

Keyword Strategy Worksheet

Use this worksheet to analyze potential keywords and prioritize them based on your affiliate site's authority, content goals, and traffic potential.

Helpful Tips

- Revisit this worksheet monthly to update keyword data.
 - Use supporting long-tail keywords in each post to help rank for broader terms.
 - Pay attention to keyword trends over time using Google Trends.
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Step 1: Define Your Content Goals

(Check all that apply)

- Product reviews
- Top 10 or best-of lists
- Comparison posts
- How-to guides or tutorials
- Case studies
- Buyer's guides
- Problem-solution posts
- Product roundups
- FAQs and myth-busting posts
- Tools or resource pages

List other content goals below:

Step 3: Keyword Prioritization

Sort your top keywords into the categories below:

Quick Wins (Low Volume / Low Competition / High Intent)

Steady Growth (Medium Volume / Medium Competition)

Long-Term Goals (High Volume / High Competition)

Step 4: Action Plan

Content Ideas for Quick Wins:

Pillar Content for Steady Growth:

Supporting Articles for High-Volume Keywords:

Affiliate-Focused Keywords to Monetize:

