

Keyword Research Workbook

**A practical workbook for discovering,
organizing, and prioritizing keywords that drive
qualified traffic and support long-term SEO
success.**

Kaosiso SEO Resource Library

Helping businesses create content that performs well in search
engines and AI-powered search experiences.

Find the Keywords Your Customers Actually Sear

Version 1.0

Website

www.kaosisoseo.com

Email

contactdripdew@gmail.com

linkedin

www.linkedin.com/in/kaosiso-ezebuenyi

WELCOME

Keyword research is the foundation of every successful SEO strategy.

Before you create content, optimize a service page, or launch an SEO campaign, you need to understand what your audience is actually searching for.

This workbook will help you identify valuable keyword opportunities, organize them into a clear plan, and turn them into content that attracts the right visitors.

Whether you're a business owner, marketer, or SEO professional, this workbook provides a practical process you can use again and again.

Who This Workbook Is For

This workbook is suitable for:

- Business owners
- SEO professionals
- Content writers
- Marketing teams
- Freelancers
- Agencies
- Website managers

What You'll Learn

By working through this workbook, you'll learn how to:

- Discover keyword opportunities
- Understand search intent
- Find long-tail keywords
- Organize keywords into topics
- Prioritize keywords based on business value
- Build content ideas from keyword research
- Create a sustainable keyword strategy

Why Keyword Research Matters

Without keyword research, you're guessing.

With keyword research, you're creating content based on what people are already searching for.

Good keyword research helps you:

- Attract more relevant visitors
- Understand customer needs
- Create useful content
- Improve search visibility
- Build topical authority
- Support AI Visibility through well-structured content

Before You Begin

Remember these important principles:

- ✓ Focus on helping people, not just ranking for keywords.
- ✓ Choose keywords that are relevant to your business.
- ✓ Consider search intent before search volume.
- ✓ Quality traffic is more valuable than high traffic.
- ✓ One excellent piece of content is often better than many weak pages.

Pro Tip

The goal of keyword research isn't to find the most popular keywords—it's to find the keywords your ideal customers are actually using when they need your products, services, or expertise.

UNDERSTANDING SEARCH INTENT

Search intent is the reason behind a user's search.

Before choosing a keyword, ask yourself:

"What is the person trying to achieve?"

Google and AI search systems aim to provide the best answer based on the user's intent—not just the words they type.

Understanding search intent helps you create content that meets user expectations and improves your chances of ranking.

The Four Types of Search Intent

1. Informational Intent

The user wants to learn something.

Examples

- What is Technical SEO?
- How does Local SEO work?
- What is AI Visibility?
- SEO checklist
- How to improve website speed

Best Content Types

✓ Blog posts

✓ Guides

✓ Tutorials

✓ Checklists

✓ Videos

2. Commercial Investigation

The user is researching before making a decision.

Examples

- Best SEO agency
- SEO tools comparison
- Ahrefs vs Semrush
- Best Local SEO software
- SEO consultant reviews

Best Content Types

- ✓ Comparison articles
- ✓ Reviews
- ✓ Case studies
- ✓ Buying guides
- ✓ Service comparison pages

3. Transactional Intent

The user is ready to take action.

Examples

- Hire an SEO consultant
- SEO services near me
- Book an SEO audit
- Buy SEO software
- Local SEO agency

Best Content Types

- ✓ Service pages
- ✓ Landing pages
- ✓ Pricing pages
- ✓ Contact pages
- ✓ Booking pages

4. Navigational Intent 🧭

The user already knows where they want to go.

Examples

- Google Search Console
- Ahrefs login
- Kaosiso SEO
- Semrush pricing
- Google Analytics

Best Content Types

- ✓ Homepage
- ✓ Login pages
- ✓ Brand pages
- ✓ Documentation

Search Intent Worksheet

For each keyword, identify the user's intent.

Keyword	Informational	Commercial	Transactional	Navigational
_____	☐	☐	☐	☐
_____	☐	☐	☐	☐
_____	☐	☐	☐	☐
_____	☐	☐	☐	☐

_____	☐	☐	☐	☐
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Ask Yourself

Before creating content, answer these questions:

What problem is the user trying to solve?

What type of content would best answer their question?

What action do you want the user to take after reading your content?

Common Mistakes

Avoid these common keyword research mistakes:

- ✗ Choosing keywords based only on search volume.
- ✗ Ignoring the user's intent.
- ✗ Creating promotional content for informational searches.
- ✗ Writing educational articles for transactional keywords.
- ✗ Trying to rank one page for too many unrelated topics.

