

Keyword Research & Strategy Checklist

- Confirm you have enough content: if rankings are thin, plan more topic pages/posts.
- Prioritize **long-tail, medium/low volume** terms over the biggest-volume head terms.
- Identify **quick wins** (easy, buyer-intent phrases you can capture fast).
- Pick **2–3 related “cluster” keywords** to target together on a page.
- Do NOT try to rank by stuffing “near me.” It doesn’t work.

Page Type & Structure

- Choose the right format: **landing page** for core services, **blog post** for supporting topics.
- Plan an internal link from related blog posts **to your main “trophy” service page**.

Outline & Draft

- Paste your 2–3 cluster keywords at the top of your draft to keep focus.
- Pull **5–7 real questions** (e.g., from AnswerThePublic / AnswerSocrates) to shape the outline.
- Write **plain, helpful answers**—include pros, cons, and pitfalls.
- Add **first-hand experience** (stories, customer scenarios, outcomes).
- (Optional) Run your draft through your polishing prompt to tighten and expand.

On-Page Essentials (when posting)

- Use a **clear H1** (service or topic).
- Make each question a **scannable H2**, with short paragraphs and lists/bold for readability.
- Place the **main keyword in the first sentence** and **again in the last sentence**.
- Proofread** and fix anything that sounds off.
- Add **original images** and any relevant **videos**.

Extras That Help (recommended)

- Add a concise **TL;DR** summary box at the top for skimmers.
- Generate a **PDF version** of the page (helps discovery; some users search for PDFs).
- Offer a **simple download** (e.g., this checklist) with **no email gate** to build goodwill.

Quality Bar

- Write enough to **fully cover the topic**; check top competitors and **be more useful**.
- Keep pages **easy to scan**: visuals, headings, lists; avoid long text blocks.