



# Keyword plan — Helianthe Énergies

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

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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" |
| <b>Total</b>                         | <b>3,490</b>     | —                           | <b>A single article</b>    |

## 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                                                                                      |
|------------------------|------------------|---------------------------------------------------------------------------------------------|
| <b>solar panels</b>    | <b>74,000</b>    | <b>The top 5 results are comparison sites and marketplaces — writing for page four</b>      |
| 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     | <b>Open a second article if an untargeted query brings visits</b> |

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

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