

SEO, SIMPLY | WORKING SERIES TITLE

VOLUME 2

Know Your Topic, Know Your Reader

A plain-language guide to choosing a focus,
finding real questions, and building a content
plan people can follow.

by **Yukesh Chaudhary**

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Use this book to make decisions

SEO becomes simpler when you stop asking, “What should I write?” and start asking, “Who am I helping, and what do they need next?”

This is a workbook, not a rulebook.

Read one chapter. Complete the exercise. Make one choice for your own site. By the end, you will have a focused topic, a bank of real questions, a simple content map, and a publishing rhythm you can keep.

What this volume covers

- How to choose a clear subject without making your site too narrow.
- How to collect useful questions without paying for research tools.
- How to turn a long list of questions into sensible topic groups.
- How to connect one main guide to smaller, focused articles.
- How to publish steadily without exhausting yourself.

A note on originality

This book is an original guide written for beginners. It draws on public search guidance, reader-research practice, and my own way of turning those ideas into a usable workflow. Public references appear at the end.

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ABOUT THE AUTHOR

Making SEO easier to understand

Yukesh Chaudhary writes about search, publishing, and digital growth in plain language.

He believes SEO should help a real person finish a real task. A page should not exist only because a keyword appears popular. It should answer a useful question, show its reasoning, and guide the reader toward the next sensible step.

This series turns that belief into practical work. The language is simple on purpose. The examples use everyday businesses, hobbies, and problems so that the ideas can be understood before they are applied.

THE APPROACH

Think clearly. Organize carefully. Publish usefully. Measure honestly.

Those four habits matter more than collecting complicated terms.

About this series

SEO, Simply is the working title for a five-volume learning series. Each volume is designed to stand alone, while the full set takes a reader from the basic purpose of search through research, writing, on-page work, measurement, and lessons from practice.

Find future guides and updates at <https://www.yukesh.com.np>.

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Five chapters, one useful result

Your finished result is not a giant spreadsheet. It is a short plan you can explain to another person in two minutes.

Each chapter ends with a “Try this” exercise. Use a notebook, a blank document, or printed pages. The tool does not matter. The decisions do.

THE CENTRAL IDEA

A useful page joins two truths

You need a topic you can explain well and a reader whose problem you understand.

TRUTH 1**Your subject**

What can your site cover with real knowledge, useful examples, and steady attention?

TRUTH 2**Your reader**

What is the person trying to learn, compare, decide, fix, or do?

A subject you can cover well

A task the reader wants to finish

A page worth
publishing

Miss the first truth and your site becomes shallow. Miss the second and your site becomes a private notebook that nobody needs.

EVERYDAY EXAMPLE

A home gardener knows how to grow vegetables in small spaces. A reader wants to know why tomato leaves are turning yellow. The useful page sits where that knowledge and that question meet.

Google's public guidance asks whether a site has an intended audience, a primary focus, first-hand knowledge, and content that helps someone achieve a goal. Those are not tricks. They are a useful test for every page you plan.

01

CHAPTER ONE

Pick what your site is about

Focus does not mean you can write only one article. It means your articles belong to the same useful promise.

Imagine two shops. One shop sells bicycles, notebooks, cooking pans, phone chargers, and pet food. The other shop repairs bicycles and stocks the parts riders often need. Which shop would you ask about a clicking gear?

The second shop earns trust faster because its purpose is clear. A focused website works the same way. Readers quickly understand what they can get from you. You also know what to research, what to publish, and what to leave alone.

Use the one trusted shop idea

Your goal is not to become the biggest shop. Your goal is to become the shop a particular reader remembers for a particular kind of help.

Focus is a promise

“Gardening” is a subject. “Helping apartment renters grow food in small spaces” is a promise. The promise names the topic, the reader, and the change you help create.

EVERYDAY EXAMPLE

A general travel blog competes for attention across the world. A site that helps first-time hikers plan safe weekend walks around Kathmandu has a clearer promise and a more believable starting point.

A BOUNDARY CREATES CLARITY

Decide what belongs and what does not

A useful focus has a center and an edge. The center is the work you want to be known for. The edge protects you from publishing every idea that looks popular.

Write a one-sentence promise

Use this pattern: **We help [reader] do [valuable task] with [subject or approach].**

EXAMPLE

"We help new café owners create simple menus that are easy to price, prepare, and explain."

