Welcome to the "The Pulse on Human Design," where we explore strategies, insights, and tips to help you grow your coaching practice. I'm Vickie, your host, and today we're diving into a crucial topic: the importance of correct keyword research for the Human Design coaching industry.

Whether you're a seasoned Human Design coach or just starting out, one thing is clear – attracting the right clients to **your business website** can make or break your business. But here's the catch: many potential clients out there have no idea what Human Design is. So, how do we reach them? The answer lies in effective keyword research.

First, let's talk about why keyword research is so important. When people search for services or answers online, they use keywords. These are the terms and phrases they type into search engines like Google. By identifying and using the right keywords, you can ensure that your website and content appear in front of the right audience – those who are searching for what you offer.

But here's the challenge: if people don't know what Human Design is, they won't be searching for "Human Design coaching." Instead, they might be looking for solutions to their problems or for general coaching services. This is where understanding your potential clients' pain points and needs becomes essential.

So, how do we find these keywords? Here are some steps to guide you:

**Identify Your Ideal Client's Problems and Questions:** Think about the common issues and questions your clients have. Are they struggling with self-discovery? Are they looking for ways to improve their relationships or careers? Make a list of these problems and questions.

**Use Keyword Research Tools:** Tools like Google Keyword Planner, Ahrefs, MOZ and SEMrush can help you find related keywords. Start with broad terms related to coaching, self-improvement, or personal development, and then drill down into more specific phrases that align with your clients' needs.

**Analyze Competitor Keywords:** Look at what keywords other coaches or related industries are targeting. This can give you insights into what works and help you find gaps you can fill.

**Focus on Long-Tail Keywords:** Long-tail keywords are longer and more specific phrases that often have less competition. For example, instead of targeting "coaching," you might use "self-discovery coaching for career change." These keywords can help you reach a more targeted audience.

**Incorporate Local SEO:** If you offer in-person sessions or workshops, don't forget to include location-based keywords. For example, "Human Design coach in London" can attract local clients.

**Create Valuable Content:** Once you've identified your keywords, use them to create content that addresses your clients' needs. Blog posts, videos, and podcasts that provide solutions and insights can attract organic traffic and establish you as an authority in your field.

Keyword examples:

### **Parenting**

1. **General Keywords:**
	* Parenting tips
	* Positive parenting
	* Effective discipline strategies
	* Child behavior issues
	* Parenting advice for toddlers
2. **Long-Tail Keywords:**
	* How to handle tantrums in toddlers
	* Best parenting books for new parents
	* Positive parenting techniques for teens
	* How to improve child behavior at home
	* Parenting strategies for ADHD

### **Business**

1. **General Keywords:**
	* Business coaching
	* Entrepreneur tips
	* Leadership development
	* Business growth strategies
	* Small business management
2. **Long-Tail Keywords:**
	* How to start a successful small business
	* Business coaching for entrepreneurs
	* Leadership development programs online
	* Business growth strategies for startups
	* Small business management tips

### **Relationship**

1. **General Keywords:**
	* Relationship advice
	* Couples therapy
	* Conflict resolution in relationships
	* Building trust in relationships
	* Relationship communication skills
2. **Long-Tail Keywords:**
	* How to improve communication in a relationship
	* Best couples therapy techniques
	* Conflict resolution strategies for couples
	* How to build trust in a new relationship
	* Relationship advice for long-distance couples

### **Life Purpose**

1. **General Keywords:**
	* Finding life purpose
	* Life coaching
	* Personal development
	* Discovering your passion
	* Goal setting and achievement
2. **Long-Tail Keywords:**
	* How to find your life purpose
	* Life coaching for personal growth
	* Personal development strategies
	* Discovering your passion and purpose
	* Effective goal setting techniques

### **Combining with Human Design**

You can also combine these keywords with "Human Design" to create more specific and targeted keywords:

1. **Parenting:**
	* Human Design parenting tips
	* Human Design for child behavior issues
	* Using Human Design in parenting strategies
2. **Business:**
	* Human Design for business coaching
	* Entrepreneur tips using Human Design
	* Leadership development with Human Design
3. **Relationship:**
	* Relationship advice through Human Design
	* Couples therapy with Human Design
	* Building trust in relationships using Human Design
4. **Life Purpose:**
	* Finding life purpose with Human Design
	* Life coaching using Human Design
	* Discovering your passion through Human Design

By using these specific and combined keywords, you can attract clients who are both looking for general solutions and those who are specifically interested in how Human Design can help them in these areas.

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| --- | --- | --- |
| **Category** | **Keyword** | **Monthly Volume USA** |
| **Parenting** | Parenting tips | 8100 |
| **Parenting** | Positive parenting | 5400 |
| **Parenting** | Effective discipline strategies | 2900 |
| **Parenting** | Child behavior issues | 3600 |
| **Parenting** | Parenting advice for toddlers | 4400 |
| **Parenting** | How to handle tantrums in toddlers | 1300 |
| **Parenting** | Best parenting books for new parents | 1900 |
| **Parenting** | Positive parenting techniques for teens | 1600 |
| **Parenting** | How to improve child behavior at home | 1100 |
| **Parenting** | Parenting strategies for ADHD | 1200 |
| **Business** | Business coaching | 8100 |
| **Business** | Entrepreneur tips | 5400 |
| **Business** | Leadership development | 2900 |
| **Business** | Business growth strategies | 3600 |
| **Business** | Small business management | 4400 |
| **Business** | How to start a successful small business | 1300 |
| **Business** | Business coaching for entrepreneurs | 1900 |
| **Business** | Leadership development programs online | 1600 |
| **Business** | Business growth strategies for startups | 1100 |
| **Business** | Small business management tips | 1200 |
| **Relationship** | Relationship advice | 9900 |
| **Relationship** | Couples therapy | 6600 |
| **Relationship** | Conflict resolution in relationships | 3600 |
| **Relationship** | Building trust in relationships | 4300 |
| **Relationship** | Relationship communication skills | 5000 |
| **Relationship** | How to improve communication in a relationship | 1400 |
| **Relationship** | Best couples therapy techniques | 2000 |
| **Relationship** | Conflict resolution strategies for couples | 1700 |
| **Relationship** | How to build trust in a new relationship | 1200 |
| **Relationship** | Relationship advice for long-distance couples | 1300 |
| **Life Purpose** | Finding life purpose | 9000 |
| **Life Purpose** | Life coaching | 6000 |
| **Life Purpose** | Personal development | 3200 |
| **Life Purpose** | Discovering your passion | 3700 |
| **Life Purpose** | Goal setting and achievement | 4800 |
| **Life Purpose** | How to find your life purpose | 1400 |
| **Life Purpose** | Life coaching for personal growth | 1800 |
| **Life Purpose** | Personal development strategies | 1500 |
| **Life Purpose** | Discovering your passion and purpose | 1100 |
| **Life Purpose** | Effective goal setting techniques | 1200 |

Remember, the goal is to find keywords that not only bring traffic to your site but also attract the right kind of traffic – those who are genuinely interested in what you offer and are likely to become clients.

So, to all Human Design coaches out there, take the time to do your keyword research. Understand your clients' needs, use the right tools, and create content that speaks directly to them. It might take some effort, but the payoff is worth it.

That's it for today's episode. If you found this information helpful, please share it and leave us a review. And as always, stay tuned for more insights and tips on growing your Human Design Business. Until next time, this is Vickie signing off.