Keyword Research Workflow

Hey there!

*To get started, just import **the JSON workflows** in n8n and follow the steps on the next pages. I've tried to make sure everything's covered — test each part, set things up, and you'll be ready to roll. Will appreciate a comment on how everything works: [AI Marketing Hub]*

Good luck, and have fun with it! 🚀

Best,
Daniel A.

skool

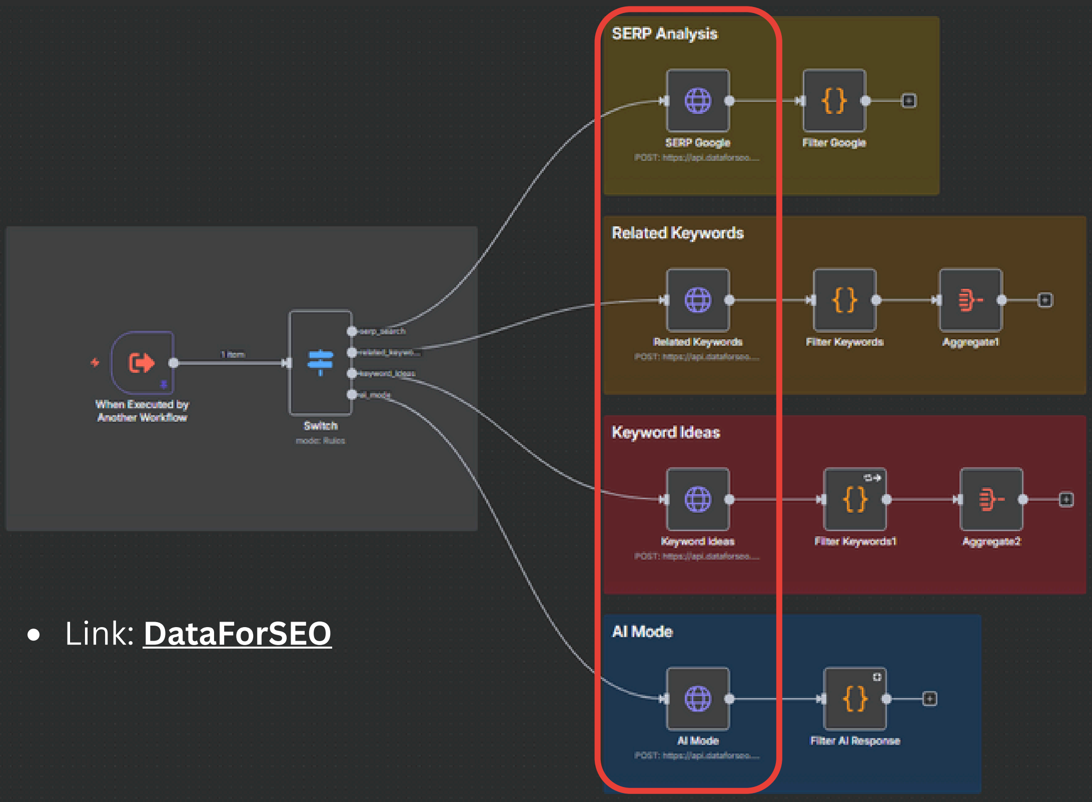
AI MARKETING HUB

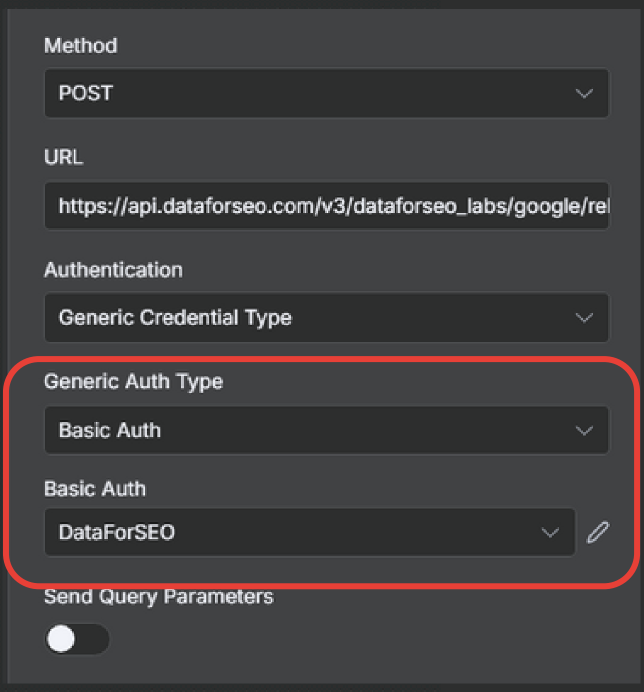
Step 1: Get Your Workflows Ready

First things first, you need to upload the two workflows into your n8n instance:

- **<-KR-> Keyword Research Workflow**
- **<-KR-> Keyword Research Tools**

Next, open the **<-KR-> Keyword Research Tools** workflow and connect your **DataForSEO account**. You'll do this in the **Basic Auth** section of the nodes that need it.

