

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 2: Keyword Evaluation Table

Use this table to compare keywords based on Search Volume, Competition, and CPC.

Keyword	Search Volume	Competition	CPC	Intent (Informational, Transactional)	Rank Difficulty (Easy/Med/Hard)	Worth Targeting? (Y/N)

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:

