To keep your data-driven research process well-organized, you can use this sheet.

https://docs.google.com/spreadsheets/d/1UeBkaeGUaVfFRwknsUaDFktLJvQmrtrV3n38Vxp0YiA/copy

This sheet will help you get a deeper understanding of your niche.

I've done this countless times, and every time I do this, I still discover new topics, even after doing extensive manual research and developing a strong feel for the niche and its KWs.

This is the kind of effort lazy spammers won't put in, which will set your account apart, make it more sustainable, and ultimately more profitable.

While it's not a quick process, I highly recommend doing it at least once and after that redoing it every few months and adding new KWs, because new valuable (evergreen) trend KWs naturally emerge and you don't want to miss out on them.

Use this sheet to add all interests, trends, and KWs you find during your research.

Make sure to add any KW variations you find as well. For example, even if you already have 'boho interior design,' it's still worth adding 'interior design boho' so you can better organize and decide later if you want to target these variations as well—in most cases, I'd recommend it.