



# Keyword Research Template

## 1. Objective Definition

- Project Name: [Insert Project Name]
- Objective: [e.g., Increase organic traffic, Improve SEO ranking, etc.]
- Target Audience: [Define your target audience]

## 2. Seed Keywords

- List down initial keywords related to your niche.
  - Keyword 1: [Seed Keyword]
  - Keyword 2: [Seed Keyword]
  - Keyword 3: [Seed Keyword]
  - ...

## 3. Keyword Discovery Tools

- Tools Used:
  - Google Keyword Planner
  - Ahrefs
  - SEMrush
  - Moz Keyword Explorer
  - Ubersuggest
  - Other tools: [Specify]



#### 4. Keyword List Compilation

- Primary Keywords: High search volume and relevance
  1. [Primary Keyword]
  2. [Primary Keyword]
  3. ...
- Secondary Keywords: Moderate search volume and relevance
  1. [Secondary Keyword]
  2. [Secondary Keyword]
  3. ...
- Long-tail Keywords: Specific phrases with lower search volume
  1. [Long-tail Keyword]
  2. [Long-tail Keyword]
  3. ...

#### 5. Keyword Analysis

- Metrics to Track:
  - Search Volume: Average number of monthly searches
  - Keyword Difficulty (KD): How hard it is to rank for the keyword
  - Cost Per Click (CPC): Average cost for a click if using paid search
  - Competition: Level of competition (Low, Medium, High)
  - Relevance: How relevant the keyword is to your business

| Keyword           | Search Volume | KD | CPC    | Competition | Relevance |
|-------------------|---------------|----|--------|-------------|-----------|
| [Keyword Example] | 10,000        | 40 | \$1.20 | Medium      | High      |

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|                   |        |    |        |      |        |
|-------------------|--------|----|--------|------|--------|
| [Keyword Example] | 5,000  | 30 | \$0.80 | Low  | Medium |
| [Keyword Example] | 20,000 | 50 | \$2.00 | High | High   |

## 6. Keyword Grouping

- Topic Cluster 1: [Topic]
  - Primary Keyword: [Primary Keyword]
  - Secondary Keywords: [Secondary Keyword 1, Secondary Keyword 2]
  - Long-tail Keywords: [Long-tail Keyword 1, Long-tail Keyword 2]
- Topic Cluster 2: [Topic]
  - Primary Keyword: [Primary Keyword]
  - Secondary Keywords: [Secondary Keyword 1, Secondary Keyword 2]
  - Long-tail Keywords: [Long-tail Keyword 1, Long-tail Keyword 2]

## 7. Content Planning

- Content Titles/Ideas:
  1. [Content Idea 1] – Target Keyword: [Keyword]
  2. [Content Idea 2] – Target Keyword: [Keyword]
  3. ...
- Content Format: [e.g., Blog Post, Video, Infographic, etc.]

## 8. Competitor Analysis

- Top Competitors:
  1. [Competitor 1] – [URL]
  2. [Competitor 2] – [URL]
  3. ...
- Keywords Competitors Are Ranking For:



1. [Competitor Keyword 1]
2. [Competitor Keyword 2]
3. ...

## **9. Performance Tracking**

- Tools: Google Analytics, Google Search Console, Ahrefs, SEMrush
- Metrics to Monitor:
  - Organic Traffic
  - Ranking Position
  - Click-Through Rate (CTR)
  - Conversions
- Reporting Frequency: [e.g., Weekly, Monthly]