

Keyword Research in the Age of AI

One-Page Checklist

Version: _____ Updated: _____

1. Inputs & Discovery

- [] Pull 90-day queries from GSC (filter by “Questions”).
- [] Grab top YouTube videos + transcripts for the topic.
- [] Collect 3–5 high-signal Reddit threads (non-spammy, real Qs).
- [] Note PAA / autosuggest variants and cluster them.
- [] Extract internal data: site search terms + support inbox “pain language.”

2. Map the Topic (E → Q → E)

- [] List core Entities (brands, products, policies, concepts).
- [] List the top user Questions (how/why/cost/safety/alternatives).
- [] Identify available Evidence (docs, tables, screenshots, dates, policies).
- [] Assign each question to a page section or its own page.

3. SERP & Source Scan

- [] Check who owns the SERP: publishers, retailers, gov/edu, UGC.
- [] Note “format bias” (FAQ, tables, video, how-to).
- [] Capture obvious gaps/outdated info to target.

4. Content Spec (before drafting)

- [] One-paragraph “direct answer” at the top.
- [] Subheads mirror user phrasing (Q&A style).
- [] Include at least one table (requirements, comparisons, steps).
- [] Add “Updated: Month Year” where policies change.
- [] Plan a 60–120s explainer video (title + chapters).

5. On-Page & Schema

- [] FAQ block for 3–6 PAA questions (short answers).
- [] Add JSON-LD: Article + FAQPage (+ HowTo/VideoObject if used).
- [] Use Organization/Person schema with correct sameAs links.
- [] Internal links: hub ↔ spokes; spokes ↔ spokes (related).
- [] Outbound citations: 2–4 credible sources (brand/gov/policy).

6. Distribution (LLM-aware)

- [] Publish short YouTube video; add chapters & transcript.
- [] Post a helpful, non-promo Reddit summary (link to the canonical guide).
- [] Offer a citable 1–2 sentence quote (“the line LLMs will lift”).
- [] Add downloadable PDF checklist (this) to the page.

7. Measure & Iterate (30-day check)

- [] GSC impressions/clicks for Q-queries increased.
- [] Rich results present (FAQ/HowTo/Video).
- [] YouTube impressions/retention trending up.
- [] New brand+navigational queries appearing.
- [] Update dates, screenshots, and tables if anything changed.

Monthly Mini-Routine (15–30 minutes)

- [] Review GSC for new long-tail questions.
- [] Scan top new Reddit threads; capture fresh objections.
- [] Add/refresh one table or FAQ block on a live page.
- [] Record one 60–120s video and embed with transcript.
- [] Update “Updated: Month Year” stamps and citations.

Pre-Publish Schema & Evidence Quick Check (10 items)

- Direct answer in first screenful.
- 3–6 FAQs with concise answers.
- Article + FAQPage JSON-LD validates.
- At least one table.
- “Updated: Month Year” near policy claims.
- 2–4 outbound citations (credible, current).
- Internal links to hub/spokes set.
- Video (optional) with chapters + transcript.
- Filenames/alt text meaningful (no “image123”).
- Downloadable asset (PDF checklist) linked.
