# Keyword Planning Template

Here’s a comprehensive **Keyword Planning Template** to help you organize and strategize high-impact keywords for your niche. This template is designed to assist with keyword research, categorization, prioritization, and strategy implementation.

### **How to Use This Template**

1. **Category**:
Categorize keywords into groups such as Broad, Long-Tail, Local, Branded, and Seasonal to focus on various aspects of your strategy.
2. **Primary Keyword**:
Add the main keyword you’re targeting in each row.
3. **Search Volume**:
Note the monthly search volume for the keyword using tools like **Google Keyword Planner**, **Ahrefs**, or **SEMrush**.
4. **Keyword Difficulty (KD)**:
Add the KD score to estimate competition levels for ranking the keyword.
5. **CPC ($)**:
Include the cost-per-click for each keyword, especially useful if running PPC campaigns.
6. **Search Intent**:
Define the search intent:
	* **Informational**: Users seeking knowledge or answers.
	* **Commercial**: Users comparing products/services before purchase.
	* **Navigational**: Users looking for a specific website or brand.
	* **Transactional**: Users ready to complete an action, like a purchase.
7. **Content Type**:
Specify the content format needed to target the keyword, such as:
	* Blog post
	* Video tutorial
	* Product page
	* Infographic
8. **Target URL**:
Indicate the webpage you’ll optimize or create to target the keyword.
9. **Competitors Ranking**:
List competitor URLs that currently rank for this keyword. This helps in analyzing their strategy and improving upon it.
10. **Priority**:
Assign a priority level (High, Medium, Low) based on traffic potential, competition, and relevance to your goals.
11. **Action Plan**:
Outline specific steps, such as creating new content, optimizing existing pages, or building backlinks, to rank for the keyword.

### **Tools for Keyword Research**

* **Google Keyword Planner**: Analyze search volume and CPC.
* **SEMrush**: Explore keyword difficulty, trends, and competitors.
* **Ahrefs**: Discover keyword opportunities and competitor insights.
* **Ubersuggest**: Find long-tail keyword variations.
* **AnswerThePublic**: Generate content ideas based on popular queries.

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### **Keyword Planning Template**

| **Category** | **Primary Keyword** | **Search Volume** | **Keyword Difficulty (KD)** | **CPC ($)** | **Search Intent** | **Content Type** | **Target URL** | **Competitors Ranking** | **Priority (High/Med/Low)** | **Action Plan** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Broad Keywords | [Insert Keyword] | [Insert Volume] | [Insert KD] | [Insert CPC] | [Informational/Commercial/Navigational/Transactional] | [Blog, Video, Guide, etc.] | [URL to optimize/create] | [Competitor URLs] | [Set Priority] | [Create content, optimize page, build links, etc.] |
| Long-Tail Keywords | [Insert Keyword] | [Insert Volume] | [Insert KD] | [Insert CPC] | [Informational/Commercial/Navigational/Transactional] | [Blog, Video, Guide, etc.] | [URL to optimize/create] | [Competitor URLs] | [Set Priority] | [Create content, optimize page, build links, etc.] |
| Local Keywords | [Insert Keyword + Location] | [Insert Volume] | [Insert KD] | [Insert CPC] | [Informational/Commercial/Navigational/Transactional] | [Local Page, Landing Page] | [URL to optimize/create] | [Competitor URLs] | [Set Priority] | [Create content, optimize page, build links, etc.] |
| Branded Keywords | [Insert Keyword] | [Insert Volume] | [Insert KD] | [Insert CPC] | [Informational/Commercial/Navigational/Transactional] | [Product Page, About Us] | [URL to optimize/create] | [Competitor URLs] | [Set Priority] | [Monitor, create brand-specific campaigns, etc.] |
| Seasonal Keywords | [Insert Keyword] | [Insert Volume] | [Insert KD] | [Insert CPC] | [Informational/Commercial/Navigational/Transactional] | [Seasonal Landing Page] | [URL to optimize/create] | [Competitor URLs] | [Set Priority] | [Create seasonal campaigns, time-sensitive content] |