

Keyword Research Sheet — Sample Project

Project Description

Keyword Research Sheet (Sample Project)

Conducted keyword research using **Ubersuggest** to identify high-intent commercial and informational keywords for an e-commerce jewelry brand. Keywords were analyzed, categorized by search intent, and mapped to relevant page types to support SEO and content strategy.

Work Included in This Project

Keyword Research Sheet

- 20–30 relevant keywords selected
- Keywords cleaned to remove duplicates and irrelevant terms
- Focus on commercial, transactional, and informational intent

Columns Included:

- Keyword
- Search Intent
- Estimated Search Volume
- SEO Difficulty
- Paid Difficulty

Search Intent & Page Mapping

- Each keyword assigned a clear search intent:
 - Commercial
 - Transactional
 - Informational
- Keywords mapped to the most suitable page type to guide site structure and content creation.

Keyword Research

<input type="checkbox"/> Keywords ⓘ	Intent ⓘ	Volume ⓘ ⬇️	CPC ⓘ	PD ⓘ	SEO Difficulty ⓘ
<input type="checkbox"/> handmade bracelet	T	1.9K	\$ ₹3.66	89	32 4 Months ago
<input type="checkbox"/> handmade jewelry designs	T	1.9K	\$ ₹1.83	71	24 2 Months ago
<input type="checkbox"/> handmade bracelet beads	T	880	\$ ₹1.83	93	28 1 Month ago
<input type="checkbox"/> handmade bangles design	T	720	\$ ₹0.92	98	30 2 Months ago
<input type="checkbox"/> handmade jewelry ideas	T	590	\$ ₹1.83	36	28 3 Weeks ago
<input type="checkbox"/> handmade bracelet men	T	480	\$ ₹2.75	94	23 4 Months ago
<input type="checkbox"/> handmade bracelet design	T	260	\$ ₹1.83	91	27 1 Month ago
<input type="checkbox"/> handmade jewelry diy	T	260	\$ ₹0.00	3	2 Over 6 months
<input type="checkbox"/> handmade bracelets evil eye	T	260	\$ ₹0.00	97	35 Over 6 months
<input type="checkbox"/> custom bracelets gold	T C	260	\$ ₹9.16	100	19 1 Week ago
<input type="checkbox"/> handmade jewelry how to make	T	260	\$ ₹12.82	18	45 6 Months ago
<input type="checkbox"/> handmade jewelry ideas pinterest	T	260	\$ ₹0.00	3	43 1 Month ago
<input type="checkbox"/> Keywords ⓘ	Intent ⓘ	Volume ⓘ ⬇️	CPC ⓘ	PD ⓘ	SEO Difficulty ⓘ
<input type="checkbox"/> handmade jewelry jute jewellery designs	T	260	\$ ₹0.00	64	25 Over 6 months
<input type="checkbox"/> handmade jewelry unique	T	260	\$ ₹0.00	80	38 Over 6 months
<input type="checkbox"/> handmade jewelry near me	T	170	\$ ₹16.94	64	25 Over 6 months
<input type="checkbox"/> custom yarn bracelets	T	170	\$ ₹15.56	99	43 Over 6 months
<input type="checkbox"/> handmade jewelry online	T	170	\$ ₹8.70	100	44 Over 6 months
<input type="checkbox"/> handmade bangles in charminar	T	140	\$ ₹15.11	13	9 Over 6 months
<input type="checkbox"/> handmade jewelry earrings	T	140	\$ ₹0.00	99	43 Over 6 months
<input type="checkbox"/> homemade bracelets ideas	C	110	\$ ₹0.00	4	15 Over 6 months
<input type="checkbox"/> handmade bangles jaipur	T	110	\$ ₹96.14	97	43 Over 6 months
<input type="checkbox"/> custom bracelets near me	T	90	\$ ₹19.69	98	35 Over 6 months
<input type="checkbox"/> handmade bracelets silver	T	90	\$ ₹0.00	91	41 Over 6 months
<input type="checkbox"/> handmade bracelet charms	T	70	\$ ₹0.00	43	26 Over 6 months

<input type="checkbox"/> Keywords ⓘ	Intent ⓘ	Volume ⓘ	CPC ⓘ	PD ⓘ	SEO Difficulty ⓘ
<input type="checkbox"/> bracelets for women in silver	C T	165.0K	\$ ₹7.32	100	65 Over 6 months
<input type="checkbox"/> bracelets for women in gold	C T	165.0K	\$ ₹10.99	100	65 Over 6 months
<input type="checkbox"/> bracelets for women gold designs	T C	22.2K	\$ ₹17.40	99	41 Over 6 months
<input type="checkbox"/> bracelets for women pearl	C T	8.1K	\$ ₹6.41	100	18 Over 6 months
<input type="checkbox"/> giva bracelet for women	T	8.1K	\$ ₹10.07	100	17 1 week ago
<input type="checkbox"/> bracelets for women real gold	T C	4.4K	\$ ₹5.49	100	42 1 week ago
<input type="checkbox"/> bracelets for women tanishq	T C	4.4K	\$ ₹9.61	100	37 Over 6 months
<input type="checkbox"/> bracelets for women charm	T C	3.6K	\$ ₹8.24	100	20 1 Month ago
<input type="checkbox"/> bracelets for women bangle	T C	2.4K	\$ ₹3.66	100	32 3 Weeks ago
<input type="checkbox"/> kada bracelet for women	T	2.4K	\$ ₹3.66	100	18 1 Month ago
<input type="checkbox"/> bracelets for women set	T C	2.4K	\$ ₹1.83	100	33 1 Month ago
<input type="checkbox"/> bracelets for women meesho	T C	1.3K	\$ ₹1.83	92	18 1 Month ago
<input type="checkbox"/> Keywords ⓘ	Intent ⓘ	Volume ⓘ	CPC ⓘ	PD ⓘ	SEO Difficulty ⓘ
<input type="checkbox"/> bracelets for women under 100	T C	1.3K	\$ ₹0.92	95	26 1 Month ago
<input type="checkbox"/> bracelets for women artificial	T C	1.3K	\$ ₹5.49	100	19 1 Month ago
<input type="checkbox"/> bracelets for women adjustable	T C	1.3K	\$ ₹5.49	100	20 1 Month ago
<input type="checkbox"/> bracelets for women fancy	C T	1.3K	\$ ₹3.66	99	29 1 Month ago
<input type="checkbox"/> bracelets for women simple	C T	1.3K	\$ ₹2.75	100	29 Over 6 months
<input type="checkbox"/> bracelets for women beads	T C	1.0K	\$ ₹2.75	98	20 1 Month ago
<input type="checkbox"/> bracelets for women on amazon	C T	1.0K	\$ ₹0.92	99	27 Over 6 months
<input type="checkbox"/> bracelets for women stackable	C T	1.0K	\$ ₹7.32	100	12 This week
<input type="checkbox"/> bracelets for women under 200	T C	880	\$ ₹0.92	95	21 1 Month ago
<input type="checkbox"/> bracelets for women sterling silver	T C	880	\$ ₹8.24	100	36 Over 6 months
<input type="checkbox"/> bracelets for women under 500	T C	720	\$ ₹2.75	99	24 1 Month ago
<input type="checkbox"/> bracelets for women black	C T	720	\$ ₹2.75	97	25 1 Month ago

Tools Used

- Ubersuggest
- Google Sheets
- Manual SERP analysis