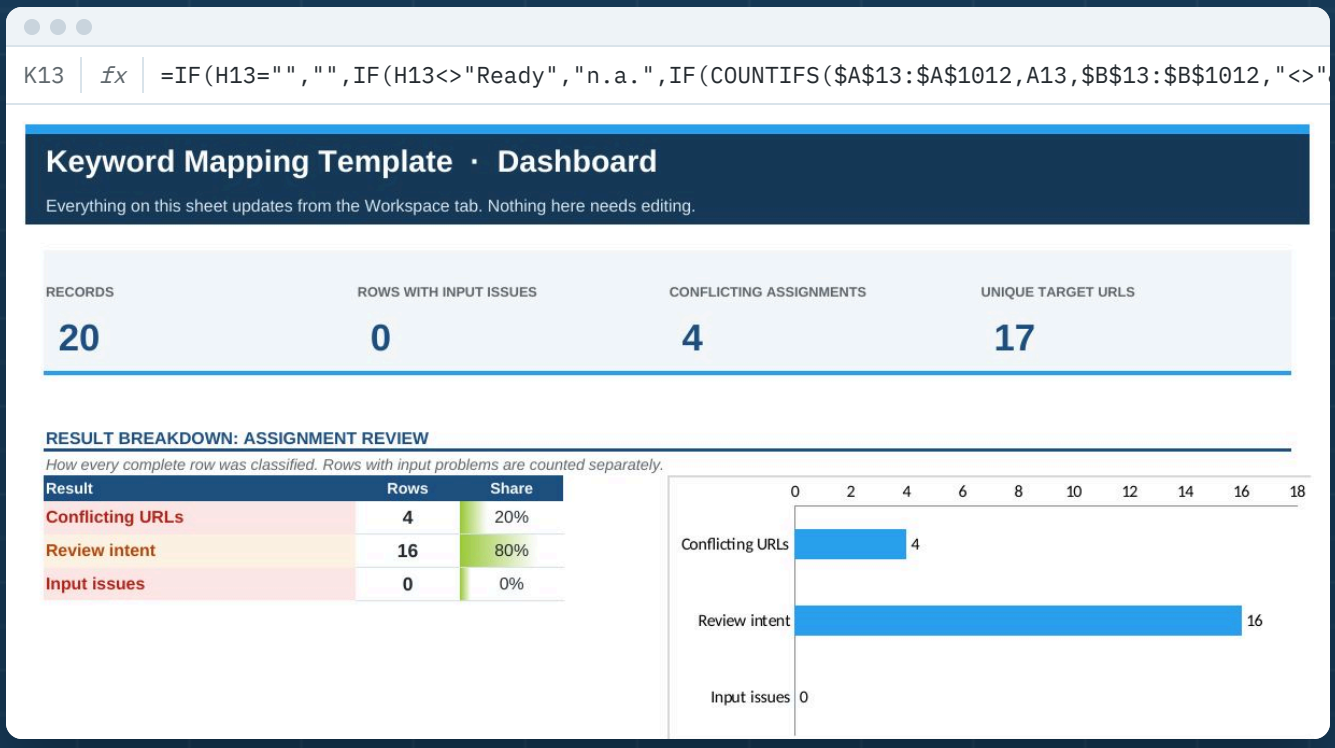
OptimizationTheory.com

Keyword Research Toolkit, resource 02

Keyword Mapping Template

Assign every keyword to exactly one URL and catch conflicting assignments before they become cannibalization.

Built for the DataForSEO API: Labs: Ranked Keywords



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which single URL should own each keyword, and where your map assigns the same query to two different pages.

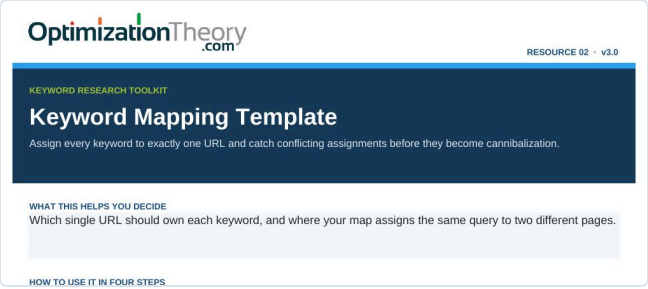
A keyword map is the contract between your keyword research and your site architecture. It says, for every query you care about, which one page is responsible for ranking. When that contract is missing, two writers target the same query, a category page and a blog post compete, and Google picks whichever it likes on a given day.