Use three boundary questions

1. **Can the same reader need this?** A café owner may need menu pricing and kitchen workflow. They probably do not need celebrity news from the same site.
2. **Does it support the same outcome?** A guide to food costs supports a profitable menu. A guide to choosing office curtains does not.
3. **Can I add something useful?** If you have no experience, evidence, or clear explanation to add, research first or leave it out.

A narrow start can grow later.

Start with a promise you can keep. Expand only when readers repeatedly need an adjacent topic and you can cover it well.

A boundary is not permanent. It is a working decision that should change when real reader evidence changes.

TRY THIS | 20 MINUTES

Write your topic promise

Complete the lines without using words such as “everyone,” “everything,” or “all.” Specific is useful.

My main reader is:

They are trying to:

I can help because:

My site will mainly cover:

Now test the edge

Write three subjects that belong and three tempting subjects that do not belong yet.

Inside the focus

1. _____
2. _____
3. _____

Outside for now

1. _____
2. _____
3. _____

A QUICK QUALITY CHECK

Read your promise to someone who knows nothing about the site. Ask them, “What do you expect to find here?” If their answer surprises you, simplify the promise.

- ☐ I named a real kind of reader.
- ☐ I named a useful task or outcome.
- ☐ I can explain why my site is a sensible source.
- ☐ I know one subject I will not publish yet.

02

CHAPTER TWO

Find what people actually ask

A question is more useful than a keyword when it reveals the job behind the search.

“Running shoes” names a thing. “How do I choose running shoes for flat feet?” reveals a person, a concern, and a decision. The second version gives you something to answer.

You do not need a paid tool to begin. You need a place to record questions and the discipline to observe the words people already use.

Collect first. Judge later.

During research, capture the exact wording. Do not rewrite every question into professional language. The awkward phrase may show what the person understands, fears, or assumes.

Look for the task behind the words

Most useful questions ask for one of these actions:

Learn or fix

What is it? How does it work? Why did this happen? How can I repair it?

Choose or act

Which option fits me? What does it cost? Where do I start? What should I do next?

EVERYDAY EXAMPLE

“Rice cooker steam leak” sounds like three words. The likely task is: “My cooker is leaking steam from the side. Is the seal dirty, damaged, or unsafe?” That task suggests the page’s real job.

QUESTION RESEARCH WITHOUT PAID TOOLS

Listen in four useful places

1

Search suggestions

Type the beginning of a natural question into Google and note the suggestions that appear. Treat them as clues, not exact demand numbers.

2

People Also Ask

Open relevant questions and notice the follow-up questions. Do not copy answers. Record the different needs and levels of detail.

3

Forums, comments, and communities

Look for repeated problems, confusing terms, failed attempts, and the words people use when they ask for help. Respect community rules and privacy.

4

Your own readers

Ask customers, subscribers, friends, or support staff: “What was confusing before you started?” Direct questions often reveal needs a tool cannot see.

EVERYDAY EXAMPLE

A baker notices three comments asking why bread becomes dense. A search suggestion adds “after cooling.” A customer says, “Mine rises, then falls.” Together, these clues suggest a troubleshooting guide with separate causes.

Search results change by place, time, device, and person. Use them as observation, not as a complete map of demand.

BUILD A USEFUL QUESTION BANK

Record meaning, not just phrases

Use four columns. The last two stop your list from becoming a pile of disconnected wording.

Exact question	Where found	Likely task	What is unclear?
Why does my basil turn black?	Reader comment	Diagnose a plant problem	Cold, disease, or watering?
Can basil grow indoors?	Search suggestion	Judge feasibility	Light and pot needs
How often should I water basil?	Forum thread	Follow a care routine	Season and pot size

TRY THIS | 30 MINUTES

Collect 20 real questions

1. Choose one subject inside your topic promise.
2. Collect five questions from each of the four sources on page 10.
3. Keep the original wording.
4. Write the likely task beside every question.
5. Mark assumptions with a question mark instead of pretending they are facts.

Do not chase volume yet

A beginner does not need 10,000 keywords. Twenty well-understood questions are enough to learn the grouping method in the next chapter.

- ☐ I captured real language.
- ☐ I wrote the task behind each question.
- ☐ I kept evidence separate from my assumptions.

