SkillNewton

Keyword Research Spreadsheet Template

A ready-made keyword research sheet with columns for intent, volume, difficulty, target URL, cluster and priority.

This keyword research spreadsheet gives you one place to record every keyword you are considering, what the searcher wants, which page should rank for it and how important it is. It suits beginners doing their first keyword list as well as freelancers planning a client site. Download the CSV, open it in Excel or Google Sheets, delete the example rows and fill in your own keywords using data from your SEO tool and Google Search Console.

How to use it

1. **Download and open the sheet.** Download the CSV and open it in Excel or Google Sheets. Delete the example rows but keep the header row.
2. **Collect keywords.** Add seed keywords, ideas from your keyword tool and queries from the Search Console Performance report.
3. **Add intent and tool data.** Check each results page to label intent, then copy volume and difficulty from the same tool for every row.
4. **Map keywords to pages.** Group similar keywords into clusters and give each cluster one target URL, existing or planned.
5. **Set priorities and act.** Mark High, Medium or Low priority, then work through the High rows first.

Columns

Keyword	The exact search phrase, in lower case, one per row.
Search intent	Informational, navigational, commercial or transactional. Check the live results page to confirm.
Monthly volume (from tool)	Estimated monthly searches from your keyword tool. Treat it as a rough range, not an exact count.
Keyword difficulty (from tool)	Your tool's difficulty score. Scores differ between tools, so only compare scores from the same tool.
Current rank	Your current position, from Search Console or a rank tracker. Leave blank or write "Not ranking".
Target URL	The one page that should rank for this keyword, existing or planned.
Cluster/topic	The group this keyword belongs to. Keywords with the same intent and similar results usually share one page.
Priority	High, Medium or Low, based on business value, intent and how realistic ranking is.
Notes	Anything useful: SERP features, competitor pages, content ideas or reasons for the priority.

Sheet (example rows, then blank rows to fill in)

Keyword	Search intent	Monthly volume (from tool)	Keyword difficulty (from tool)	Current rank	Target URL	Cluster/topic	Priority	Notes
home baking classes	Commercial	Example: 1,000–10,000 (from your tool)	Example: medium (tool score)	Not ranking	https://example.com/baking-classes/	Baking classes	High	Example row. Main service page; results show a map pack, so also work on the Google Business Profile.
baking classes near me	Commercial / local	Example: 1,000–10,000 (from your tool)	Example: medium (tool score)	Not ranking	https://example.com/baking-classes/	Baking classes	High	Example row. Same intent as the row above, so it targets the same page.
eggless cake baking course online	Transactional	Example: 100–1,000 (from your tool)	Example: low (tool score)	Example: 18	https://example.com/courses/eggless-cakes/	Online courses	High	Example row. Close to page one; improve the course page content and internal links.
how to make bread at home	Informational	Example: 1,000–10,000 (from your tool)	Example: high (tool score)	Not ranking	https://example.com/blog/bread-at-home/	Bread basics	Medium	Example row. Planned blog guide; link to the bread workshop page.
why is my cake dense	Informational	Example: 100–1,000 (from your tool)	Example: low (tool score)	Not ranking	https://example.com/blog/cake-problems/	Cake troubleshooting	Low	Example row. Cover as a section of a wider cake problems guide rather than a separate page.

Filling it in

Start with seed topics from your products, services and customer questions	List what you sell and what people ask before buying, then expand each seed in your keyword tool.
Add queries you already get impressions for	The Search Console Performance report shows real queries for your site, including ones you never targeted.
Check intent on the live results page	Search the keyword and look at what ranks. If the top results are guides, a sales page will struggle, and the reverse is also true.
Copy volume and difficulty from one tool only	Different tools estimate differently. Mixing sources makes the numbers impossible to compare.
Give each keyword exactly one target URL	Two of your pages aiming at the same intent can compete with each other. Decide which page owns it.

Grouping and prioritising

Group keywords whose results pages overlap	If the same pages rank for two keywords, one page can usually target both. Put them in the same cluster.
Rate priority on value first, volume second	A low-volume keyword with buying intent can be worth more than a popular informational one.
Flag quick wins	Keywords where you already rank around positions 8–20 often improve fastest with better content and internal links.
Review the sheet every few months	Update ranks, add new queries from Search Console and retire keywords that no longer fit the business.

Online version, with the matching free guide: skillnewton.com/resources/templates/keyword-research-spreadsheet/

Learn this hands-on: SEO Foundation & Practical Implementation – skillnewton.com/courses/seo-foundation-course/