#	High Level Topics		Ask Yourself...
1	Tea		What is your product about?
2	Tea flavors		What problem does your product solve?
3	Tea preparation		What do your customers need to know?
4	Tea ceremonies		What would you want to be the authority on?
5	Tea history		
6	Energy		**Come up with 3-10!**
7			
8			Good example: "fasting"
9			Too narrow: "five day water fast results"
10			Too broad: "health"

Keyword	Volume	Difficulty			#	Guide
					1	Take your High Level topics, plug each of them in to ahrefs Keyword Explorer, and see all their related KWs
					2	Other tools besides ahrefs? kwfinder.com is good too, you'll have to adapt from here
					3	You want the KWs that ahrefs says pages "also rank for"
					4	You might also want to check for different variations or phrasings that have higher volume to make your new targets
					5	To reduce the list a bit, filter for volume > 200
					6	For each list of "also rank for," download the excel spreadsheets
					7	Paste the KWs and their Volumes and Difficulties into this tab of the spreadsheet
					8	ALT: You can just write them out in your spreadsheet as you go… but that is a bit slower

Keyword	Week (1-13)	Outline		#	Guide
				1	Focus on some big, cornerstone content early so you can keep linking back to it and improving it
				2	Do related content in series so you can interlink easily, and build an email funnel
				3	Put some lower-difficulty topics earlier since they'll be easier to rank for earlier on, more longer tail
				4	**Find subtopics for the articles (at your own pace)**
				5	Open a blank doc for your topic
				6	Go to ahrefs Keyword Explorer (or Clearscope)
				7	Plug each topic in (you can do this in bulk)
				8	Write down the related KWs in the "also rank for" that seem relevant to your article that you should try to include
				9	**Create outlines for your topics**
				10	See how the subtopics would naturally fit into the article
				11	Put them in some order based on how they should be included, cluster them together

Root Term ↓	Theme →	benefits	how to make		#	Guide
red tea		red tea benefits	how to make red tea		1	Add your root terms down column A
black tea		black tea benefits	how to make black tea		2	Add your theme modifiers across row 1
		benefits	how to make		3	Modify the =CONCATENATE formula to generate the keyword
		benefits	how to make		4	Make sure you lock the theme cell using $ symbols like the example:
		benefits	how to make			Example (theme modifier first): =CONCATENATE(D1," ",A2)
		benefits	how to make			Example (root term first): =CONCATENATE(A2," ",C1)
		benefits	how to make		5	Drag the formula down by the bottom right corner
		benefits	how to make		6	Copy into ahrefs Keyword Explorer
		benefits	how to make		7	Filter keywords by Traffic and Difficulty
		benefits	how to make		8	Export keywords and add them to your list
		benefits	how to make			
		benefits	how to make			**Do not delete the formulas in grey cells, they auto-generate your keywords**
		benefits	how to make			
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