03

CHAPTER THREE

Group questions into topics

A topic is a useful pile of questions that belong to the same reader task or decision.

Imagine emptying a drawer full of tools onto a table. You could sort them by color, but that would not help you work. It is more useful to group tools by purpose: measuring, cutting, fastening, and repairing.

Question grouping works the same way. Do not group only because two phrases share a word. Group because one page, guide, or learning path could help the reader complete the same task.

Meaning beats matching words.

“Best camera for travel” and “lightweight camera for hiking” may belong together because both support a portable-camera decision. “How camera sensors work” contains the same noun but serves a different learning task.

Use three clues

- **Same goal:** The reader wants the same outcome.
- **Same situation:** The reader has similar limits, experience, or context.
- **Same answer path:** The explanation needs the same core facts or steps.

Two questions can be related without belonging on the same page. Your aim is not to squeeze everything together. Your aim is to make each group useful and distinct.

A SIMPLE FOUR-PASS METHOD

Sort with sticky notes or rows

1

Remove clear duplicates

Keep one main wording and save useful variations beside it.

2

Name the task

Write a verb such as learn, compare, choose, fix, buy, visit, or calculate.

3

Make rough piles

Place questions together when they support the same task in a similar situation.

4

Name each pile in reader language

Use “Choosing a first bicycle,” not “bicycle acquisition cluster.” Plain labels improve decisions.

Question	Task	Topic pile
What size bicycle do I need?	Choose	Choosing a first bicycle
Hybrid or mountain bike for city roads?	Compare	Choosing a first bicycle
How often should I oil the chain?	Maintain	Basic bicycle care
Why do my brakes squeak?	Fix	Basic bicycle care

DECISION RULE

If two questions could share most of the same answer, keep them close. If combining them would force the reader through an unrelated section, separate them.

TRY THIS | 30 MINUTES

Turn 20 questions into 3 to 6 piles

1. Write each question on a separate note or spreadsheet row.
2. Add one task verb.
3. Move similar tasks together.
4. Name each pile with words a reader would understand.
5. Circle questions that do not fit. Keep them in a “later” list.

Test every pile

Complete this sentence: “A reader enters this topic because they want to ____.” If the blank needs two unrelated actions, split the pile.

Strong pile

Name: Fixing weak Wi-Fi

Reader wants: to find the cause and improve the signal.

Weak pile

Name: Internet things

Reader wants: to learn, buy, fix, compare, and read news.

Mark your confidence

- **Observed:** repeated in searches, comments, support, or conversations.
- **Assumed:** seems reasonable but still needs evidence.
- **Known:** supported by your own product, service, or first-hand experience.

Do not invent a perfect reader.

A reader profile should grow from real behavior and questions. Research-based personas are useful; imaginary details can make the plan feel precise while teaching you nothing.

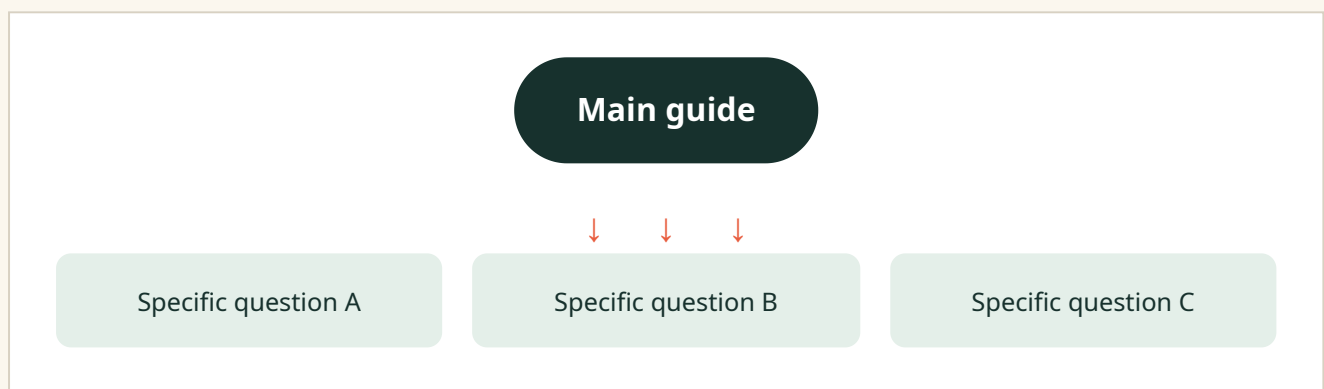
04

CHAPTER FOUR

Plan content like a map

A content map shows what the reader should understand first, what questions need their own page, and how those pages connect.

