

# Keyword clustering and page ownership

## Illustrative source input

These small fixture records are fictional. They show the input shape and the decisions a reviewer must make. They are not data exported from a connected customer account.

| Phrase                  | Declared market | Search intent      |
|-------------------------|-----------------|--------------------|
| hire payroll consultant | US English      | service            |
| payroll consulting fees | US English      | service comparison |
| free payroll calculator | US English      | tool               |

## Review rule

This fixture uses declared intent, not a live SERP measurement. Real orders require checking the supplied market and search results before final grouping.

# Keyword clustering and page ownership

## Worked output excerpt

| Source or item                 | Delivered observation or proposed result        |
|--------------------------------|-------------------------------------------------|
| hire payroll consultant + fees | one consulting page candidate                   |
| free payroll calculator        | separate tool intent, exclude from service page |

## How to inspect this example

Compare each result with its source row. Missing information stays unresolved. Proposed changes remain separate from observed facts. Download the accompanying JSON to inspect the input and output without a screenshot.

## Scope of this sample

This is a shared, app-neutral worked excerpt, not a complete paid package, a client case study or a live integration test. A real delivery uses the agreed source files, quantities, formats and acceptance checks. Application-specific export schemas and connected permissions must be verified separately.