Pro Tip

The best keyword isn't always the one with the highest search volume. It's the one that matches your audience's needs and aligns with your business goals.

FINDING KEYWORD IDEAS

The best keywords come from understanding your audience—not just using SEO tools.

People reveal what they're looking for every day through search engines, forums, social media, and customer conversations.

Use the resources below to discover keywords that are relevant to your business.

1. Google Autocomplete

Start typing a keyword into Google and pay attention to the suggestions that appear.

These suggestions are based on real searches made by users.

Example

Type:

Local SEO

Google may suggest:

- Local SEO checklist
- Local SEO services
- Local SEO for small businesses
- Local SEO strategy
- Local SEO pricing

These suggestions are excellent content ideas.

2. People Also Ask

When you search on Google, you'll often see a People Also Ask section.

These questions represent common concerns from real users.

Example

Search:

Technical SEO

Possible questions:

- What is Technical SEO?
- Why is Technical SEO important?
- How do I improve Technical SEO?
- What are common Technical SEO issues?

Each question can become:

- A blog post
- An FAQ
- A video
- A resource guide

3. Google Search Console

If your website is already receiving traffic, Google Search Console is one of your best keyword research tools.

Look for:

- ✓ Queries with high impressions but low clicks
- ✓ Keywords ranking on page two
- ✓ Pages that are gaining visibility

These are often your quickest SEO wins.

4. Competitor Websites

Study businesses that already rank well in your industry.

Review:

- Their service pages
- Blog topics
- FAQs
- Resource pages
- Category pages

Ask yourself:

What topics are they covering that I haven't?

5. Online Communities

Your audience asks questions every day in online communities.

Explore places like:

- Reddit
- Quora
- Facebook Groups
- LinkedIn Groups
- Industry Forums

Pay attention to:

- Frequently asked questions
- Common problems
- Repeated discussions

These conversations reveal valuable keyword opportunities.

6. Customer Questions

Your customers are one of your best sources of keyword ideas.

Write down questions you hear repeatedly.

Examples:

- How much does SEO cost?
- How long does SEO take?
- Do I need Local SEO?
- Can AI replace SEO?

If one customer asks it, others are likely searching for it too.

7. AI Tools

AI can help you brainstorm additional keyword ideas.

Examples include:

- ChatGPT

- Gemini
- Claude
- Perplexity

Use AI to:

- ✓ Generate related keyword ideas
- ✓ Find supporting questions
- ✓ Identify subtopics
- ✓ Create content clusters

Remember to validate AI-generated ideas with real search data before building your content strategy.

Keyword Discovery Worksheet

Record every keyword idea before deciding whether to use it.

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Don't Filter Too Early

When brainstorming:

-  Write down every idea.
-  Don't worry about search volume yet.
-  Don't judge keywords too quickly.
- Your goal is to build a large list first.
- You will prioritize them later.

Pro Tip

Great keyword research starts with curiosity. Listen to your audience, observe their questions, and use those insights to create content that genuinely helps them.

KEYWORD BRAINSTORM & ORGANIZATION WORKSHEET

You've collected keyword ideas from multiple sources. Now it's time to organize them.

Not every keyword deserves its own page. Many keywords belong together and can be covered within the same article or service page.

This worksheet helps you group similar keywords and identify your primary keyword for each topic.

Step 1 — Brainstorm Everything

Write down every keyword related to your business.

Don't edit. Don't filter.

Just brainstorm.

Keyword Idea

Step 2 — Group Similar Keywords

Look for keywords that have the same meaning or solve the same problem.

Example

Main Topic

Technical SEO

Related Keywords

- technical SEO checklist
- technical SEO audit
- technical SEO guide
- technical SEO tips
- technical SEO best practices

These can usually become one comprehensive piece of content instead of five separate articles.

My Keyword Groups

Group 1

Main Topic

Related Keywords

- _____
- _____
- _____
- _____
- _____

Group 2

Main Topic

Related Keywords

- _____
- _____
- _____
- _____
- _____

Group 3

Main Topic

Related Keywords

- _____
- _____
- _____
- _____
- _____

Step 3 — Choose the Primary Keyword

For each group, choose **one primary keyword**.

This will become the main focus of your page.

The remaining keywords become supporting or secondary keywords.

