

Keyword Research Checklist

Share Bait Organic Bait Link Bait Buyer Intent Fan Builder

Title Variation #1

Title Variation #2

Title Variation #3

Estimated Total Impressions

Estimated Total Organic Traffic

Estimated Backlinks Required

Main Keyword/Phrase

Semantic Keyword/Phrase

Semantic Keyword/Phrase

Semantic Keyword/Phrase

Semantic Keyword/Phrase

Semantic Keyword/Phrase

FAQ Rich Snippet Question #1

FAQ Rich Snippet Question #2

FAQ Rich Snippet Question #3

Sky Scraper #1

Sky Scraper #2

Sky Scraper #3

Search Intent Match

Topic on Brand

Can Rank in Top 6 Spots for Key Terms < 1 Year

Attracts Dream Customer

Deserves Stand Alone Article

Enough Traffic Potential to Pursue

Notes