Keyword plan — Helianthe Énergies

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4 queries targeted, 9 ruled out · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Organic search (SEO) lifts you in a search engine's free results; SEA refers to the paid ads on the same engine.** The plan below is settled **before** writing: the article is written for a query, it is not optimised afterwards.

The 4 target queries

Query	Searches / month	Helianthe's position before	Where it is handled
solar panels for small business	**1,300**	**Absent from the first 3 pages**	Title, standfirst, one H2
business photovoltaic self-consumption	880	Page 3	H2 “Self-consumption or resale”
small business solar installation price	720	Absent	H2 “What an installation produces”

Query	Searches / month	Helianthe's position before	Where it is handled
photovoltaic grant for professionals	590	Page 4	H2 “The support available”
Total	**3,490**	—	**A single article**

The meta tags written

Tag	Length	What it carries
Meta title	57 characters	Main query + the financial support
Meta description	149 characters	The support and the process, not a summary of the article

The 9 queries ruled out — and why this is the most useful table

Query ruled out	Searches / month	Reason
solar panels	**74,000**	**The top 5 results are comparison sites and marketplaces — writing for page four**
solar panel price	27,000	Consumer intent, not business
home solar panel	18,000	Off target: individual housing
photovoltaic installer	9,600	Local query — handled by location pages, not by an article
5 further queries	1,200 to 6,400	Informational intent with no commercial follow-through, or dominated by institutional sites

> **Internal linking circulates weight between your pages.** The article links to the **3 relevant service pages**; **5 older blog articles**, already ranking, link to it.

The measurement planned

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Milestone	What is recorded	The decision that follows
Day 30	Position on the 4 queries, visits, clicks from search	Rework the headings if a query doesn't move
Day 60	Consolidated position, unplanned incoming queries	**Open a second article if an untargeted query brings visits**

Query to prioritise if all four cannot be held at once: _____

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