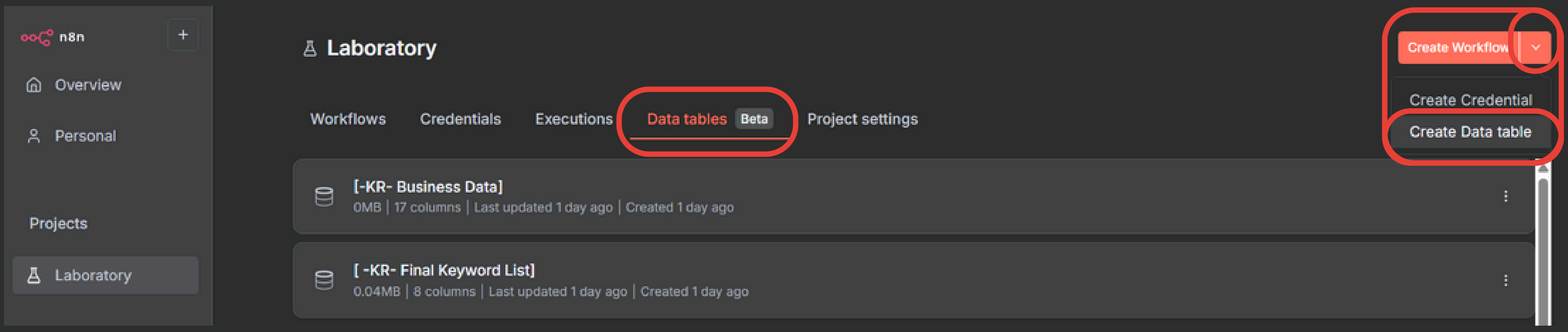




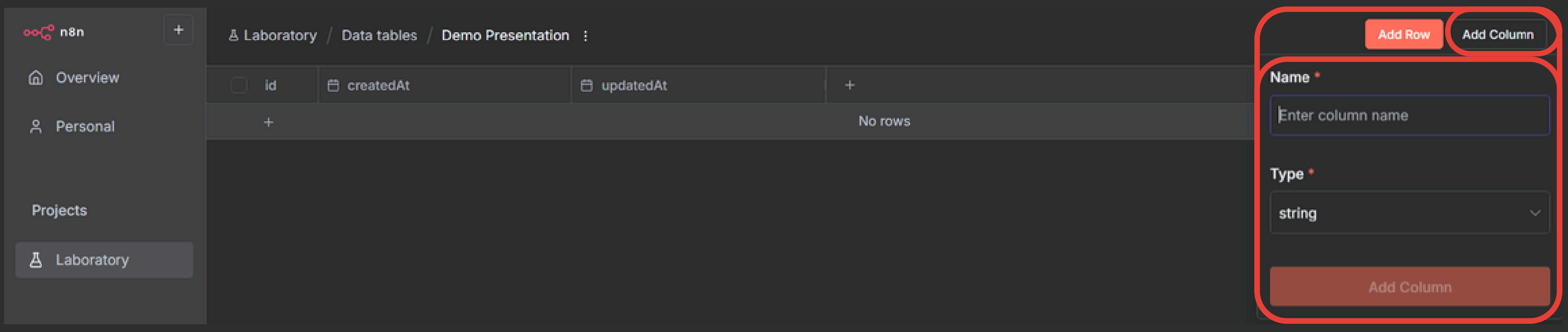
- Link: [DataForSEO]

Step 2: Create Your Data Tables 🗂️

Your workflow needs a place to store all the data it gathers. You must create the four n8n Datatables listed below.



You need to create a total of 4 Data Tables then add columns (manually) for each and every one of them.



Data Table Name: [-KR- Business Data]
Columns: session_id, client_name, client_country, client_language, client_website, client_description, target_audience_personas, brand_personality_matrix, unique_value_proposition, primary_competitors, people_ask, customer_journey, customer_persona_trait, eeat_signal_integration, GEO_tactic, call_to_action

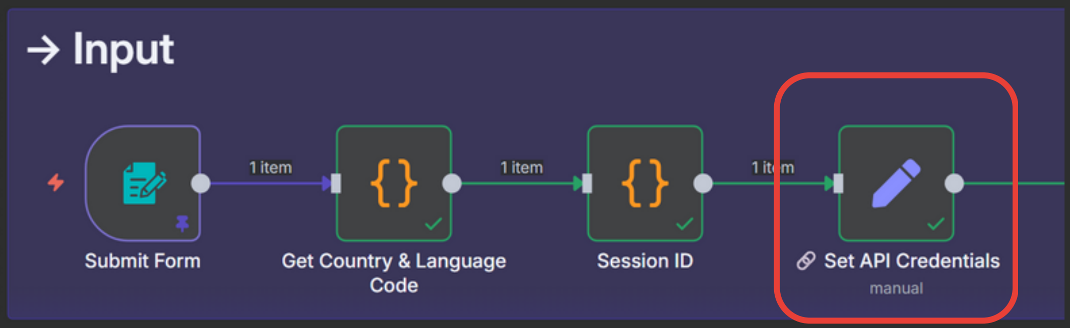
Data Table Name: [-KR- Page Ranked Keywords]
Columns: keyword, search_volume, cpc, competition_level, estimated_traffic, session_id

