

KEYWORD RESEARCH FORM

Website Address:

Date:

Website Description:

ALL DOMAIN NAMES (Redirected and separate. State age)

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PURPOSE OF SITE, AIMS (What do you want achieve)

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Target groups

----- group a	----- group b	----- group c	----- group d
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Keywords

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COMPETITOR SITES

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AVAILABLE CONTENT (Content and content classifications)

Include full content inventory and bench-marking current and competitor sites