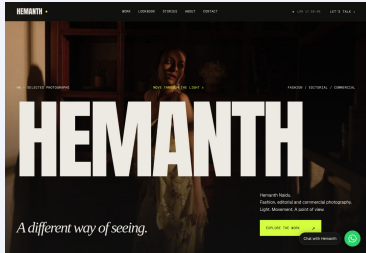


Search-intent planning worksheet

Build content around real customer questions.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 Collect questions from enquiries, conversations and existing site searches.
- 2 Group questions that need the same answer.
- 3 Match each group to an existing page or a justified new page.
- 4 Write useful answers before worrying about repeating a keyword.

EXAMPLE - ILLUSTRATIVE

How much does a booking website cost? may need a clear scope-and-pricing explanation, not a generic technology article.

CHECK YOUR RESULT

Does the proposed content directly answer the question?

Search-intent planning worksheet

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Customer question:**Underlying need:****Existing page:****Missing information:****Content owner:****DONE WHEN**

Does the proposed content directly answer the question?

FURTHER READING

[Google SEO Starter Guide](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.