

FREE GUIDE

Bottom-of-Funnel Keywords

Workbook

The only SEO strategy authors and creators actually need. Find low-competition, high-intent keywords that bring readers ready to buy.

WHOISJONRAY

whoisjonray.com/seo-for-authors

Before You Begin

Complete this page before listening to the audio. Be honest about where you're starting from.

What have you tried so far with SEO? (Check all that apply)

- Blogging consistently (weekly or monthly posts)
- Keyword research and optimization
- Hired an SEO agency or consultant
- Took an SEO course
- Basically nothing (not sure where to start)

What's your current Domain Authority? (Use the free [MozBar extension](#) to check)

What's the #1 thing you want people to find you for?

What's the main action you want visitors to take? (buy book, join email list, book a call, etc.)

Your Topic Universe

List everything your work covers. Every chapter topic. Every problem you solve. Every concept you teach. Don't filter. Just brainstorm.

Your Main Topics/Themes

Specific Problems You Help People Solve

Audiences or Niches You Serve

Keyword Pattern Formulas

Use these patterns to generate keyword ideas. Fill in the blanks with your topics from the previous page.

[Your Topic] + for + [Specific Audience]

Example: "shadow work for creatives" or "journaling prompts for memoir writers"

[Your Topic] + for + [Specific Problem]

Example: "meditation for writer's block" or "exercises for processing grief"

[Format] + [Your Topic]

Example: "guided meditation for creativity" or "printable journaling workbook"

[Similar Approach] + alternative

Example: "Morning Pages alternative" or "The Artist's Way alternative"

More Keyword Patterns

Best + [Your Topic] + for + [Use Case]

Example: "best books for spiritual awakening" or "best meditation for anxiety"

[Your Topic] + [Location] (if you do local events)

Example: "writing retreat California" or "author coaching Austin"

[Specific Question Your Audience Asks]

Example: "how do I release creative blocks" or "why do I self-sabotage my writing"

Pro Tip:

Think about what people ask you in DMs, emails, or at events. Those questions are often perfect BOFU keywords.

Keyword Validation Sheet

For each keyword, search it in Google (incognito mode) and fill in this table. Only move forward with keywords that pass all three filters.

Keyword	Top Results DA	Competition?	Buyer Intent?

DA Check: Use [MozBar](#). If top results have DA within 15 points of yours, it's in play.

Competition: Low = smaller blogs ranking. High = major publications, Amazon, Wikipedia.

Intent: Are they ready to buy/sign up, or just browsing?

BOFU Landing Page Planner

Plan your first landing page. Use this template for each keyword you're targeting.

Target Keyword:

Page Title (60 characters max, keyword at beginning):

URL Slug (example: /shadow-work-for-creatives):

H1 Headline:

Opening Paragraph (include keyword in first sentence):

What problem does this solve? (2-3 sentences):

Landing Page Planner (continued)

What do they get / What's included?

Social proof / Why should they trust you?

Call to Action (one clear next step):

On-Page SEO Checklist

- Keyword in page title (beginning)
- Keyword in URL slug
- Keyword in H1 headline
- Keyword in first paragraph
- Keyword in meta description
- Keyword in at least one image alt text
- Page submitted to Google Search Console

7-Day Action Plan

One page per week. Track your progress here.

Day	Task	Done?
1-2	Brainstorm keyword list using patterns	<input type="checkbox"/>
3	Validate top 10 keywords (check DA, competition, intent)	<input type="checkbox"/>
4-5	Write and design your first BOFU landing page	<input type="checkbox"/>
6	Publish page + submit to Google Search Console	<input type="checkbox"/>
7	Review and plan next week's keyword/page	<input type="checkbox"/>

End of Week Reflection

What keyword did you target?

What did you learn from validating keywords?

What's your plan for next week?

What's Next

One page done right beats a hundred blog posts. Keep going.

Signs the strategy is working:

- Google Search Console shows impressions for your target keywords
- You're ranking on page 1-3 for at least one BOFU keyword
- Traffic from organic search is converting (email signups, purchases)
- You're getting inquiries from people who found you through search

Your next 3 keywords to target:

Want Done-For-You Research?

I'll research your exact niche, identify the best BOFU keywords for your domain authority, and deliver a custom keyword map you can execute immediately.

whoisjonray.com/seo-for-authors

Questions? Reply to your welcome email.
whoisjonray.com/seo-for-authors