Data Table Name: [-KR- Suggested Page Keywords]
Columns: keyword, search_volume, cpc, competition, keyword_intent.label, keyword_intent.probability, session_id

Data Table Name: [-KR- Final Keyword List]
Columns: keyword, search_volume, cpc, competition, competition_level, intent, session_id

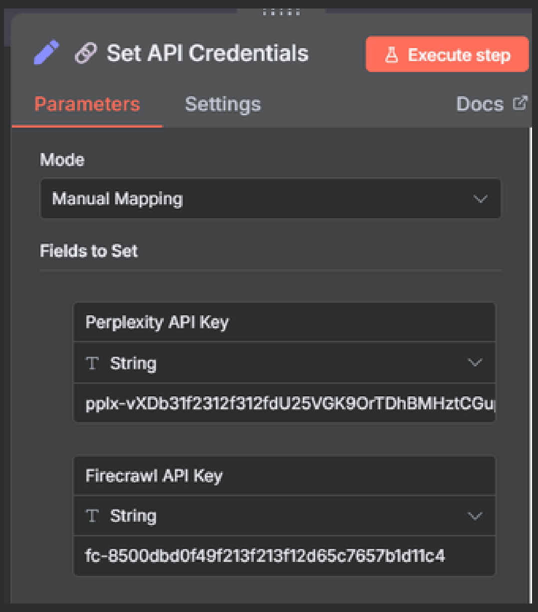
Step 3: Connect Your API Keys 🔑

Now, let's give your workflow the "**keys**" it needs to access other services.



Find the node named 🔗 **Set API Credentials** and add your keys for:

- Firecrawl: **Firecrawl Website**
- Perplexity: **Perplexity Docs**

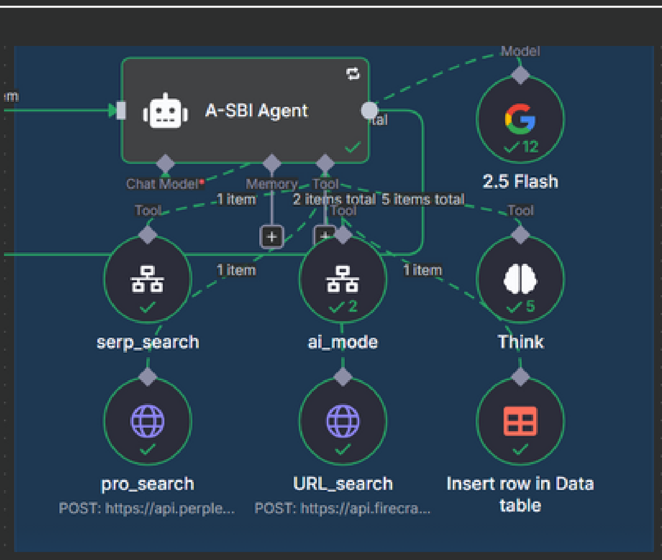


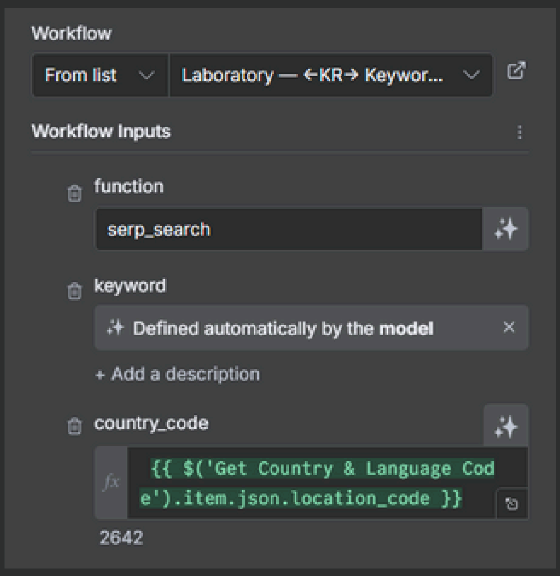
Step 4: Configure the First AI Agent ('A-SBI Agent') 🤖

This agent does the initial company and website research.