This keyword mapping template keeps the map in one table: keyword, target URL, cluster, intent, volume and owner. Formulas count how many times each keyword appears, how many keywords each URL carries, and flag any keyword assigned to more than one URL as Conflicting URLs. The Dashboard lists every conflict so you can resolve them before they show up in Search Console.

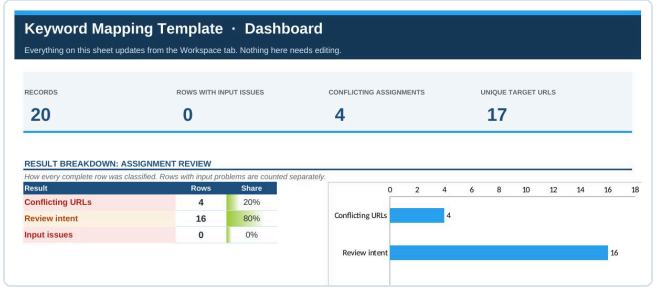
Who it's for

- SEOs building or cleaning up a site's information architecture
- Content teams that need a single source of truth for who owns which topic
- Migrations, where every keyword needs a destination on the new site
- Agencies handing a clear page-by-page plan to a client

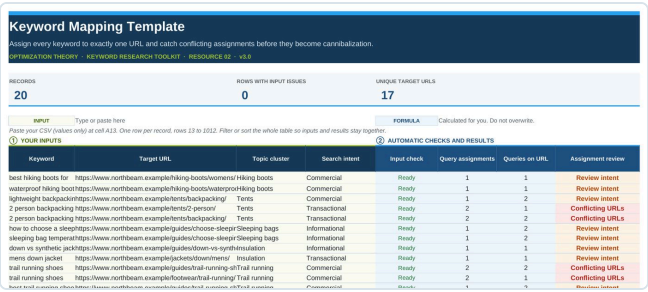
What's in the workbook



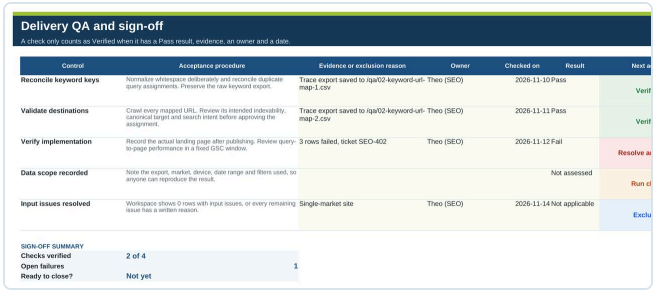
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 1,000 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Query assignments counts how many rows share the same keyword. Queries on URL counts how many keywords point at the same URL, which helps you spot overloaded pages. Assignment review returns Conflicting URLs whenever the same keyword is mapped to a different URL anywhere in the table, otherwise Review intent as a reminder to check the match.

The key formula, as written in the workbook

```
=IF(H13="","",IF(H13<>"Ready","n.a.",IF(COUNTIFS($A$13:$A$1012,A13,$B$13:$B$1012,"<>"&B13)>0,"Confli
cting URLs","Review intent")))
```

Result column	Plain-English formula	What it tells you
Query assignments	COUNTIFS(all Keyword,Keyword)	Number of rows assigning this exact keyword.
Queries on URL	COUNTIFS(all Target URL,Target URL)	Number of keyword rows assigned to this URL. Several supporting queries can be intentional.
Assignment review	IF(COUNTIFS(all Keyword,Keyword,all Target URL," ≠ "&Target URL)>0,"Conflicting URLs","Review intent")	Flags the same exact keyword assigned to different URLs.

The results you'll see

Conflicting URLs Review intent

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1 List your target keywords

Paste keywords with search volume, one per row. Include the ones you already rank for, not just new targets.

