

Keyword Research and Keyword Mapping Template

A complete workflow for collecting, classifying, clustering, mapping, prioritizing, and turning keyword research into an SEO content plan.

How to use

1. Complete project setup and seed topic discovery.
2. Build the master keyword database.
3. Classify intent and group keywords into clusters.
4. Map each cluster to a target URL.
5. Review content gaps, cannibalization, and SERP features.
6. Prioritize opportunities and build the content production queue.

1. Project Setup

Website / domain	Client / brand	Primary market	Target country	Target language	Primary products or services	Primary conversion goals	Key competitors	Research date	Research owner

2. Seed Topic Discovery

Core product or service	Seed topic	Customer problem	Customer question	Use case	Audience segment	Funnel stage	Business priority	Notes

3. Master Keyword Research Database

Keyword	Parent topic	Topic cluster	Search intent	Funnel stage	Search volume	Keyword difficulty	CPC	SERP features	Current rank	Current ranking URL	Target URL	Page type	Business relevance	Conversion potential	Priority	Source	Notes

4. Search Intent Classification

Keyword	Primary intent: informational / commercial / transactional / navigational	Secondary intent	Expected content format	Expected page type	SERP pattern observed	Intent match with current page	Recommended action

5. Keyword Clustering

