

Topic Research Template

This guide helps you select a topic from your signature solution and use AnswerThePublic and Google Keyword Planner to identify opportunities for your podcast.

1. Select a Topic from Your Signature Solution

- **Signature Solution Stage:**
 - **Step within Stage:**
 - **Selected Topic:**
-

2. Using AnswerThePublic

Step 1: Generate Topic Ideas

- **Visit AnswerThePublic:** Go to [AnswerThePublic](#).
- **Enter Selected Topic Keyword:** Input your main keyword related to the selected topic to see a visualization of questions and phrases people are searching for.

Step 2: Analyze the Results

- **List of Questions and Phrases:**
 - **Question 1:**
 - **Question 2:**
 - **Question 3:**
 - **Etc.**

Step 3: Select Relevant Questions/Phrases

- **Relevant Questions/Phrases to Explore:**
 - **Question/Phrase 1:**
 - **Question/Phrase 2:**
 - **Question/Phrase 3:**
-

3. Using Google Keyword Planner

Step 1: Access Keyword Planner

- **Go to Google Ads:** Log in to your Google Ads account and navigate to the Keyword Planner tool.
- **Select "Discover New Keywords":** Enter the questions and phrases identified from AnswerThePublic.

Step 2: Analyze Keyword Data

- **Metrics to Consider:**
 - **Search Volume:**
 - **Competition Level:**
 - **Trends:**

Step 3: Identify High-Volume, Underserved Keywords

- **List of Keywords:**
 - **Keyword 1:**
 - **Search Volume:**
 - **Competition:**
 - **Keyword 2:**
 - **Search Volume:**
 - **Competition:**
 - **Keyword 3:**
 - **Search Volume:**
 - **Competition:**