

# Keyword Research Checklist

Operational checklist for collecting seeds, expanding terms, tagging intent, checking competitors, and prioritizing clusters.

How to use this: work through each section before deciding the final action. Keep the checklist tied to your own data and evidence.

## Seed collection

- List services, products, categories, problems, and audience terminology.
- Collect internal language from sales, support, product, and existing pages.
- Separate commercial, informational, template, and tool concepts early.

## Expansion methods

- Expand seed terms in your keyword tool.
- Review competitor pages for missing search intents, not just missing phrases.
- Capture modifiers that change the page type: service, tool, template, checklist, pricing, comparison.
- Remove unrelated lexical matches before clustering.

## Intent tagging

- Tag each retained keyword by intent.
- Group synonyms and close variants under one primary page.
- Split queries when the user expects a different format or decision.
- Keep brand, location, and platform-specific terms separate when relevant.

## Competitor-gap review

- Compare result types for priority clusters.
- Identify where competitors use a different page type than the current site.
- Record gaps only when the site can credibly answer the intent.

## Prioritization pass

- Prioritize by relevance, demand, difficulty, existing page strength, and implementation dependency.
- Map every priority cluster to an existing URL or a proposed URL.
- Do not create a separate page for every keyword variation.