1. **Connect your Gemini** API Key and Set the AI Model to 2.5 Flash.
   - Get Gemini API Key: Google AI Studio

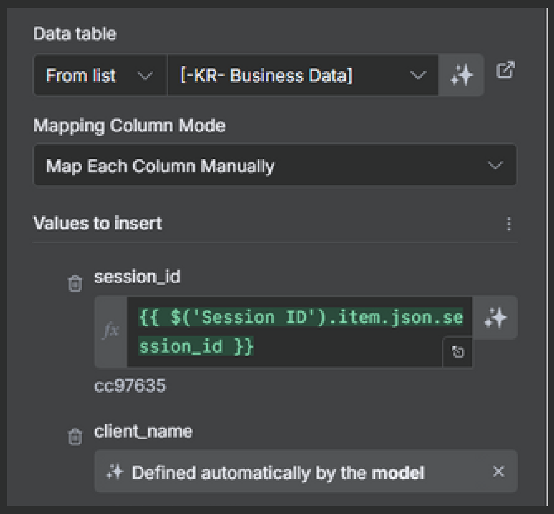
Note: pro_search and url_search tools will get their keys automatically from the 🔗 Set API Credentials node you configured earlier.



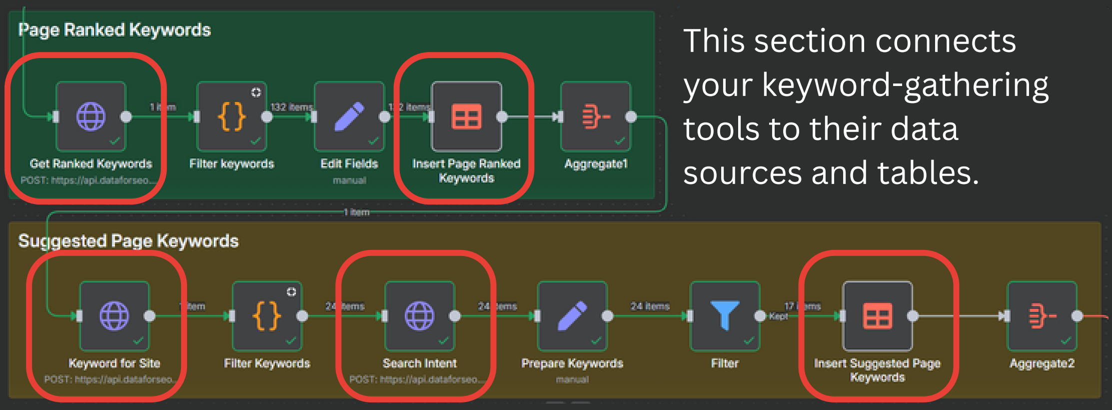


2. **Configure its Tools**: Connect the serp_search and ai_mode tools to your <-KR-> Keyword Research Tools workflow. Then, fill in the parameters like this:
   - Function: ai_mode / serp_search
   - Keyword: Defined automatically by the model.
   - Country_code: {{ $('Get Country & Language Code').item.json.location_code }}
   - Language_code: {{ $('Get Country & Language Code').item.json.language_code }}

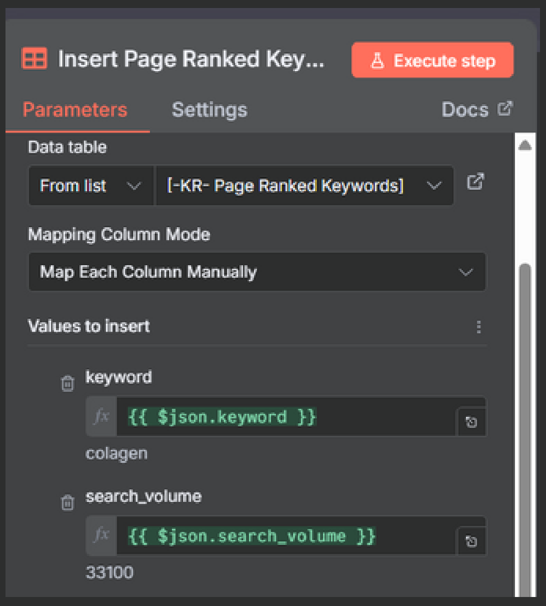
3. **Connect the Data Table**: Link the '**Insert row in Data Table**' node to your **[-KR- Business Data]** table and map these fields:
   - session_id: {{ $('Session ID').item.json.session_id }}
   - client_country: {{ $('Submit Form').item.json.Country }}
   - client_language: {{ $('Submit Form').item.json.Language }}
   - client_website: {{ $('Submit Form').item.json['Page URL'] }}
   - Rest of the fields: Select - defined automatically by the model.