2 Assign one target URL each

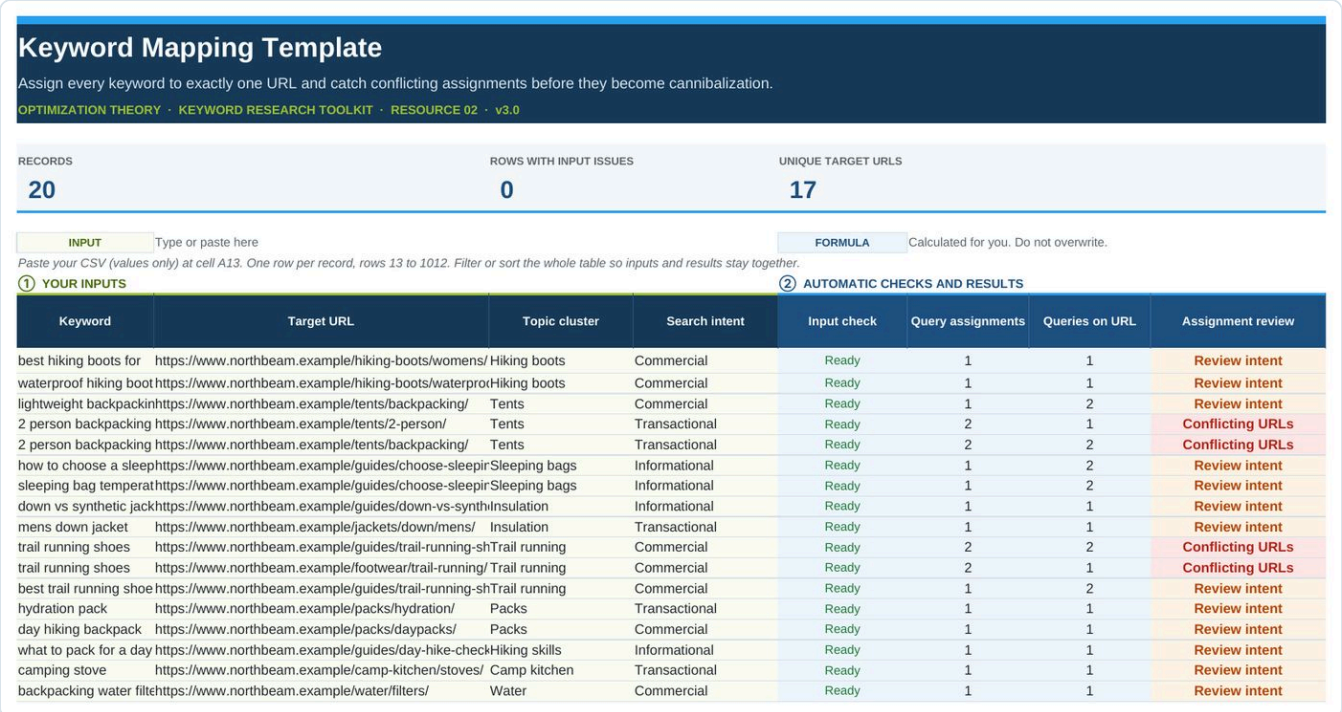
Choose the existing or planned URL that best matches the intent. Use the cluster column to group keywords that belong on the same page.

3 Label intent and owner

Pick an intent from the dropdown (informational, commercial, transactional, navigational, local) and name the person responsible for that page.

4 Resolve every conflict

Open the Dashboard action list. Each row is a keyword mapped to more than one URL. Pick one owner page and plan internal links or consolidation for the other.



Keyword Mapping Template

Assign every keyword to exactly one URL and catch conflicting assignments before they become cannibalization.

OPTIMIZATION THEORY · KEYWORD RESEARCH TOOLKIT · RESOURCE 02 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	UNIQUE TARGET URLS
20	0	17

