
Focus Keyword Worksheet

Work through this before you write — find the right keyword from the piece, not for it.

STEP 1 — WHAT IS THE PIECE ABOUT?

State the subject in plain language. No SEO thinking yet.

STEP 2 — WHAT DOES THE PIECE ACTUALLY DELIVER?

The central claim or the question it answers — in one sentence.

STEP 3 — HOW WOULD A READER SEARCH FOR THIS?

Write 3–5 phrases a reader might type into a search engine to find this piece.

Write each phrase as natural language — as you would say it, not as a search shortcut. A phrase like "writing tips beginners" is broken English. "Writing tips for beginners" is a keyword. If a phrase cannot be placed naturally into a sentence, it is the wrong phrase.

1.

 2.

 3.

 4.

 5.

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STEP 4 — TEST YOUR CANDIDATES

For each phrase you listed above, check the following:

- **Is it grammatically correct — could it sit naturally in a sentence without sounding broken?**
- **Does it appear naturally in the title, or would the title need to be forced to include it?**

■ Does it appear naturally in the opening paragraph?

■ Is it specific enough to describe what this piece actually delivers?

If it describes dozens of other pieces too, it is too broad.

■ Is it the phrase the right reader would use — not an insider term, not jargon?

STEP 5 — THE CHOSEN KEYWORD

One phrase, confirmed. Write it exactly as it will appear in the piece.

Where it will appear:

- Title
- URL / slug
- Opening paragraph (within first 100 words)
- At least one subheading
- Meta description

Note: SEO requirements evolve. The principles in this worksheet are durable — the placement specifics may shift. Check current best practice when in doubt.
