

## Keyword Research Template

Keyword	Search Volume	Competition	Intent	Suggested Content Type
[Keyword]	[Volume]	[High/Med/Low]	[Informational/Navigational/Commercial/Transactional]	[Blog Post/Guide/Tutorial/Infographic]
healthy eating tips.	10,000	Medium	Informational	Blog Post
best SEO tools	8,000	High	Commercial	Comparison Guide
how to fix a leaky faucet	2000	Low	Informational	Step-by-Step Tutorial
Nike's official site	12,000	Medium	Navigational	Landing Page
buy running shoes	5000	High	Transactional	Product Review

### Guide for Using the Template:

- Keyword:**
  - Enter the keyword you are researching.
- Search Volume:**
  - Add the average monthly search volume for the keyword. This data can be found using tools like Google Keyword Planner or Ahrefs.
- Competition:**
  - Indicate the level of competition for the keyword (High, Medium, Low). This helps to understand how difficult it might be to rank for this keyword.
- Intent:**
  - Specify the user intent behind the keyword. Determine if it's Informational (users looking for information), Navigational (users looking for a specific site), Commercial (users researching products or services), or Transactional (users ready to make a purchase).

5. Suggested Content Type:
  - Suggest the type of content that would best satisfy the user intent and optimize for the keyword. Options could include Blog Post, Guide, Tutorial, Infographic, Product Review, Comparison Guide, Step-by-Step Tutorial, Landing Page, etc.

By filling out this template for each keyword, you can effectively organize and strategize your content creation process, ensuring that each piece of content aligns with your audience's search intent and SEO goals.