A map is not a list of titles. A list tells you what exists. A map tells you where each item belongs and which path a reader can follow.



Give each topic one useful center

The main guide, sometimes called a pillar page, explains the topic as a whole. It helps a beginner see the parts, choose a path, and reach the focused articles that go deeper.

Give specific questions enough room

A supporting article answers one meaningful question clearly. It links back to the main guide and to another page only when that next page genuinely helps.

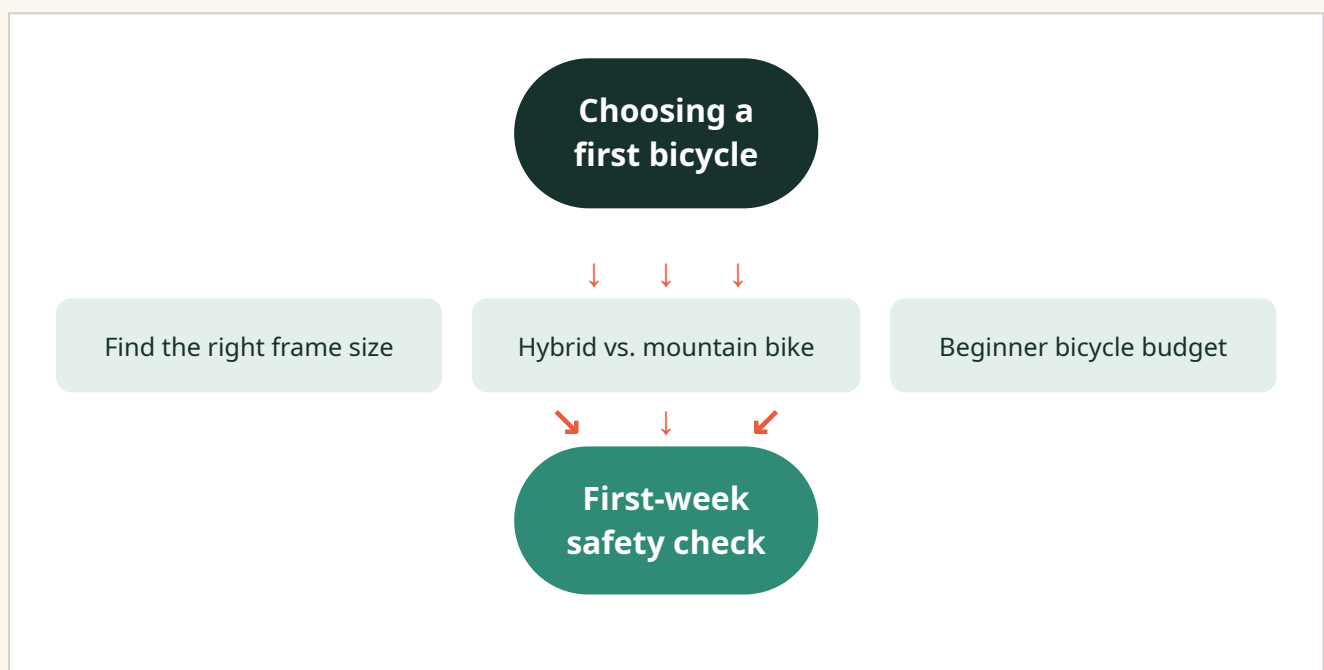
EVERYDAY EXAMPLE

A main guide called “Start a balcony vegetable garden” can connect to focused pages about choosing containers, estimating sunlight, mixing soil, watering in hot weather, and selecting beginner vegetables.

THE PAPER-MAP METHOD

One sheet is enough to begin

1. **Write the topic in the center.** Use the plain name of one question pile.
2. **Turn the center into a main guide.** Ask what a beginner needs to see before choosing a specific path.
3. **Place focused questions around it.** Each strong question becomes a possible supporting page.
4. **Draw helpful routes.** Connect pages when a reader on one page is likely to need the other next.
5. **Remove duplicate destinations.** If two pages promise the same answer, combine or sharply separate them.



Links should explain the route.