Topic	Primary Keyword	Secondary Keywords
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Step 4 — Eliminate Weak Keywords

Remove keywords that are:

- ☐ Not relevant to your business
- ☐ Too broad to target effectively
- ☐ Unrelated to your services
- ☐ Duplicate ideas
- ☐ Unlikely to attract your ideal customer

Brainstorm Notes

A small illustration showing how keyword grouping works:

Technical SEO

|

├── Technical SEO Checklist

├── Technical SEO Audit

├── Technical SEO Guide

├── Technical SEO Tips

└── Technical SEO Best Practices

Pro Tip

Don't create multiple pages targeting the same intent. Instead, build one comprehensive page that fully answers the user's question and naturally includes related keywords.

KEYWORD PRIORITIZATION

Not all keywords have the same value.

Some keywords bring visitors who are simply looking for information, while others attract people who are ready to become customers.

Before creating content, evaluate each keyword based on its potential business value.

Evaluate Each Keyword

Rate every keyword using the criteria below.

1. Business Relevance

Ask yourself:

How closely does this keyword relate to my products or services?

Rating Meaning

★★★★★ Directly related to my business

★★★★ Very relevant

★★★ Somewhat relevant

★★ Weak connection

★ Not relevant

2. Search Intent

Does the keyword match the type of visitor you want?

☐ Informational

☐ Commercial

☐ Transactional

☐ Navigational

3. Competition

How difficult will it be to rank?

- ☐ Low Competition
- ☐ Medium Competition
- ☐ High Competition

4. Opportunity

Could this keyword help achieve your business goals?

Examples:

- ✓ Generate leads
- ✓ Increase website traffic
- ✓ Sell products
- ✓ Book appointments
- ✓ Build authority

Keyword Priority Worksheet

Keyword	Relevance (1-5)	Competition	Opportunity (1-5)	Priority
_____ _____	____	Low / Med / High	____	High / Medium / Low
_____ _____	____	Low / Med / High	____	High / Medium / Low
_____ _____	____	Low / Med / High	____	High / Medium / Low

_____	_____	Low / Med / High	_____	High / Medium / Low
_____	_____	Low / Med / High	_____	High / Medium / Low

High-Priority Keywords

These are the keywords you should target first.

- 1.
- 2.
- 3.
- 4.
- 5.

Medium-Priority Keywords

Keywords to target after your high-priority topics.

- 1.
- 2.
- 3.

4.

5.

Low-Priority Keywords

These may still be valuable, but they are not immediate priorities.

1.

2.

3.

4.

5.

Questions Before You Publish

Before creating content around a keyword, ask yourself:

- ☐ Does this keyword match my business goals?
- ☐ Will this content genuinely help my audience?
- ☐ Can I create better content than what already exists?
- ☐ Does this keyword fit into my overall content strategy?
- ☐ Will this page support future internal linking?

A simple decision funnel:

Keyword Idea

|



Business Relevance

|



Search Intent

|



Competition

|



Business Opportunity

|



Priority Level

This reinforces that keyword selection should be based on a structured evaluation process rather than guesswork.

Pro Tip

The best keyword isn't necessarily the one with the highest search volume. Prioritize keywords that are highly relevant to your business, align with your audience's intent, and have the potential to generate meaningful results.

TOPIC CLUSTER PLANNER

Search engines and AI systems don't just evaluate individual pages—they evaluate how well your website covers an entire topic.

Instead of publishing unrelated articles, organize your content into **Topic Clusters**.

A Topic Cluster is a group of related pages connected by internal links and centered around one main topic.

This structure helps establish your expertise, improves navigation, and makes it easier for search engines and AI systems to understand your website.

What Is a Pillar Page?

A **Pillar Page** is a comprehensive page that covers a broad topic.

It serves as the central resource for that subject and links to more detailed supporting articles.

Example

Pillar Topic

Technical SEO

Supporting Articles

- XML Sitemaps
- Robots.txt
- Canonical Tags
- Core Web Vitals
- Crawl Errors
- Website Speed

Each supporting article links back to the pillar page, and the pillar page links to each supporting article.

My Topic Cluster

Pillar Topic

Supporting Content Ideas

Article 1

Article 2

Article 3

Article 4

Article 5

Article 6

Internal Linking Plan

Every supporting article should link back to the pillar page.

Every pillar page should link to all supporting articles.

Draw your linking plan below.

Additional Content Opportunities

Think beyond blog posts.

What other content could support this topic?

