

# 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- [ ] Capture obvious gaps/outdated info to target.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.
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## **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.
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