Step 5: Configure the Keyword & Intent Nodes 🔗

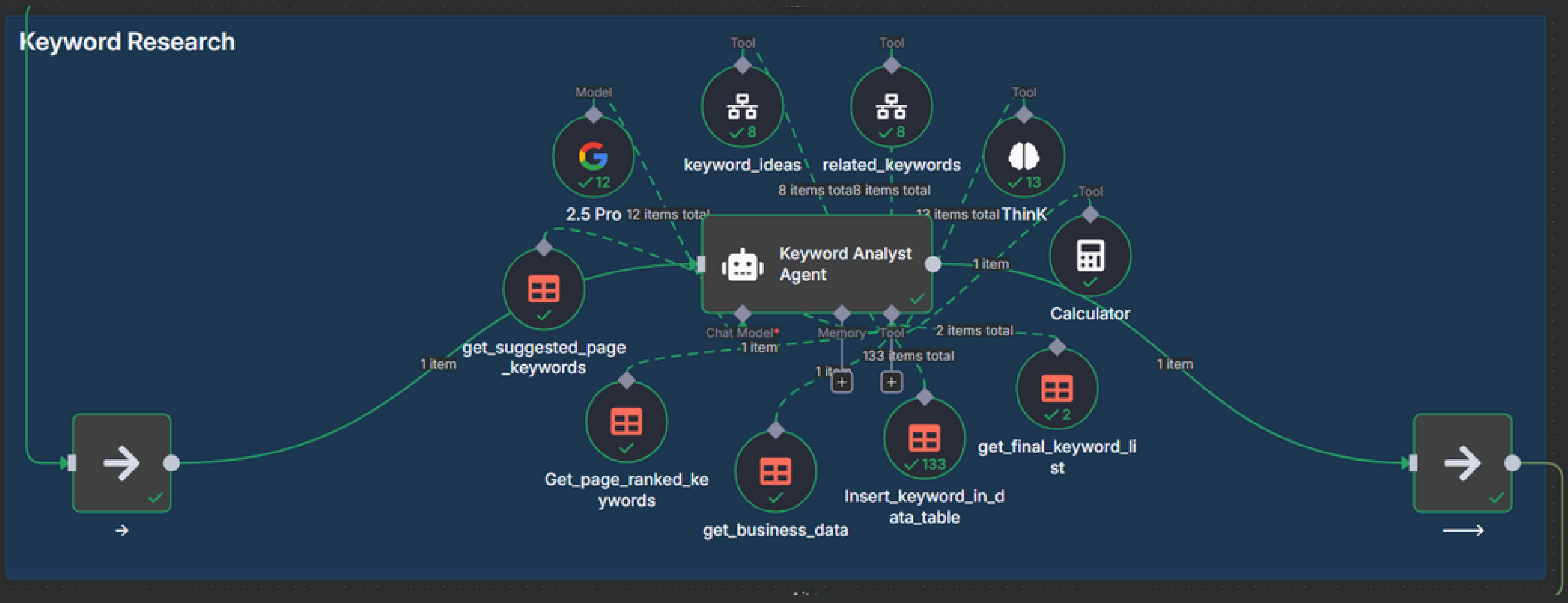


This section connects your keyword-gathering tools to their data sources and tables.



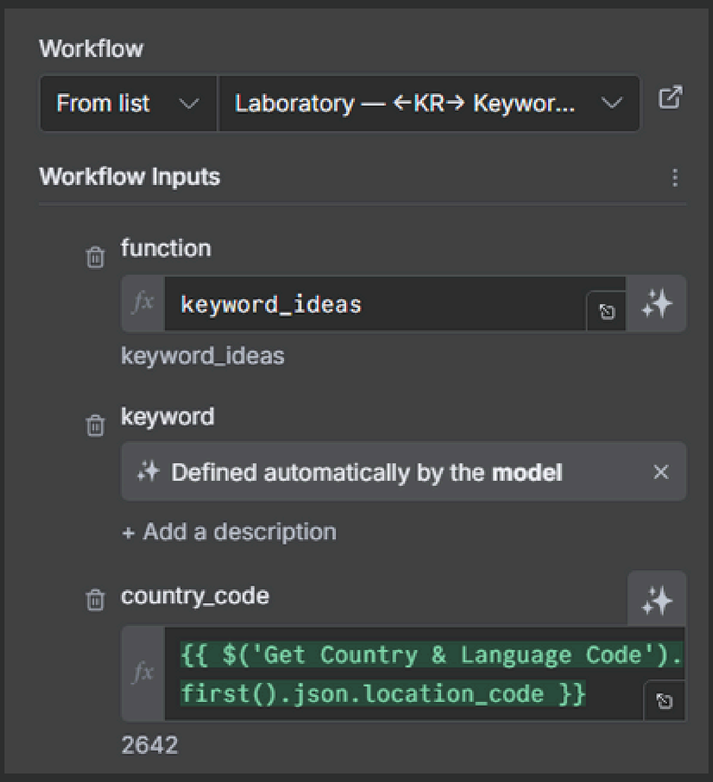
1. Connect **DataForSEO**: Make sure your DataForSEO credentials are connected (using Basic Auth) in these three nodes: 'Get Ranked Keywords', 'Keyword for Site', and 'Search Intent'.
2. (Optional) Adjust Filter: If you're getting too many results, you can adjust the settings in the 'Filter' node.
3. Connect the 'Insert Page Ranked Keywords' node to the [-KR- Page Ranked Keywords] table.
4. Connect the 'Insert Suggested Page Keywords' node to the [-KR- Suggested Page Keywords] table.
5. Important: In both nodes, make sure to map all the required fields by dragging and dropping the data from the input.

