

Keyword Research Template

Section 1: Introduction

- **Purpose:** Outline the goals and objectives for your keyword research.
- **Target Audience:** Define the specific audience segments you are targeting with your evergreen content.

Section 2: Keyword Identification

1. Brainstorming Keywords

- List down broad topics relevant to your industry.
- Identify potential keywords within each topic.

2. Using Keyword Tools

- **Tool 1:** Google Keyword Planner
 - List potential keywords and their search volumes.
- **Tool 2:** Ahrefs
 - Identify keywords with high traffic potential and low competition.
- **Tool 3:** Ubersuggest
 - Find keyword suggestions and SEO difficulty.
- **Tool 4:** SEMrush
 - Analyze keyword trends and competitive insights.

3. Competitive Analysis

- Identify top competitors.
- List the keywords they rank for.
- Note the keywords they are missing that you can capitalize on.

Section 3: Keyword Evaluation

1. Metrics to Consider

- **Search Volume:** Number of searches per month.
- **SEO Difficulty:** How hard it is to rank for the keyword.
- **Cost Per Click (CPC):** If you plan to use paid advertising.
- **Relevance:** How relevant the keyword is to your business and audience.

2. Prioritization

- High volume, low difficulty keywords.
- Keywords with moderate competition but high relevance.
- Long-tail keywords with clear intent.

Section 4: Keyword Tracking

1. Tracking Spreadsheet

- **Keyword:** The target keyword.
- **Search Volume:** Monthly search volume.
- **SEO Difficulty:** Difficulty score.
- **CPC:** Cost per click.
- **Ranking Position:** Current ranking on search engines.
- **URL:** The URL of your content targeting the keyword.
- **Notes:** Any additional notes or observations.

Keyword	Search Volume	SEO Difficulty	CPC	Ranking Position	URL	Notes
Example Keyword	1,000	30	\$2.50	10	www.example.com/keyword	High relevance
Another Keyword	500	20	\$1.75	5	www.example.com/another	Moderate competition

Section 5: Review and Update

1. Regular Reviews

- Schedule monthly or quarterly reviews to track progress.
- Update keyword rankings and adjust strategies as needed.

2. Optimization

- Optimize existing content based on the latest keyword performance.
- Identify new keywords and content opportunities.

Section 6: Tools and Resources

- **Google Keyword Planner:** [Link to Tool](#)
- **Ahrefs:** [Link to Tool](#)
- **Ubersuggest:** [Link to Tool](#)
- **SEMrush:** [Link to Tool](#)