

KEYWORD WORKSHEET

IDENTIFY KEYWORDS

In order to optimize your website for Google search, we need to identify the words that your customers would use if they were looking for a business like yours.

- Make a list of 10 to 20 keywords or keyword phrases.
- Start by listing your main products and/or services.
- It's important to include all the different words that your customers might use to refer to these items.
- You should also include words to identify the locations you serve. Depending on your business, this could be a local area or could include more than one province or country.

EXAMPLES

- For example, if you are looking for a plumber, you could say 'fix hot water tank' or 'replace boiler'.
- If you needed to find a mechanic to fix your car, you might search for 'vehicle repair' or 'auto service near me'.
- Or you might search for the service you need, for example, 'oil change' or 'brake service' or 'wheel alignment'.

MY LIST OF KEYWORDS

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