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 1012. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Keyword	Target URL	Topic cluster	Search intent	Input check	Query assignments	Queries on URL	Assignment review
best hiking boots for	https://www.northbeam.example/hiking-boots/womens/	Hiking boots	Commercial	Ready	1	1	Review intent
waterproof hiking boot	https://www.northbeam.example/hiking-boots/waterpro	Hiking boots	Commercial	Ready	1	1	Review intent
lightweight backpackin	https://www.northbeam.example/tents/backpacking/	Tents	Commercial	Ready	1	2	Review intent
2 person backpacking	https://www.northbeam.example/tents/2-person/	Tents	Transactional	Ready	2	1	Conflicting URLs
2 person backpacking	https://www.northbeam.example/tents/backpacking/	Tents	Transactional	Ready	2	2	Conflicting URLs
how to choose a sleep	https://www.northbeam.example/guides/choose-sleepir	Sleeping bags	Informational	Ready	1	2	Review intent
sleeping bag temperat	https://www.northbeam.example/guides/choose-sleepir	Sleeping bags	Informational	Ready	1	2	Review intent
down vs synthetic jack	https://www.northbeam.example/guides/down-vs-synth	Insulation	Informational	Ready	1	1	Review intent
mens down jacket	https://www.northbeam.example/jackets/down/mens/	Insulation	Transactional	Ready	1	1	Review intent
trail running shoes	https://www.northbeam.example/guides/trail-running-sh	Trail running	Commercial	Ready	2	2	Conflicting URLs
trail running shoes	https://www.northbeam.example/footwear/trail-running/	Trail running	Commercial	Ready	2	1	Conflicting URLs
best trail running shoe	https://www.northbeam.example/guides/trail-running-sh	Trail running	Commercial	Ready	1	2	Review intent
hydration pack	https://www.northbeam.example/packs/hydration/	Packs	Transactional	Ready	1	1	Review intent
day hiking backpack	https://www.northbeam.example/packs/daypacks/	Packs	Commercial	Ready	1	1	Review intent
what to pack for a day	https://www.northbeam.example/guides/day-hike-check	Hiking skills	Informational	Ready	1	1	Review intent
camping stove	https://www.northbeam.example/camp-kitchen/stoves/	Camp kitchen	Transactional	Ready	1	1	Review intent
backpacking water filte	https://www.northbeam.example/water/filters/	Water	Commercial	Ready	1	1	Review intent

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO Labs: Ranked Keywords**: every keyword a domain ranks for, with its ranking URL, position and volume.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/dataforseo_labs/google/ranked_keywords/live
[
  {
    "target": "yourdomain.com",
    "location_code": 2840,
    "language_code": "en",
    "limit": 1000
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 02 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Keyword, Target URL, Search intent, Monthly searches	Topic cluster, Owner

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`target_url`	Target URL	The intended canonical landing page.	DataForSEO: url
`cluster`	Topic cluster	Human-approved group based on intent and SERP review.	Your records or manual review
`intent`	Search intent	Informational, commercial, navigational or transactional.	DataForSEO: intent
`search_volume`	Monthly searches	Provider monthly search-volume estimate. Use one market, language and source date.	DataForSEO: search_volume
`owner`	Owner	Person accountable for the next action.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

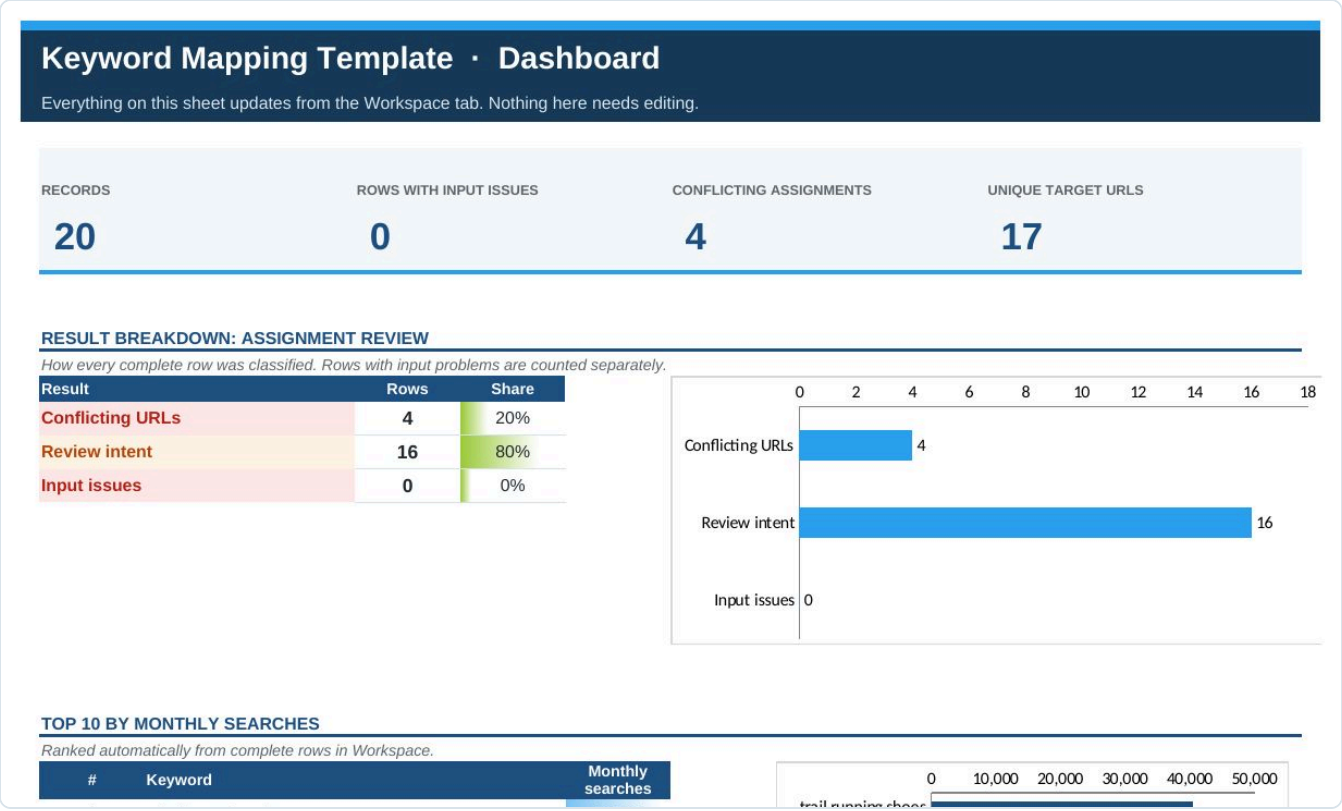
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 20 example rows.

