

KEYWORD RESEARCH PLANNING WORKBOOK

Understanding Search Intent Before Search Volume

A practical workbook for marketers who want to understand people,
not just keywords



SEOandCROJourney.com

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How To Use This Workbook

Keyword research isn't about finding popular search terms.

It's about understanding what people are trying to achieve before they arrive on your website.

This workbook walks through a simple planning process that connects business objectives, customer behaviour and search intent before you ever open a keyword research tool.

The goal isn't to build a list of keywords.

The goal is to understand your audience.

1– Start With The Business Objective

Before researching keywords, be clear about what success looks like.

Business Objective:

Marketing Objective:

What action do we want people to take?

- ☐ Learn
- ☐ Subscribe
- ☐ Contact
- ☐ Purchase
- ☐ Download
- ☐ Other

2 – Understand Your Audience

Who are we trying to help?

Target Audience

What problem are they trying to solve?

What questions might they already have?

What language would they naturally use?

3 – Think Like Your Audience

Imagine sitting beside your customer while they open Google.

What would they type?

Not marketing language.

Real language

Brainstorm Search Phrases:

Then: Which one best describes the real problem?

4 – Identify Search Intent

Not every search means the same thing

Search

Intent

Learn

☐

Compare

☐

Buy

☐

Solve a problem

☐

Find a business

☐

Where are they in the journey?

- ☐ Awareness
- ☐ Consideration
- ☐ Decision
- ☐ Retention

What would success look like for them?

5 – Build Your Keyword Plan

Primary Keyword

Supporting Keywords

Related Questions

6 – Turn Keywords into Content

One keyword doesn't equal one article.

Think about the best way to solve the customer's problem.

Content format

- ☐ Blog
- ☐ Landing page
- ☐ Guide
- ☐ Checklist
- ☐ Workbook
- ☐ Video
- ☐ FAQ
- ☐ Email

Working headline

One sentence summary

7 – Measure Success

What would indicate that this content is working?

Leading indicators

- ☐ Impressions
- ☐ Rankings
- ☐ Click Through Rate
- ☐ Engagement
- ☐ Time on Page
- ☐ Downloads
- ☐ Email Signups

Other

Lagging indicators

- ☐ Leads
- ☐ Sales
- ☐ Revenue
- ☐ Repeat Visitors
- ☐ Brand Searches

Other

Keyword Research Review Checklist

Before publishing, ask yourself:

- ☐ Does this keyword support a business objective?
- ☐ Do I understand the search intent?
- ☐ Am I solving a real customer problem?
- ☐ Would someone searching this keyword genuinely find value?
- ☐ Does the headline reflect the intent behind the search?
- ☐ Does the content answer the question better than competing pages?
- ☐ Have I considered where this content sits within the customer journey?
- ☐ Have I decided how success will be measured?
- ☐ If someone searched this keyword tomorrow, would my content genuinely be the best answer available?

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Final Thought

Good Keyword Research Begins With Curiosity, Not Software.

The biggest lesson I've learned is that keyword research isn't really about keywords.

It's one of the simplest ways to understand how people think.

Search volume tells you **how many** people searched.

Search intent tells you **why** they searched.

As marketers, that difference changes everything.

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