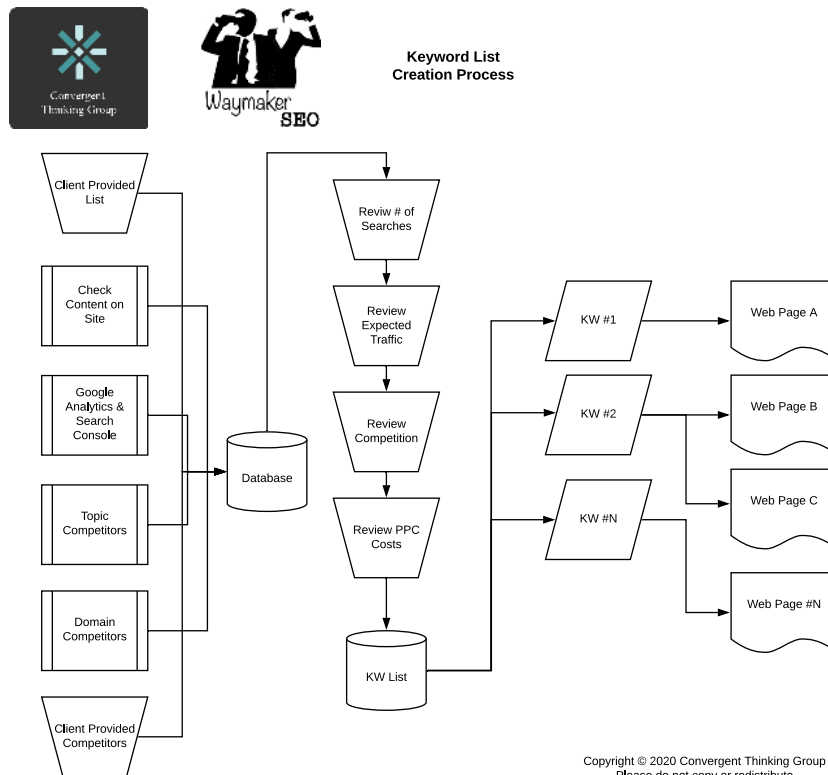


Keyword Creation Process

SEO's can use a litany of resources to create a keyword list. The key is to create a keyword list that best reflects your business, aligns with customers searches, and targets phrases that have intent, using the best data one can get.

The challenge is aligning your website to the right combination of keywords that leads to traffic generation and represents your company brand.



Copyright © 2020 Convergent Thinking Group
Please do not copy or redistribute

This is an iterative process. We use multiple sources of information to build up a large list, then work to refine. This process is for one step.

1. Evaluate your website content and pull together a keyword list from your site. This list is a result of the content you created and placed on your website.
2. Use your Analytics and Search Console data - Pull keyword information from Google that was actually the words used to find your website.
3. Competitor Keyword lists - Pull their keyword list.
4. Feedback from Client - See following pages.

Your Keyword List / Company Lexicon

No one knows your business better than you. We would love to know some keywords and phrases you use on an everyday basis. Below are a few prompts. Please provide as much detail as you are able. The more information we have, the better we can identify a strong keyword list. (Additional boxes are available towards the end.)

Target Audience

- Positions/Industries for companies searching for your business
- People/Positions you work with currently
- Situations where people need your service
- Size of business (B2B Services)

Keyword Inventory : Target Audience

Categories of Keywords

- Services Offered
- Industry Terms
- Related Terms

Keyword Inventory : Category of Keywords

Problems you solve

- What are people's pain points you solve?
- What are the solutions you offer?
- Why should people care about your solutions?

Keyword Inventory : Problems you solve

Negative Keywords - (Words that should not be associated to your site/business)

- Are their words that other industries use? Please list those industries.
- Are the words/phrases that have a strong negative connotation, even though they may be accurate?
- Is there any negative elements to your business that you want to deemphasize?
- Are there any bad actors in the industry that have negatively impacted certain phrases?

Keyword Inventory : Negative Keywords

Exercises: (Optional)**1. Client Feedback. Ask a small group of clients:**

1. How did they find you?
2. What would they search to find your business?
3. How do they describe your service?

Be sure to note their position and size of business.

Keyword Inventory : Client Feedback

2. Internal Feedback. Ask your team:

1. How do customers talk about our service?
2. What phrases/terms do you use to talk about our service to customers?
3. Any terms or phrases that have to be explained routinely to customers?

Be sure to allow your team to share any phrase, even if it is not ideal.

Keyword Inventory : Internal Feedback



3. Family and Friends. Ask them:

1. How would you describe what we do at my company?
2. How would you describe what I do for a living?
3. How would you refer my Business to another Business?

Keyword Inventory : Family and Friends

Need more space? Use this space and/or the following page.

Type of Keywords:

Keyword Work Sheet

Keyword Type 1:

Keyword Type 2:
