



Week 1 Homework Form- Keyword Phrases

What keyword phrases would a stranger use to find your business or service on Google? In our business, we could use the word “computers” but that would be very inefficient and unrealistic to think that we would come up high in the search engines against Dell, Gateway, Best Buy, etc.

“Computer Support Marshfield” brings us up on the first page. This is a much more targeted phrase and one that a client looking for help would most likely use.

Take 10 minutes and list 12 keyword phrases that a stranger would use to find your business. It’s OK to reuse important words in more than one phrase (i.e. computer support, network support, computer repair, etc...) Also, your location may be very important to being found – be sure to include that when applicable.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Extra Credit – circle the top 5 phrases that you feel are the most important to your business