Use words such as “check the frame-size guide,” not “click here.” Descriptive link text helps readers understand where the link goes.

A page does not become valuable because many lines point to it. The page must still answer its own question well.

TRY THIS | 40 MINUTES

Draw your first content map

Choose one topic pile from Chapter 3. Draw one center box and no more than eight supporting boxes.

Main guide: _____

The beginner should understand: _____

The first useful next step is: _____

Give every planned page one job

Page	Reader task	Evidence or example needed	Helpful next page
Main guide	See the whole path	Simple overview	Best starting step
Supporting page 1	_____	_____	_____
Supporting page 2	_____	_____	_____

Run the doorway test

Imagine a reader arrives on any supporting page from search. Can they understand that page without reading the main guide first? If not, add the missing context. A map should connect useful standalone pages, not hide essential answers behind extra clicks.

- ☐ The main guide gives a clear overview.
- ☐ Each smaller page answers a distinct question.
- ☐ Every planned link helps the reader move forward.
- ☐ No two pages compete to give the same answer.

05

CHAPTER FIVE

Publish at a rhythm you can keep

The best beginner schedule is the one that leaves enough time to research, write, check, publish, and learn.

Publishing five rushed articles this week and disappearing for two months creates stress and weakens the feedback loop. A steady rhythm makes the work easier to improve.

Frequency is not a magic ranking switch.

Publish as often as you can protect usefulness and accuracy. One strong page every two weeks can be better than daily pages that repeat what already exists.

Start with capacity, not ambition

Count the hours you can honestly give after your other responsibilities. Then divide the work into research, drafting, checking, formatting, and updating.

Solo beginner

Try one focused article every one or two weeks. Add a main guide after several supporting pages are ready.

Small team

Assign clear owners for research, writing, review, and publishing. Increase pace only after the quality check feels routine.

EVERYDAY EXAMPLE

A neighborhood repair shop can spare three hours each Friday. It publishes two useful repair guides a month and updates one older guide. The plan is small, but it survives busy weeks.

A FOUR-WEEK BEGINNER CYCLE

Build a rhythm around one topic

Week	Main action	Finish line
1	Research and outline	Questions, task, sources, and page promise are clear
2	Write and review	One supporting page answers its question fully
3	Publish and connect	Title, description, useful links, and formatting are checked
4	Observe and improve	Reader feedback and search queries are recorded

TRY THIS | 20 MINUTES

Choose your honest pace

Hours I can protect each week:

Pages I can publish each month:

One person who can review my work:

My next review date:

Use a five-point quality check

- ☐ The page has one clear job.
- ☐ The answer appears without a long delay.
- ☐ Claims are supported and details are current.
- ☐ The next useful page is easy to reach.
- ☐ A real reader could act after reading.

Search Console can show the queries and pages that receive impressions and clicks. Use that evidence to improve your question bank. Do not treat a few days of movement as a final verdict.

CARRY THE PLAN FORWARD

In the next volume

You have a topic map. The next step is to turn each box into a page that answers clearly, reads naturally, and earns the next click.

Volume 3 will move from planning to writing. It will cover the page promise, a strong opening answer, useful headings, examples, evidence, titles, descriptions, and internal links.

Your one-page action plan

1. Write one topic promise.
2. Collect 20 real questions.
3. Group them into 3 to 6 topic piles.
4. Draw one main guide with up to eight supporting pages.
5. Choose a four-week publishing rhythm you can keep.

Public sources and further reading

1. **Google Search Central, "Creating Helpful, Reliable, People-First Content."** The guidance emphasizes an intended audience, a primary site focus, first-hand expertise, and helping a person achieve a goal.
<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
2. **Google Search Central, "SEO Starter Guide."** A practical public reference on site organization, descriptive links, useful content, titles, snippets, and common misconceptions such as magical word counts.
<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
3. **Google Search Console Help, "Performance report: common tasks and use cases."** Explains how to review the queries and pages that receive impressions, clicks, and click-throughs.
<https://support.google.com/webmasters/answer/17010961?hl=en>
4. **Nielsen Norman Group, "Personas Make Users Memorable."** Explains why useful personas must be grounded in research about real people rather than invented detail.
<https://www.nngroup.com/articles/persona/?lm=antipersonas&pt=youtubevideo>

Search behavior and platform features change. Check official documentation before treating any interface or feature as permanent.