20	0	4	17
Records	Rows with input issues	Conflicting assignments	Unique target URLs

Two keywords in the example were mapped twice by different people, which is exactly how cannibalization starts in real teams. The conflicts surface on the Dashboard immediately.

Top 10 by monthly searches

#	Keyword	Monthly searches
1	trail running shoes	40,500
2	trail running shoes	40,500
3	rain jacket womens	27,100
4	waterproof hiking boots	22,200
5	mens down jacket	18,100



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Multiple queries on one page are normal when they share intent. Multiple destinations for the same query deserve a review.

Limits. This catches mapping conflicts, not ranking cannibalization. Use resource 22 for measured page competition.

Mistakes to avoid

Mapping by keyword instead of by intent. Two keywords with the same SERP belong on the same page even if the words differ. Cluster first, then map the cluster.

Overloading one URL. If Queries on URL climbs into the dozens for a single page, it's usually covering several intents. Consider splitting it.

Leaving planned pages blank. Give planned pages a URL now, even if it's a placeholder. Blank targets hide gaps in your plan.

Tips from the field

Use the SERP overlap template to decide which keywords share a page before you map.

Export the map as CSV and join it to Search Console data to see which pages rank for queries mapped elsewhere.

Revisit the map after every content audit, since merged and retired URLs change ownership.

Questions people ask

What is keyword mapping in SEO?

Keyword mapping is assigning each target keyword, or keyword cluster, to the one page on your site that should rank for it. It prevents internal competition and shows where new pages are needed.

How many keywords should map to one page?

As many as share the same search intent and SERP. A page commonly owns one primary keyword and a handful to a few dozen close variants.

How does the template detect conflicts?

It counts rows where the same keyword is assigned to a different URL. Any keyword with more than one target URL is flagged as Conflicting URLs.

Can I use this for a site migration?

Yes. Map keywords to the new URLs, then use the redirect mapping template to make sure every old URL that ranked for those keywords points at the right destination.

Templates that work well with this one

SERP Overlap Keyword Clustering Template

Decide whether two keywords belong on one page or two by measuring how much their Google results overlap.

Keyword Prioritization Template

Rank every keyword by the profit it could add per hour of work, not by search volume alone.

Keyword Cannibalization Checker Template

Find queries splitting clicks across two URLs, check whether intent really overlaps and decide whether to consolidate.

Site Migration URL Inventory Template

Inventory every legacy URL with its traffic, profit and links, assign a destination and catch risky retirements.

Content Audit Template

Score every URL by lost clicks, conversions and links, choose keep, refresh, merge or retire, and catch the risky calls.

Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

Read the full tutorial online: **optimizationtheory.com/download-view/keyword-mapping-template/**
Get all six templates in the **Keyword Research Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.