



KEYWORD RESEARCH

Template for creating a Keyword Research

Organize keywords by intent, priority, and target URL.



01 • FIELDS

Your main matrix

Copy this structure into Google Sheets, Excel, or Canva.

Keyword Data / note	Intent Data / note	Volume Data / note	KD Data / note
CPC Data / note	Target URL Data / note	Priority Data / note	Status Data / note

Example: emergency electrician Orlando •
Commercial • 500 • 35 • \$X • /emergency-electrician
• High • Pending



02 • INTENT

Classify before prioritizing

Intent helps determine which page should answer each query.

Informational

The user wants to learn, solve a question, or research.

Commercial

The user is comparing options before deciding.

Transactional

The user is ready to take action or buy.

Local

The search includes a geographic or local need.



03 • GROUPING

Group keywords by topic

A strong page can cover a group of closely related terms.

- ☐ Primary keyword
- ☐ Questions
- ☐ Close variants
- ☐ Local modifiers
- ☐ Synonyms
- ☐ Shared intent
- ☐ Long-tail
- ☐ Unique URL



04 • PRIORITIZATION

Decide what to target first

Use a combination of demand, difficulty, intent, and commercial value.

ALTA

High intent + commercial relevance + real opportunity.

MEDIA

Good relevance, but higher competition or lower value.

BAJA

Experimental, very broad, or poorly aligned term.



05 • CONTENT MAP

Turn keywords into pages

Avoid having multiple URLs compete for the same intent.

- | | |
|--|--|
| ☐ Keyword → URL | ☐ Comparison → commercial content |
| ☐ Service → commercial page | ☐ Main topic → cluster |
| ☐ Question → article | ☐ Links between cluster and service |
| ☐ Location → local landing page | ☐ Cannibalization review |



06 • CHECKLIST

Before publishing

Use this review for every new piece of content.

- | | |
|---|---|
| ☐ Target keyword defined | ☐ H1 planned |
| ☐ Intent validated | ☐ Subtopics defined |
| ☐ Competitors reviewed | ☐ Internal links planned |
| ☐ Target URL defined | ☐ CTA defined |
| ☐ Title planned | ☐ Cannibalization reviewed |



07 • CTA

Want to turn keywords into a strategy?

AnaK can help you research, prioritize, and map SEO opportunities.

NEXT STEP

Request a personalized SEO strategy.

anakseolab.com