Step 6: Configure the 'Keyword Analyst Agent' 🧠



This agent analyzes all the gathered data to create the final keyword strategy.

1. Set the AI Model: Choose Gemini 2.5 Pro and set the Temperature to 0.3.



2. Configure its Search Tools: Connect the keyword_ideas and related_keywords tools to the <-KR-> Keyword Research Tools workflow with these settings:

- Function: **keyword_ideas / related_keywords**
- Keyword: This is defined automatically by the model.
- country code: {{ $('Get Country & Language Code').first().json.location_code }}
- language code: {{ $('Get Country & Language Code').first().json.language_code }}

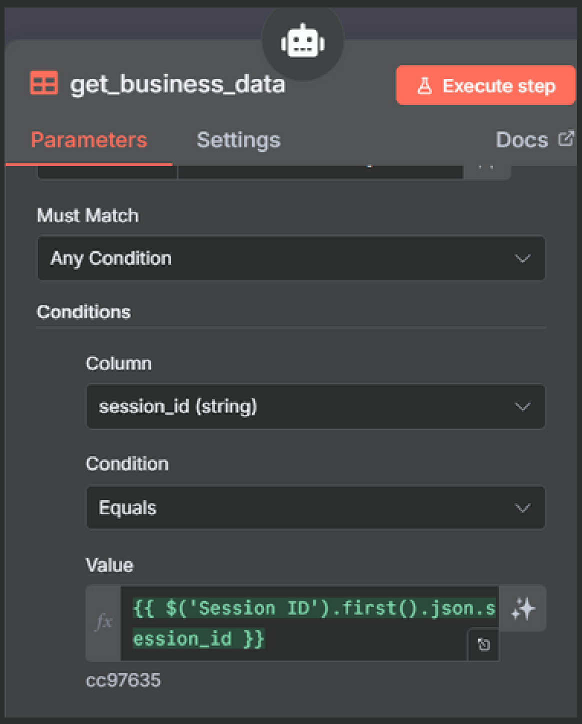
---

3. Configure its DataTable Tools: This is crucial. Connect the agent to all the tables you made so it can read from and write to them.

- **get_suggested_page_keywords** = [-KR- Suggested Page Keywords]
- get_page_ranked_keywords = [-KR- Page Ranked Keywords]
- **get_business_data** = [-KR- Business Data]
- **get_final_keyword_list** = [-KR- Final Keyword List]

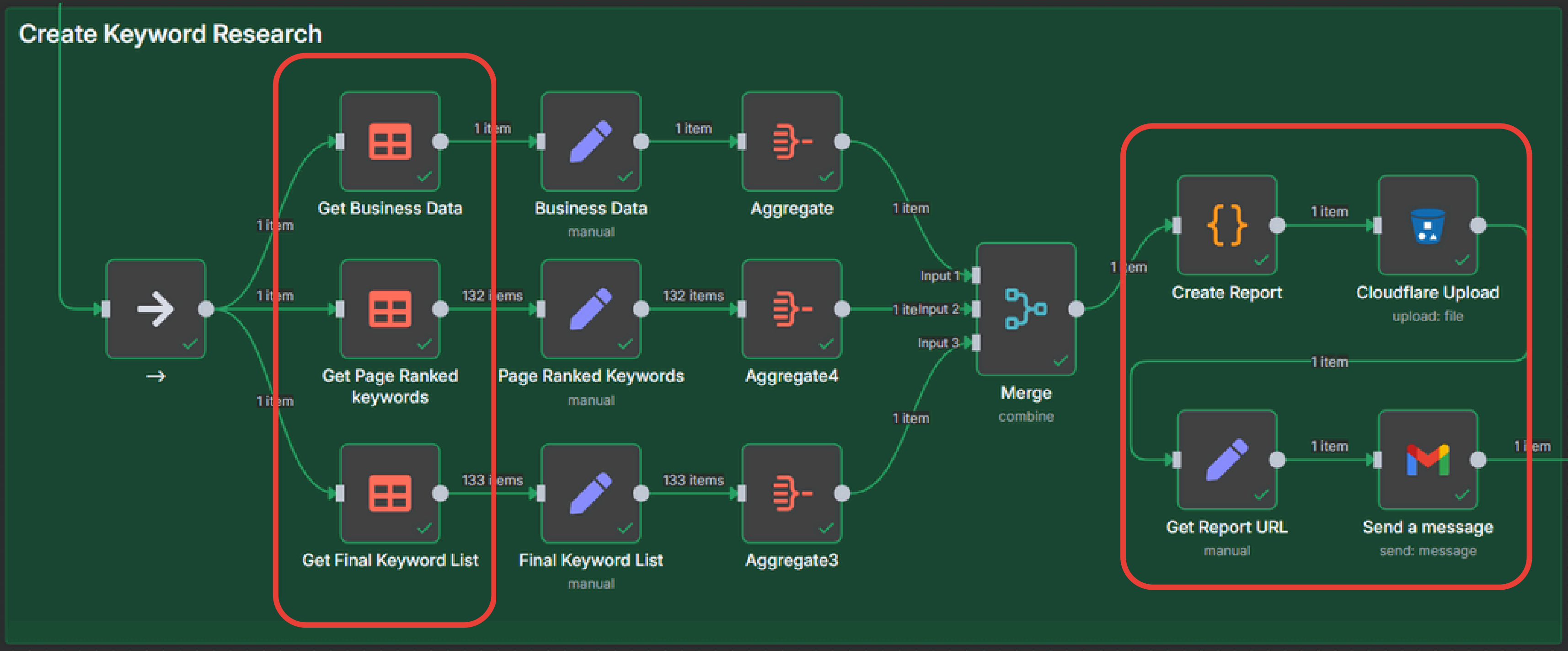
  Condition for All: **session_id** = {{ $('Session ID').first().json.session_id }}

