

Intent research and topic clustering

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

The SEO team, editors, and business owners determine the next page or article.

Starting materials

- List of customer services and needs
- Search Console queries when available
- Examples of search results for the topics reviewed

What you will prepare

Intent maps, topic clusters, and content priorities.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Collect the languages customers use

Take terms from inquiries, sales conversations, customer support, and searches that are already generating visits. Note the context: who is asking and what decision is being made. Volume from keyword tools can help with comparisons, but is not proof of purchasing power or guarantee of demand.

Read the requirements behind the query

“Website pricing” can mean finding a cost range, comparing scope, or setting up a budget. Check the search results to understand common answer forms, then make sure you’re still providing useful value. Label the intent as a hypothesis if the evidence is not yet strong; don’t conclude all short queries are transactional.

Group them based on the answers required

Combine questions that can be answered by one coherent page. Separate when the needs, evidence, or processes are different. A single article can support a service page without copying its contents. Create internal relationships based on context; no need to repeat the anchor exactly the same in every paragraph.

Choose priority from benefits and capabilities

Consider the relevance of the service, unanswered questions, available evidence, and updateability of the content. Prioritize work that can be completed with good quality. After publication, review the query and quality of inquiry for an adequate period. Don’t publish city pages or keyword variations whose content is nearly identical.

Connect steps to real decisions.

Enterprise website provider practice: some questions about costs can be in one guide, while integration specifications require their own explanation.

Query/question	Interpreted needs	Content objectives
Company website costs	Understand cost and scope factors	Budget guide
What do you prepare before creating a website?	Reduce project ambiguity	Playbook briefs
Website integration into CRM	Assess feasibility and data flow	Integration page
Examples of similar project results	Check relevant experience	Case studies with context

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Create one page per keyword

Group similar needs together and avoid variations that don't add value.

Choose topics only from volume

Suitability of service and quality of answers often determines usability for business.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Questions and sources

02 Intent hypothesis

03 Main page

04 Supporting content

05 Available evidence

06 Priorities and reasons

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Questions have a source or assumption label

Volume is not equated with lead value

Pages within a cluster have different roles

Evidence and editorial capacity are considered

Internal links are relevant to readers

Frequently asked questions

Not always to start with. Customer data, Search Console, and observations of search results can form an initial map.

When the reader needs a different answer, proof, or action; not just because the terms are different.

Referral & usage limits

- Google Search Essentials ■

- Google: useful content ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.