- ☐ FAQs
- ☐ Case Studies
- ☐ Resource Guides
- ☐ Videos
- ☐ Checklists
- ☐ Templates
- ☐ Downloadable PDFs
- ☐ Service Pages
- ☐ Glossary Pages
- ☐ Tutorials

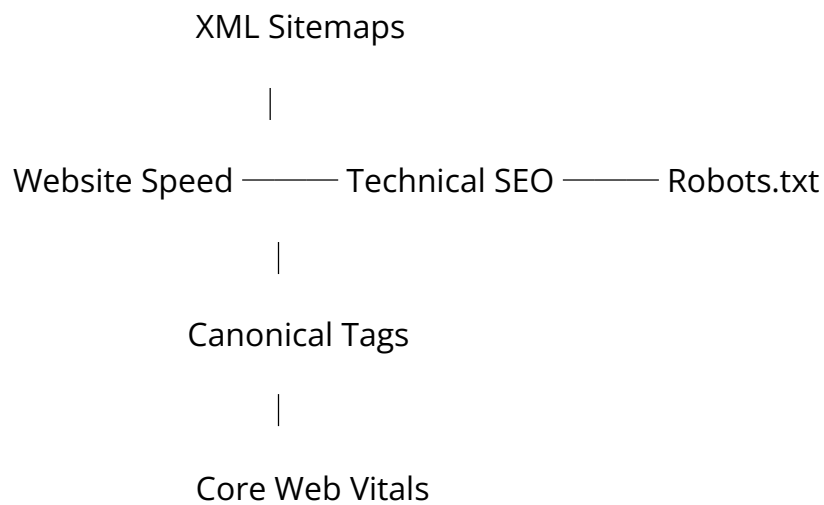
Future Topic Clusters

List other major topics your business should cover.

- 1.
- 2.
- 3.
- 4.
- 5.

Planning Notes

A hub-and-spoke diagram.



The center circle should be your **Pillar Topic**.

The surrounding circles are your **Supporting Articles**.

Pro Tip

Own the topic, not just the keyword. Building a network of related content demonstrates expertise, strengthens internal linking, and helps both search engines and AI systems understand the depth of your knowledge.

CONTENT PLANNING WORKSHEET

Keyword research only creates results when it leads to consistent publishing.

This worksheet helps you transform your keyword strategy into an actionable content plan.

Instead of publishing randomly, you'll build content with purpose, supporting both your business goals and your audience's needs.

Content Planning Calendar

Plan your next content pieces.

Topic	Primary Keyword	Content Type	Target Publish Date	Status
_____ _____	_____ _____	Blog / Guide / Service Page	_____	☐
_____ _____	_____ _____	Blog / Guide / Service Page	_____	☐
_____ _____	_____ _____	Blog / Guide / Service Page	_____	☐
_____ _____	_____ _____	Blog / Guide / Service Page	_____	☐
_____ _____	_____ _____	Blog / Guide / Service Page	_____	☐

_____	_____	Blog / Guide / Service Page	_____	☐
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Choose the Right Content Format

Not every keyword should become a blog post.

Match the keyword to the most appropriate content type.

- ☐ Blog Article
- ☐ Service Page
- ☐ Landing Page
- ☐ FAQ
- ☐ Resource Guide
- ☐ Checklist
- ☐ Case Study
- ☐ Template
- ☐ Video
- ☐ Downloadable PDF

Monthly Publishing Goal

How much content can you realistically create?

- ☐ 1 article per month
- ☐ 2 articles per month
- ☐ 4 articles per month
- ☐ Weekly publishing

- ☐ Custom

Content Production Workflow

Use this checklist for every new piece of content.

- ☐ Keyword selected
- ☐ Search intent identified
- ☐ Content brief completed
- ☐ Outline created
- ☐ Content written
- ☐ Reviewed and edited
- ☐ SEO optimized
- ☐ Published
- ☐ Internal links added
- ☐ Performance tracked

Supporting Resources Needed

Before publishing, do you need any of the following?

- ☐ Original images
- ☐ Infographics
- ☐ Screenshots
- ☐ Case studies
- ☐ Statistics
- ☐ Customer testimonials
- ☐ Downloadable resources
- ☐ Videos

Notes

My Content Workflow

Keyword Research



Search Intent



Content Brief



Write Content



SEO Optimization



Publish



Track Performance

Pro Tip

Consistency beats intensity. Publishing one high-quality article every week for a year will usually outperform publishing twenty articles in one month and then stopping. Build a realistic schedule that you can maintain over time.