- **Insert_keyword_in_data_table**: Connect to [-KR- Final Keyword List]
  - **session_id**: {{ $('Session ID').first().json.session_id }}
  - **All other fields**: defined automatically by the model.



⚠️ Make sure that all data tables are properly connect, test each and every step

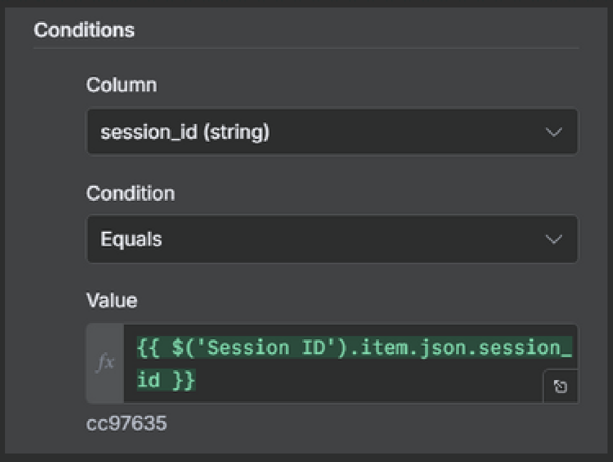
Step 7: Finalize Reports & Uploads 📤



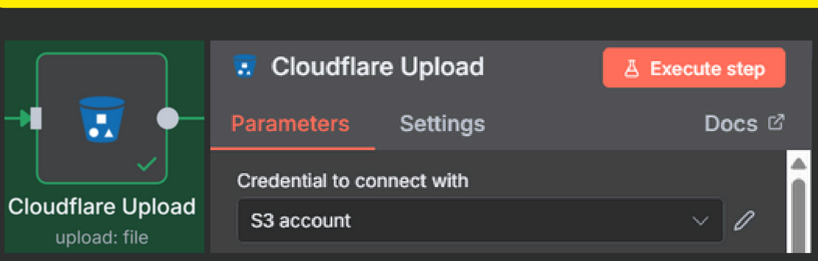
1. Reporting Nodes: For the final report generation, connect the data table nodes: Get Business Data, Get Page Ranked keywords, Get Final Keyword List to their respective tables.

The condition for all of them is:

- **session_id** = {{ $('Session ID').item.json.session_id }}



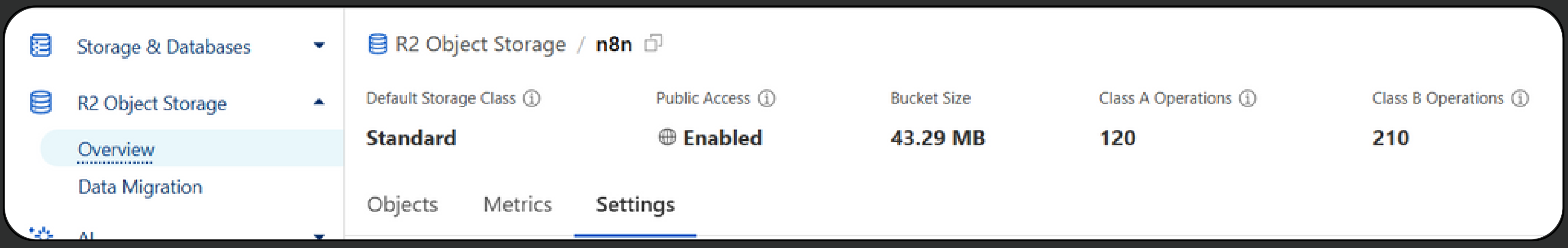
Step 8: Connect your 'Cloudflare Upload' node to store the final report.

