YOUR PRACTICAL TRAFFIC TOOLKIT

Keyword research and content brief

Research a useful question

Audience: ____

Problem in their own words: ____

What should the reader be able to do after reading? ____

Candidate query: ____

Intent: learn / compare / choose / buy / find a location

Evidence URL, tool and research date: ____

Observed demand, if available: ____ (leave unknown if unverified)

Observed search results and content formats: ____

What existing results explain well: ____

What your firsthand experience can add: ____

Search demand, advertiser competition and organic ranking difficulty are different measures. Record the provider and definition. Do not turn an AI suggestion into a claimed search-volume estimate.

Build the page

Working title: ____

Primary question: ____

Direct answer in 2-4 sentences: ____

Three supporting questions: ____

Original example, demonstration or evidence: ____

Outline: answer -> steps -> example -> limitations -> next step

Sources to verify: ____

Related pages to link to: ____

Useful image or diagram and descriptive alt text: ____

One next action for the reader: ____

Draft owner / reviewer / publish date: ____

Publication check

- [ ] Claims and links verified.
- [ ] No invented quotes, customer stories, results or expertise.
- [ ] Reader can find the answer without scrolling past a long introduction.
- [ ] Mobile layout and conversion action tested.
- [ ] One distribution plan and a review date exist.

Use the Keyword Research Workbench to develop candidates:

https://websitetraffic.live/keyword-research.html