

Keyword Mapping Sheet: Page-to-Intent Matching

What is a Keyword Mapping Sheet?

A keyword mapping sheet is a structured framework that helps you align **specific keywords to the right pages** on your website. Instead of scattering keywords randomly, this process ensures that every page has a clear **primary keyword focus**, matches the **user's search intent**, and avoids content overlap or cannibalization.

Think of it as your **SEO blueprint** — a master plan that connects user needs, business goals, and content strategy.

Why is Keyword Mapping Important?

- **Eliminates Keyword Cannibalization:** Prevents multiple pages competing for the same keyword.
- **Strengthens Relevance Signals:** Makes it clear to Google which page should rank for which query.
- **Improves User Experience:** Matches search intent to content type (e.g., “buy” → product page, “how to” → blog guide).
- **Supports Funnel Strategy:** Ensures coverage across awareness (TOFU), consideration (MOFU), and decision (BOFU) stages.
- **Streamlines Content Planning:** Writers and marketers know exactly what each page should target.

✅ *Pro Tip from ScaledOn:* A keyword map saves time in the long run. Instead of guessing what each page should rank for, you create a strategic plan upfront.

How to Use the Keyword Mapping Sheet

1. List All Your Pages

Start with a crawl of your site (using Screaming Frog, Ahrefs, or Semrush) and drop your core URLs into the sheet. Include key pages like homepage, service/product pages, and cornerstone blog posts.

2. Assign a Primary Keyword

For each page, choose one **primary keyword** that best reflects the page's purpose. Example:

- [/ai-seo-strategy](#) → Primary Keyword: "AI SEO strategy"

3. Add Secondary Keywords

Identify supporting phrases that reinforce the topic. These should appear naturally in the copy and help you rank for long-tail searches.

4. Match Search Intent

Label the intent as **Informational, Navigational, Transactional, or Commercial Investigation**. Example:

- "How does AI change SEO?" = Informational
- "AI SEO services" = Transactional

5. Assign Funnel Stage & Persona

Mark whether the page supports TOFU (awareness), MOFU (consideration), or BOFU (decision). Note the target persona (student, marketer, CTO, etc.).

6. Fill in Metrics

Track **Monthly Search Volume (MSV)**, **Keyword Difficulty (KD)**, and **Current Ranking** to prioritize opportunities.

7. Define Content Type

Specify whether this keyword belongs on a **blog, landing page, product page, or FAQ**. This avoids misalignment between intent and format.

8. Plan Links & Next Steps

Identify internal pages to link from, external citations needed, and any updates required. Use the "Notes" column to assign tasks.

Example in Practice

- **URL:** /ai-seo-services
- **Primary Keyword:** AI SEO services
- **Secondary Keywords:** AI for search optimization, generative SEO
- **Intent:** Transactional
- **Funnel Stage:** BOFU (decision)
- **Persona:** Marketing Director at SaaS company
- **Content Type:** Service Landing Page
- **Internal Links:** Blog posts on “AI in SEO” and “Generative Search”
- **Next Steps:** Add FAQ schema, update CTAs

This mapping ensures the page attracts **decision-stage buyers** rather than ranking for broad informational queries.

Benefits at a Glance

- Prevents SEO mistakes like competing pages
 - Builds a clear, measurable content strategy
 - Connects every piece of content to both **search intent** and **business goals**
 - Helps teams scale content without losing focus
-

 **Download the Keyword Mapping Sheet (Template):**

 [Keyword Mapping Sheet \(Google Sheet\)](#)