

Keyword Research Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a keyword plan — seed themes expanded into clusters by search intent, mapped to page types and priority — so content targets what people actually search. Use it to plan content and site structure. For briefs use the Content Brief Generator.

Purpose of this tool & output

Map keywords to intent and content

How the output is used

Use it to map keywords to intent and content — a keyword plan that targets the terms worth ranking for.

Important cautions

Validate volume and difficulty in a keyword tool before committing.

Companion documents

- SEO Strategy Builder
- Content Calendar Builder
- SEO Blog Post Writer
- On-Page SEO Audit
- Technical SEO Audit
- Backlink / Off-Page Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.