

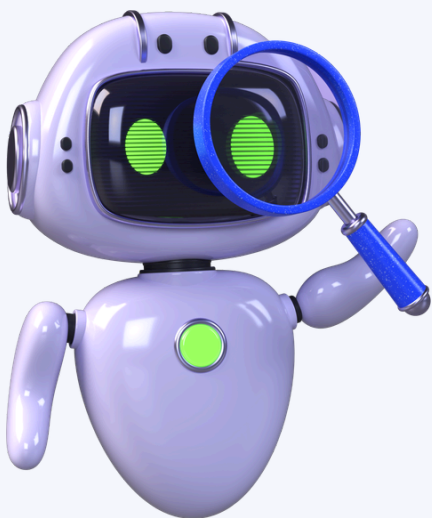
SMART GLOBAL DIGITAL HUB

Practical AI, SEO & Digital Marketing

AI KEYWORD RESEARCH TEMPLATE

Find, organize and evaluate keywords using AI

A practical beginner-friendly worksheet to help you discover keyword ideas, understand search intent and plan SEO content using AI tools.



Beginner Friendly Worksheet
nrdigitalhub.in

01/04

AI KEYWORD RESEARCH WORKSHEET

Use this worksheet to collect keyword ideas and organize them before creating your content.

ADD My Topic

1. My Main Topic

Business/Website Topic

for example: AI SEO TOOLS

Target Audience

for example:

Small Business Owners and Beginner

Create the keyword table

2. KEYWORD IDEAS

Create these columns:

Keyword Search Intent Relevance Priority

Search Intent: Informational, Commercial, Transactional or Navigational.

Relevance: High, Medium or Low.

Priority: High, Medium or Low.

For example:

Keyword	Search Intent	Relevance	Priority
best AI SEO tools	Commercial/Navigational	High	High

This is how to use the worksheet.

02/04

AI KEYWORD RESEARCH PROMPTS

Copy these prompts into your preferred AI tool to generate and organize keyword ideas.

Prompt 1 – Generate keyword ideas

Act as an SEO keyword research assistant. My topic is [YOUR TOPIC]. My target audience is [YOUR AUDIENCE]. Generate 20 relevant keyword ideas. Group them by search intent and suggest related long-tail keywords.

For example:

Topic: AI SEO tools

Audience: Small business owners

Prompt 2 – Generate Long-tail keywords

Generate 20 long-tail keywords related to [YOUR TOPIC]. Focus on keywords that beginners and potential customers are likely to search for. Group the keywords by topic.

Prompt 3 – Search intent

Analyze the following keywords and classify each as Informational, Commercial, Transactional or Navigational. Also explain what type of content would best satisfy each search intent.

Then:

Keywords: [PASTE YOUR KEYWORDS HERE]

Prompt 4 – Content ideas

Based on these keywords, suggest 10 SEO-friendly blog topics. Avoid duplicate topics and match each topic to the appropriate search intent.

Prompt 5 – Keyword clustering

Group these keywords into logical topic clusters. Identify one primary keyword and related secondary keywords for each cluster.

KEYWORD SELECTION & CONTENT PLAN

AI can generate many keyword ideas, but you should evaluate them before creating content. Use this worksheet to select keywords that are relevant to your audience and business.

1.Create:
PRIMARY KEYWORD
Keyword:

Search intent:

Why is this keyword relevant?

2. Create:
SECONDARY KEYWORDS

1. _____
2. _____
3. _____
4. _____
5. _____

Content planning table

Content Element

Your Plan

Primary Keyword
Secondary Keywords
Target Audience
Search Intent
Blog Title
URL Slug
Main H1
Suggested CTA

BEFORE YOU CHOOSE A KEYWORD

Ask yourself:

- ☐ Is this keyword relevant to my audience?
- ☐ Does it match my business/topic?
- ☐ Does the search intent match my content?
- ☐ Can I create genuinely useful content around it?
- ☐ Is there a realistic opportunity for my website?

AI-generated keyword ideas are suggestions, not guaranteed search-volume or ranking data.
Where possible, validate important keywords using reliable SEO or search-data tools.

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