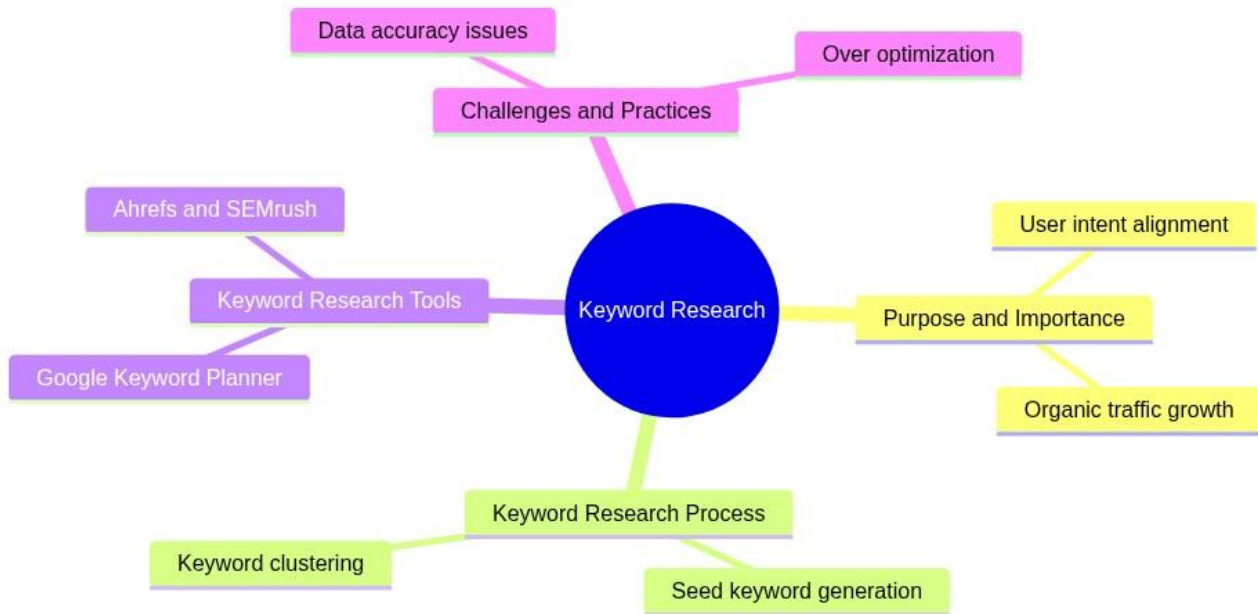


Search Engine Optimization

Keyword Research



mindmap

```

root((Keyword Research))
  Purpose and Importance
    User intent alignment
    Organic traffic growth
  Keyword Research Process
    Seed keyword generation
    Keyword clustering
  Keyword Research Tools
    Google Keyword Planner
    Ahrefs and SEMrush
  Challenges and Practices
    Data accuracy issues
    Over optimization
  
```