

Landing Page Keyword Checklist

Use this checklist every time you select a keyword for a landing page. Broad keywords trigger informational SERPs where landing pages can't rank. Niche keywords trigger commercial SERPs where they can.

1

Check the SERP

- ☐ Search the target keyword in an incognito/private browser window
- ☐ Look at the top 5 organic results (ignore ads)
- ☐ Identify the page types: are they guides, explainers, Wikipedia, listicles? Or product pages, service pages, pricing pages?
- ☐ If top 5 are informational content, your landing page will not rank for this keyword. Move to Step 2.
- ☐ If top 5 are commercial/transactional pages, skip to Step 3.

The SERP is the only reliable intent classifier. Ignore intent labels from Ahrefs, Semrush, or any keyword tool. They are algorithmic guesses. The SERP is ground truth.

2

Narrow Until the SERP Turns Commercial

- ☐ Add your industry vertical (e.g. "for fintech", "for ecommerce")
- ☐ Add your solution type (e.g. "agency", "platform", "tool")
- ☐ Add a use case or audience (e.g. "for contractors", "for remote teams")
- ☐ Add a location if relevant (e.g. "in London", "Austin")
- ☐ Try comparison modifiers: "vs", "alternative to", "best"
- ☐ Re-check the SERP after each narrowing. Stop when the top 5 results are service/product pages.

Keep narrowing until every result on page 1 is a page like yours. That's your keyword.

3

Structure Every Section for RAG Retrieval

- ☐ Each H2 on the page is phrased as a specific question
- ☐ The first sentence after each H2 directly answers the question
- ☐ No preamble, no context-setting, no warm-up sentences before the answer
- ☐ Each H2 section is self-contained: it makes sense if extracted and read with zero surrounding context
- ☐ No section exceeds 150 words
- ☐ H2 sections cover one specific facet each, not broad sub-topics

AI answer engines chunk your page at H2 boundaries. Each chunk competes independently. A chunk that buries the answer in sentence 3 loses to a chunk that leads with it.

4

Digital PR (Only for Strategic Broad Keywords)

- ☐ You have identified one or two broad keywords that are critical to the business
- ☐ You have a story worth covering: original data, survey results, a newsworthy angle
- ☐ You have budget for sustained outreach to journalists and publications
- ☐ You understand this takes months, not weeks
- ☐ For all other keywords, use Steps 1-3 and target niche terms instead

Aggressive digital PR can override intent mismatch through backlink authority. It also builds entity signals for AEO. But it's expensive, slow, and requires genuine PR-worthy material. This is the exception, not the default strategy.

Target what you can win. Structure it so machines can read it.

Everything else is noise.