Keyword plan — Cerault workshop range

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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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	**Main query + French manufacture**
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
workbench	**60,500**	**The top 3 results are marketplaces: targeting this query means writing for page four**
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”

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Query	Searches / month	Why it is ruled out
... and 8 more, detailed in the full table	—	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
Older blog posts to the article	**4**	**They already rank: they pass on part of their authority**

> **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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> https://bluelemonagent.ai/en/entreprises/secteurs/agent-ia-agences-communication

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deployment chosen.