

Keyword Research Template 2026

Comprehensive Template for SEO Keyword Planning & Tracking

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🔍 Keyword Tracking Sheet

Keyword	Search Volume	Competition	Current Rank	Target Rank	Priority	Status	Notes
Enter ke	e.g., 1,1	Low/Med/H	--	1-10	Lc ▾	N ▾	Add n
Enter ke	e.g., 1,1	Low/Med/H	--	1-10	Lc ▾	N ▾	Add n
Enter ke	e.g., 1,1	Low/Med/H	--	1-10	Lc ▾	N ▾	Add n



Keyword Priority Scoring System

Score Each Keyword (1-10 for each factor)

Relevance to Business:

5

/10

Search Volume:

5

/10

Competition Level:

5

/10

Conversion Potential:

5

/10

Content Gap Opportunity:

5

/10

Total Score: 25 / 50

Keyword	Relevance	Volume	Competition	Conversion	Gap	Total Score	Priority
Keyword						Auto-c	High/Mε

Competitor Analysis Framework

Competitor	Domain Authority	Top Ranking Keywords	Content Gaps	Weaknesses	Opportunities
Competitor 1	e.g., 45	List top keywords	What they don't cover	Where they're weak	Your opportunities
Competitor 2	e.g., 38	List top keywords	What they don't cover	Where they're weak	Your opportunities

Keyword Gap Analysis

Keyword	Competitor 1 Rank	Competitor 2 Rank	Your Current Rank	Opportunity Level	Action Required
Gap keyword	e.g., 3	e.g., 7	--	High	Create content

Content Planning Calendar

Monthly Content Schedule

Week	Primary Keyword	Content Type	Target URL	Publish Date	Status	Notes
Week 1	Primary keyword	Blog	/url-path	mm/dd/yyyy	Placeholder	Notes
Week 2	Primary keyword	Blog	/url-path	mm/dd/yyyy	Placeholder	Notes
Week 3	Primary keyword	Blog	/url-path	mm/dd/yyyy	Placeholder	Notes
Week 4	Primary keyword	Blog	/url-path	mm/dd/yyyy	Placeholder	Notes

Performance Metrics Dashboard

Organic Traffic

15,234

↑ 12.5% from last month

Keyword Rankings

142

↑ 8 new rankings

Average Position

18.3

↑ 3.2 positions

Conversion Rate

3.2%

↓ 0.3% from last month

Monthly Performance Tracking

Month	Organic Traffic	Keyword Rankings (Top 10)	Average Position	Conversions	Revenue from SEO	Key Actions Taken
January	e.g., 15,100	e.g., 45	e.g., 18.5	e.g., 487	e.g., \$24,000	Actions taken: Content updates, link building
February	e.g., 16,500	e.g., 52	e.g., 16.7	e.g., 540	e.g., \$27,000	Actions taken: New content, outreach

Notes & Action Items

General Notes

Research Notes:

Add your research notes here...

Action Items

Task	Assigned To	Due Date	Priority	Status	Completed Date
Task desc	Assignee	mm/dd/yyyy 	Hig 	Not 	mm/dd/yyyy 

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