Brandella Journal

# Keyword Research checklist

Project: _____ Date: _____

- [ ] Chose the site stage on the Settings tab
- [ ] Wrote 5 to 10 seed topics from real customer problems and offers
- [ ] Exported queries from the Google Search Console Performance report
- [ ] Checked page two queries (positions 11 to 20) for quick wins
- [ ] Expanded seeds with Keyword Planner, autocomplete and People Also Ask
- [ ] Collected long questions from forums, support and AI prompts
- [ ] Added volume, difficulty and CPC from one data source only
- [ ] Chose intent, funnel stage and trend for every keyword
- [ ] Searched every priority keyword to check for an AI Overview
- [ ] Scored business value from 1 to 3
- [ ] Sorted by Opportunity Score and reviewed P1 and P2 by hand
- [ ] Gave every target keyword one Target URL
- [ ] Filled the Page Map and fixed any duplicate or overlapping pages
- [ ] Planned answer first blocks and FAQs for AI Overview keywords
- [ ] Replaced the starter CTR curve with my own Search Console data
- [ ] Set a date to review the sheet next quarter

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/keyword-research/