

Keyword-to-URL Mapping Sheet

Internal SEO Reference |
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Purpose: This document maps target keywords to canonical URLs for SEO, internal linking, and paid search campaigns. Use it to ensure consistent URL targeting across all channels. Update quarterly or when URLs change.

1. Homepage & Brand Keywords

Core brand terms that should always resolve to the homepage or primary landing page.

Keyword / Phrase	Target URL	Page Title	Priority	Content Type	Notes
YourBrand	/	Home – YourBrand	High	Homepage	Exact brand name
YourBrand official site	/	Home – YourBrand	High	Homepage	Branded search
YourBrand login	/login	Sign In – YourBrand	High	Auth Page	Returning users
YourBrand pricing	/pricing	Plans & Pricing – YourBrand	High	Pricing Page	High-intent
YourBrand reviews	/testimonials	Customer Reviews – YourBrand	Medium	Social Proof	Trust signals

2. Product / Service Keywords

Commercial-intent queries mapped to specific product or service pages.

Keyword / Phrase	Target URL	Page Title	Priority	Content Type	Notes
best project management tool	/products/project-manager	Project Manager – YourBrand	High	Product Page	Primary product
task tracking software	/products/task-tracker	Task Tracker – YourBrand	High	Product Page	Core feature
team collaboration app	/products/collaboration	Team Collaboration – YourBrand	High	Product Page	Broad match
online invoicing tool	/products/invoicing	Invoicing – YourBrand	Medium	Product Page	Secondary product
CRM for small business	/products/crm	CRM Software – YourBrand	Medium	Product Page	SMB segment
free time tracker	/products/time-tracker	Time Tracker – YourBrand	Low	Freemium Page	Freemium funnel

3. Informational / Blog Keywords

Top-of-funnel queries mapped to blog posts or resource articles.

Keyword / Phrase	Target URL	Page Title	Priority	Content Type	Notes
how to manage remote teams	/blog/manage-remote-teams	How to Manage Remote Teams	High	Blog Post	High-volume
project management tips	/blog/pm-tips	10 Project Management Tips	High	Blog Post	Listicle
agile vs scrum differences	/blog/agile-vs-scrum	Agile vs Scrum Explained	Medium	Blog Post	Comparison
what is a Gantt chart	/blog/what-is-gantt-chart	What Is a Gantt Chart?	Medium	Blog Post	Definition
benefits of task management	/blog/task-management-benefits	Benefits of Task Management	Low	Blog Post	Awareness
how to write a project brief	/blog/project-brief-guide	How to Write a Project Brief	Low	Blog Post	Guide

4. Comparison & Alternative Keywords

High-intent queries from users comparing solutions. Map to dedicated comparison or landing pages.

Keyword / Phrase	Target URL	Page Title	Priority	Content Type	Notes
YourBrand vs Competitor A	/compare/competitor-a	YourBrand vs Competitor A	High	Comparison	Direct competitor
YourBrand vs Competitor B	/compare/competitor-b	YourBrand vs Competitor B	High	Comparison	Direct competitor
Competitor A alternative	/compare/competitor-a	Best Competitor A Alternative	High	Landing Page	Steal traffic
best Asana alternative	/compare/asana-alt	Best Asana Alternative 2025	Medium	Landing Page	Brand-adjacent
Monday.com competitor	/compare/monday-alt	Monday.com Competitors	Medium	Comparison	Awareness stage

5. Use-Case & Industry Keywords

Segment-specific queries targeting verticals or job roles.

Keyword / Phrase	Target URL	Page Title	Priority	Content Type	Notes
project management for marketing teams	/use-cases/marketing	Marketing Teams – YourBrand	High	Use Case	Vertical page
construction project management	/use-cases/construction	Construction PM – YourBrand	High	Use Case	Vertical page
project tool for agencies	/use-cases/agencies	Agencies – YourBrand	Medium	Use Case	Agency segment
nonprofit task management	/use-cases/nonprofit	Nonprofits – YourBrand	Low	Use Case	Niche vertical

Keyword / Phrase	Target URL	Page Title	Priority	Content Type	Notes
project management for freelancers	/use-cases/freelancers	Freelancers – YourBrand	Medium	Use Case	SMB segment

Priority Legend:

High – Primary target, high search volume / conversion intent

Medium – Secondary target, moderate volume

Low – Supporting content, niche or low volume