

HOW-TO GUIDE

How to Group Keywords: Step-by-Step Guide [2026]

Key insights and actionable frameworks



Overview

What Is Keyword Grouping?

Keyword grouping (or clustering) is the process of organizing hundreds or thousands of keywords into logical groups, with each group mapping to a single page on your site. The goal is to ensure that: Each page targets a focused cluster of related keywords No two pages compete for the same keyword (c

STEPS 1 - 2

S1 How Do I Group Keywords Step-by-Step?

Step 1: Build Your Master Keyword List Gather all your keywords from multiple sources: Google Search Console , Queries you already rank for SEMrush / Ahrefs , Competitor keywords, keyword gap analysis Google Keyword Planner , Search volume, and variations People Also Ask , Question-based queries Aut

S2 What Are the Best Tools for Keyword Grouping?

Free Tools Google Search Console , Find which queries already lead to which pages Google Sheets + Manual SERP Check , Time-intensive but accurate KeywordCupid (free tier) , Basic SERP-based clustering Paid Tools SEMrush Keyword Manager , Built-in clustering feature Ahrefs Keywords Explorer , Parent

S3 What Are Common Keyword Grouping Mistakes?

Grouping by Topic Only, Ignoring Intent " SEO pricing " (transactional) and " what is SEO " (informational) are the same topic but have completely different intents. Creating Too Many Small Clusters If a cluster has only 1-2 keywords with minimal search volume, it may not justify a dedicated page. M

S4 What Are Expert Tips for Keyword Grouping?

Start with your money pages : Group keywords for your highest-converting pages first. These have the most direct business impact. Use the parent topic concept : Ahrefs' "parent topic" feature quickly identifies which keywords share ranking potential.

S5 Conclusion

Keyword grouping is the foundation of a scalable SEO strategy. By clustering keywords based on search intent and SERP similarity, you ensure that every page on your site targets a clear set of related queries. This reduces keyword cannibalization, improves topical authority, and helps search engines

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