

Keyword Research Template Structure

1. **Keyword:** The actual search term you're considering targeting.
2. **Search Intent:** Categorize the intent behind the keyword (Informational, Navigational, Transactional, or Commercial Investigation). This helps tailor content to what users are really looking for.
3. **Monthly Search Volume (MSV):** The average number of searches per month. This helps gauge the popularity and potential traffic from the keyword.
4. **Keyword Difficulty (KD):** A metric (usually on a scale from 0 to 100) indicating how hard it is to rank for this keyword. Tools like Ahrefs, SEMrush, or Moz can provide this data.
5. **Cost Per Click (CPC):** Average cost per click if you were to use paid advertising for this keyword. It indicates the keyword's commercial value.
6. **Current Ranking:** If you're already ranking for this keyword, note your current position. This helps in tracking progress over time.
7. **SERP Features:** Identify if there are any SERP features like featured snippets, local packs, or knowledge panels for this keyword. This can affect how you might rank or be displayed.
8. **Competitor Ranking:** Note who currently ranks in the top spots for this keyword. This can help identify your main SEO competitors.
9. **Content Type:** Based on the SERP and search intent, note the type of content that ranks well (blog posts, product pages, videos, etc.). This guides what kind of content you need to create or optimize.
10. **Content Title (for your content):** Draft a potential title for your content that includes the keyword. This helps keep your content strategy focused.
11. **Notes/Opportunities:** Any additional notes, observations, or specific opportunities related to this keyword. This might include seasonality, trends, or related subtopics.

12. Priority: Rate the keyword's priority for your strategy (High, Medium, Low). This helps in prioritizing efforts based on your resources and goals.

Implementation Steps

Setup Your Spreadsheet:

- Open your preferred spreadsheet software and create a new document.
- Label each column with the headings listed above.

Conduct Keyword Research:

- Use SEO tools like Google Keyword Planner, Ahrefs, SEMrush, or Moz to find relevant keywords.
- Fill in each column with the data gathered for each keyword.

Analyze and Prioritize:

- Use the template to analyze the collected data, identifying high-potential keywords based on search volume, difficulty, and relevance to your goals.
- Prioritize keywords based on their potential impact and your ability to create content or optimize existing pages.

Plan Content and SEO Strategies:

- Based on your priority keywords, plan out specific content pieces or pages to target these keywords.
- Incorporate your findings into your broader digital marketing and content strategies.

Monitor and Update:

- Regularly review and update your keyword research template with new data and track your rankings over time.
- Adjust your strategies based on performance and new opportunities.