

Semantic Core Checklist

- Define business goals and target audience before starting keyword research.
- Brainstorm 15–20 seed keywords that reflect core services, products, or themes.
- Use keyword research tools (Ahrefs, Semrush, Moz) to expand the list.
- Tag and categorize keywords by intent: informational, commercial, transactional, navigational.
- Cluster similar keywords together to form groups for separate pages.
- Assign one primary keyword to each cluster and ensure supporting terms are included.
- Map keyword clusters to content types (blog, product page, category page, etc.).
- Audit existing content and optimize it to align with new keyword clusters.
- Adjust technical site structure to match keyword clusters and improve navigation.
- Plan internal linking to distribute authority across pages.
- Review competitors' keywords to find opportunities and fill gaps.
- Update and refresh the semantic core quarterly to adapt to trends.