

Search Intent and Keyword Map Workbook

Ecommerce SEO for Shopify & WooCommerce

Covers: Module 1: How Search Works for Online Stores; Module 2: Keyword Research for Catalogues.

How to use this file: work through the lessons for each module in the course, then use this workbook to apply them to your own business. Print it or fill it in digitally. Revisit it whenever your numbers or plans change.

Key actions from the lessons

Module 1: How Search Works for Online Stores

Search Intent and Store Page Types. Take 20 phrases related to your products, classify the intent of each, check the results page, and record which page type should target it.

How Store Pages Get Crawled and Indexed. Open the Pages report in Search Console, note how many pages are indexed and excluded, and list the top three exclusion reasons for investigation.

Module 2: Keyword Research for Catalogues

Finding Category, Product and Long-Tail Keywords. Build a keyword list of at least 50 terms from your catalogue, Search Console queries and autocomplete, and tag each with intent.

Building the Keyword-to-URL Map. Create your keyword-to-URL map for all collections and top products, mark conflicts, and list three new pages to create.

Checklist

- | | |
|--------------------------|---|
| ☐ | Classified intent for 20 phrases |
| ☐ | Checked the results page for each phrase |
| ☐ | Recorded indexed and excluded page counts in Search Console |
| ☐ | Listed top three exclusion reasons |
| ☐ | Built a 50-term keyword list |
| ☐ | Tagged each term with intent |
| ☐ | Built the keyword-to-URL map |
| ☐ | Listed three new pages to create |

Worksheet

Top exclusion reasons and planned fix:

Keyword conflicts found:

New collection pages needed:

New guides needed:

Terms not worth targeting:

Template: Keyword-to-URL map

Fill one row per item. Add rows as needed.

URL	Page type	Primary keyword	Variants	Intent	Position	Updated

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