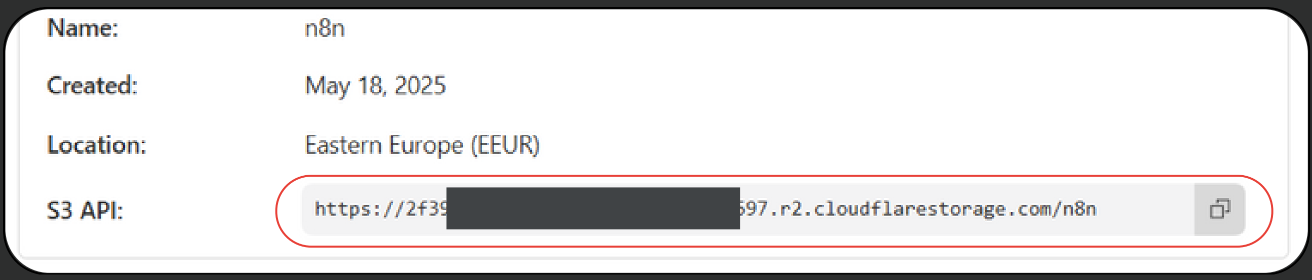


- **Cloudflare upload (upload: file):** This node handles the uploading of the generated Keyword Research to the storage service, specifically Cloudflare S3 (R2).

To connect is simple, create an account in **cloudflare** then follow the steps below:

1. In the dashboard section, select **R2 Object Storage > Overview.**
2. Create a Bucket, name it '**N8N Automation**' (or whatever name u want).
3. In the **Settings** section, make sure that the Public Development URL is **ENABLED**.

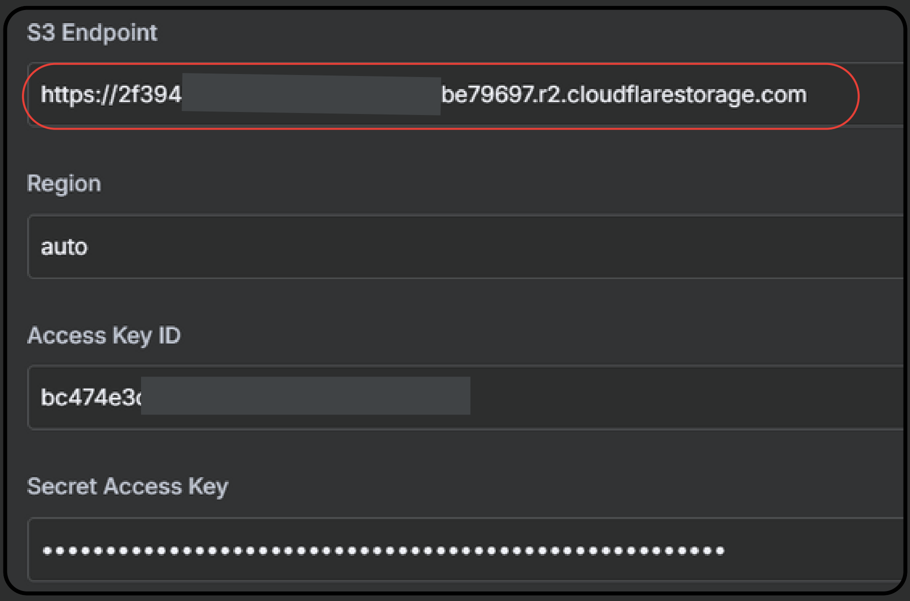




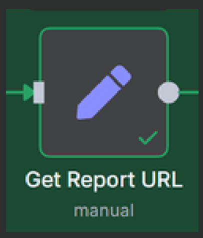
Cloudflare Documentation Link: https://developers.cloudflare.com/r2/api/s3/api/

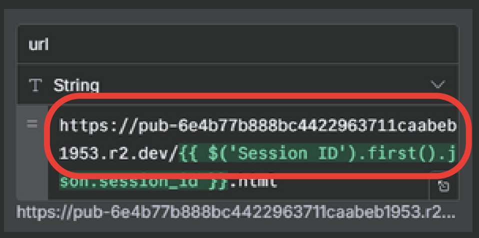
Configure the n8n Node

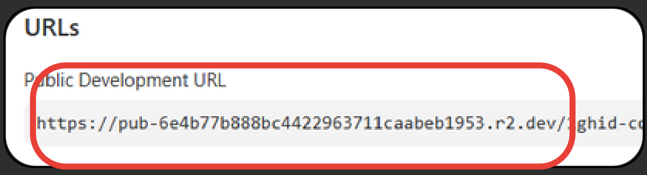
1. Return to the workflow and locate the "**Cloudflare Upload**".
2. Click on the Credential field and select "**Create New**".
3. Fill in the credential fields using the information you just gathered from Cloudflare:
   - **S3 Endpoint**: Paste the endpoint URL from your R2 bucket page.
   - **Access Key ID**: Paste the ID you generated.
   - **Secret Access Key**: Paste the secret key you saved.
4. Click **Save**.



Set up the 'Get Report URL' node with the correct Public Development URL that you have in Cloudflare.







You can skip Step 7 & Step 8 if you don't want the report.