

This template helps guide your SEO research in order to establish the direction and strategy for the content being created.

Keywords

- Focus Keyword: keyword that will be the main focus of the content
- Keyword variations/related keywords: variations of the focus keyword and keywords closely related to the focus keyword

People Also Ask

- List of questions people also ask about search term
 - Provides insight into search intent and provides context for the content being created
 - Incorporate into current piece of content or create new?

People Also Search For

- Search terms related to the searched keyword
 - Provides insight into related key terms, search intent

Top 5 Search Results by Keyword

- Top 5 search results for given keyword. Content from these results should inform the direction of the post/page being developed
- Provides insight on the intent of focus keyword

Find pages to add Internal Links (related to keyword)

- Link content to other pieces of relevant content on the site
 - Use Google site search
 - site: w2comm.com “digital marketing”
 - site: w2comm.com “keyword to find”

