



# Keyword plan — Cerault workshop range

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4 queries targeted, 12 ruled out · fictional document

## Fictional document — demonstration example

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**Fictional document**, produced for demonstration. **The plan is drawn up BEFORE the writing**: the core article is written for a specific query, it is not optimised afterwards. *Organic search (SEO) means a search engine's free results; SEA means its paid advertising.*

## The four queries targeted

| Query                            | Searches / month | Starting position             | Where it is handled              |
|----------------------------------|------------------|-------------------------------|----------------------------------|
| professional workbench           | 2,400            | Absent from the first 3 pages | Title, standfirst, 2 subheadings |
| metal workshop bench             | 2,600            | Absent                        | Subheading 3 and captions        |
| made-to-measure workshop worktop | 1,900            | Page 4                        | Subheading 4                     |

| Query                 | Searches / month | Starting position | Where it is handled             |
|-----------------------|------------------|-------------------|---------------------------------|
| French-made workbench | 1,400            | Page 3            | Conclusion and meta description |

**8,300 monthly searches in total.** The three secondary queries are handled in the subheadings, without forcing a word into a sentence: a text that reads badly is not shared, and sharing counts as much as the tag.

## The tags written

| Tag                    | Length         | What it carries                        |
|------------------------|----------------|----------------------------------------|
| Title                  | 58 characters  | <b>Main query + French manufacture</b> |
| Description            | 152 characters | The benefit and the call to action     |
| Subheadings            | 4              | One secondary query each               |
| Image alternative text | 9              | Describe the image, not the query      |

*Meta tags are the title and description shown in the search result, before anyone clicks.* They are written, not suggested: the creative director only has to approve or correct them.

## The 12 queries ruled out — and why that is a gain

| Query                 | Searches / month | Why it is ruled out                                                                         |
|-----------------------|------------------|---------------------------------------------------------------------------------------------|
| <b>workbench</b>      | <b>60,500</b>    | <b>The top 3 results are marketplaces: targeting this query means writing for page four</b> |
| cheap workbench       | 18,100           | Price intent, against the advertiser's positioning                                          |
| second-hand workbench | 9,900            | Resale market, no quote request to be expected                                              |
| workbench build plans | 8,100            | "Build it yourself" intent, not "buy"                                                       |

| Query                                             | Searches / month | Why it is ruled out                                                 |
|---------------------------------------------------|------------------|---------------------------------------------------------------------|
| <i>... and 8 more, detailed in the full table</i> | —                | Same logic: high volume, missing intent or competition out of reach |

## The internal linking planned

| Link                                   | Count    | Expected effect                                                |
|----------------------------------------|----------|----------------------------------------------------------------|
| Article to product pages               | 6        | Leads the reader to the quote form                             |
| <b>Older blog posts to the article</b> | <b>4</b> | <b>They already rank: they pass on part of their authority</b> |

**Measurement planned at 30 and 60 days**, query by query. If only one takes off, the gap with the other three will say what mattered — it is the only way to learn anything from a search campaign.

## For the agency to settle

Priority query approved by the advertiser: \_\_\_\_\_

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