
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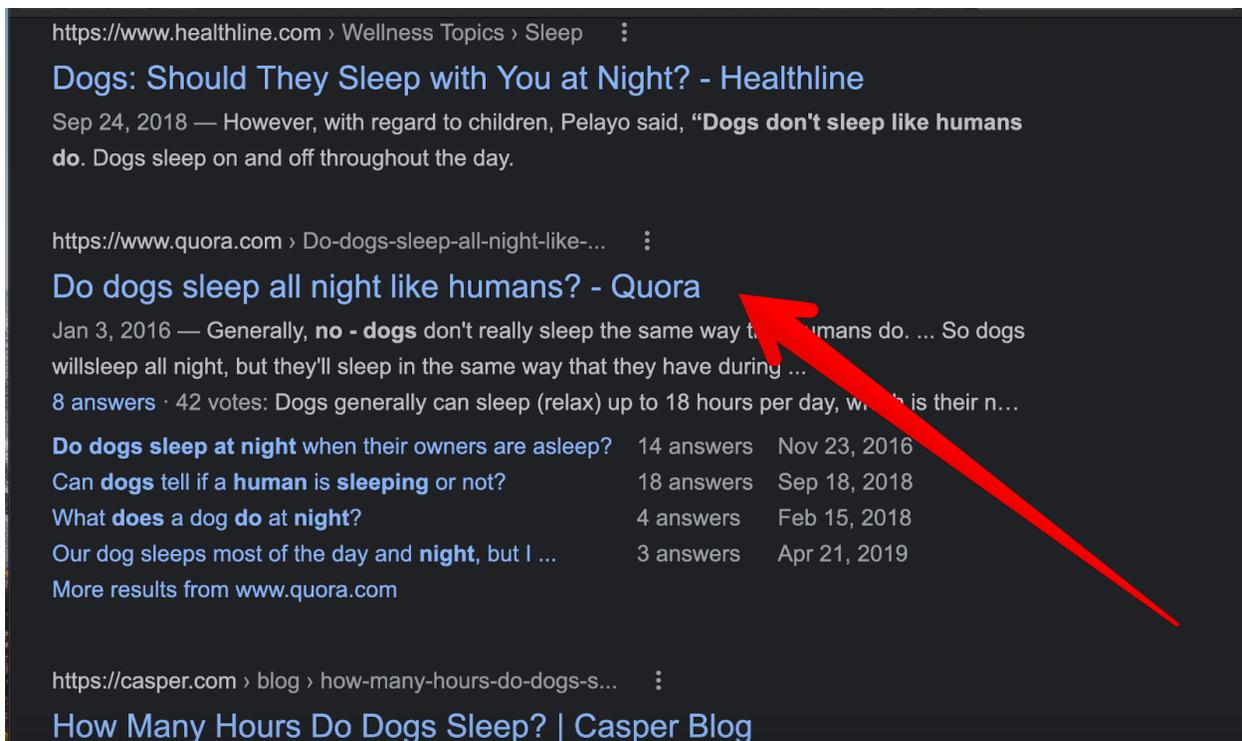
3. Watch Out For User-Generated Content On Page One

- I. To ensure the best results for getting ranked on page one of Google, analyze the first page of the term or phrase you type in the search bar.
- II. Look for the following things: Forums and social media posts
 1. Quora
 2. Reddit
 3. Social media posts
 - Facebook posts
 - Pinterest Posts
 4. Niche-related forums (i.e. playing chess)

***Important: All of these are considered to be user-generated content- what people are asking for in real time and looking for helpful answers**

***Tip: Simply create content that answers those user questions to the best of your knowledge**

- **Example: Do dogs sleep at night like humans?**
 - Result: Third position on Google pg. 1 is a Quora post



4. Use forum questions as potential subheadings

I. Use subheadings for future content creation, or to get new ideas to write about

<https://www.akc.org> › ... › Health › General Health

Should I Let My Dog Sleep Late Every Day?

Feb 19, 2020 — What Defines a Schedule? ... **Dogs tend to spend as much as half of their days asleep**, 30 percent awake but relaxing, and just 20 percent being ...

<https://wagwalking.com> › behavior › why-dogs-like-sle...

Why Dogs Like Sleeping With Humans - Wag!

Feb 7, 2018 — Your dog wanting to sleep next to you **is also a sign of affection and closeness**. It means they like your company and consider you a member of ...

<https://www.sleepfoundation.org> › animals-and-sleep

How Many Hours A Day Do Dogs Sleep? - Sleep Foundation

Jun 10, 2022 — Adult dogs sleep longer at night than puppies do — usually **between 60% and 80% of the hours between 8 p.m. and 8 a.m.** depending on their ...

<https://puffy.com> › Blog › Sleep & Wellness

How Much Do Dogs Sleep Every Night? | Puffy Blog

It can often seem **like dogs sleep** a lot more than they actually **do** because they scatter their sleep throughout the day. Most dogs will spend a longer amount ...

5. Don't forget about "People Also Ask"

- **Common questions that people are asking in Google search**
- **Use them as ideas or to brainstorm for content creation for your business**
- **Insert these questions into your articles, and then directly answer them to the best of your knowledge**

People also ask

What do dogs think when they sleep with you? ▼

Do dogs know when you're tired? ▼

Do dogs guard you when you sleep? ▼

How do dogs decide which human to sleep with? ▼

Do male dogs prefer female owners? ▼

Do dogs sleep with their favorite human? ▼

Feedback

