

SIMPLE KEYWORD PLANNING TEMPLATE

1. Identify Topics and Keywords to Target

Brainstorm the topics or words you think your audience will be searching for. Think about their behavior when purchasing eg. Researching, comparing, buying.

Topic
E.g. Buying a new refrigerator

2. Use the above list to research the keywords using Google Keyword planner or similar tool.

Topic	Keyword	Search Volume	Competition	Relevance
E.g. Buying a new refrigerator	E.g. refrigerator	E.g. 1,200 searches/mo.	E.g. Low	E.g. Somewhat relevant

Step 3: Match Your Content to your website

Keyword	Page	Content Description
E.g. Buying a new refrigerator	E.g. www.abc.com/ Buying a new refrigerator	E.g. Buying a new refrigerator – latest models and features to look for