KEYWORD TRACKING DASHBOARD

Keyword research doesn't end when you publish your content.

Tracking your rankings helps you understand what's working, identify opportunities for improvement, and measure the impact of your SEO efforts over time.

Review your target keywords regularly—monthly is a good starting point.

Keyword Ranking Tracker

[illegible]

Monthly Performance Review

Month

Rankings Improved

Rankings Declined

New Keywords Discovered

Pages That Need Updating

Website Performance Indicators

Review these metrics each month.

Metric	Current	Goal
Organic Traffic	_____	_____
Ranking Keywords	_____	_____
Leads Generated	_____	_____
Contact Form Enquiries	_____	_____
Click-Through Rate (CTR)	_____	_____
Average Position	_____	_____

Wins This Month 🎉

Celebrate your progress.



Areas to Improve

What will you focus on next month?

Next Month's Priorities

- ☐ Publish new content
- ☐ Update existing pages
- ☐ Improve internal linking
- ☐ Build backlinks
- ☐ Improve page speed
- ☐ Expand topic clusters
- ☐ Improve AI Visibility
- ☐ Optimize service pages
- ☐ Improve Local SEO

Pro Tip

SEO success is measured over months, not days. Track your progress consistently, celebrate small wins, and use the data to guide your next improvements.

FINAL THOUGHTS & NEXT STEPS

Congratulations! You've completed the **Keyword Research Workbook**.

You now have a practical framework for discovering, organizing, prioritizing, and tracking keywords that support long-term SEO growth.

Effective keyword research isn't about finding the biggest search volume—it's about understanding your audience and creating content that solves their problems.

When you consistently target the right keywords with helpful, well-structured content, you build authority, improve search visibility, and increase your chances of attracting qualified visitors who are genuinely interested in your business.

Your Keyword Research Workflow

Follow this simple process every time you plan new content.

Step 1

Understand your audience.



Step 2

Find keyword ideas.



Step 3

Identify search intent.



Step 4

Group related keywords.



Step 5

Prioritize the best opportunities.



Step 6

Build topic clusters.



Step 7

Create high-quality content.



Step 8

Track performance.



Step 9

Review and improve regularly.

Recommended Keyword Research Tools

These tools can help you discover opportunities and monitor your SEO progress.

Google Search Console

Find the keywords your website already ranks for and identify opportunities for improvement.

Google Keyword Planner

Research keyword ideas and understand search demand.

Google Trends

Identify trending topics and seasonal search patterns.

Google Search

Use Google Autocomplete, People Also Ask, and related searches to uncover real user questions.

Ahrefs

Research keywords, analyse competitors, monitor backlinks, and discover content opportunities.

Semrush

Track rankings, identify keyword gaps, and monitor your competitors' SEO strategies.

ChatGPT

Use ChatGPT to:

- Brainstorm keyword ideas
- Discover related questions
- Build topic clusters
- Generate content outlines

Always validate AI-generated ideas with real search data before using them.

Common Keyword Research Mistakes

Avoid these common mistakes:

- ✗ Choosing keywords based only on search volume.
- ✗ Ignoring search intent.
- ✗ Targeting too many keywords on one page.
- ✗ Creating multiple pages for the same search intent.
- ✗ Publishing content without tracking performance.
- ✗ Stopping keyword research after publishing.

Need Help Building Your SEO Strategy?

At **Kaosiso SEO**, I help businesses build SEO strategies that combine keyword research, technical optimization, content planning, Local SEO, and AI Visibility into a sustainable growth system.

Services include:

- Keyword Research
- SEO Strategy
- Technical SEO
- Local SEO
- AI Visibility Strategy
- Website Audits
- Content Planning
- Organic Growth Consulting

Let's Connect

Kaosiso SEO



Website

www.kaosisoseo.com



Email

contactdripdew@gmail.com



Alternative Email

ezebuenyikaosiso@gmail.com



LinkedIn

linkedin.com/in/kaosiso-ezebuenyi

About the Kaosiso SEO Resource Library

This guide is part of the **Kaosiso SEO Resource Library**—a growing collection of practical resources designed to help businesses improve their visibility in search engines and AI-powered search experiences.

Explore other resources:

- Technical SEO Checklist
- AI Visibility Checklist
- SEO Content Brief Template
- Website SEO Audit Template
- Keyword Research Workbook

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