How to find the right keywords for your business

1. Write a list yourself of words **YOU** think people would type into an Internet Search Engine to find the type of **business you provide** – remember people generally use 2 or more words when searching on the Internet.

2. Add to the this list by asking customers, colleagues, friends and family the types of words that **THEY** would type into an Internet Search Engine to find a business offering the type of business you provide. By doing this you are likely to come across search phrases that you won't have considered.

3. Next use an online keyword generator like Google's External AdWords Keyword Tool. Type in keywords from your list and consider the suggestions that the keyword tool generates. Add any to your list that you think might be useful. There are many good keyword generators on the Internet, and many like Google's will tell you the popularity and frequently of the words used in their search engines.
   https://adwords.google.co.uk/select/KeywordToolExternal

4. Next take your combined list from steps 1 – 3 above and type each keyword phrase into a search engine (you might like to try 2 or 3 different search engines) to see if that keyword phrase brings up other businesses like yours. It will help also establish your online competition.

5. (Optional) You can also see on competitor websites what keywords they are using in their meta-tags. Meta-tags are one of the places where keyword phrases are implemented on your website. While you have the competitor webpage open in your Internet browser (ie. Internet Explorer, Firefox), on either the View menu or Page menu or using your right mouse button, select an option called View Page Source, Page Source or Page Code (every browser calls it something different). This will open a Text Editor on your computer, such as Notepad and will reveal the code from the webpage you were looking at. Near the top you will see a line like (that is if they have meta-tags):

   ```
   <meta name="keywords" content="keyword, keywords, and, so, forth" />
   ```

   The words/phrases inside `content=""` are the keywords for that page. If they are high on a search engines results page (SERP) then take note of the keyword phrases and integrate any relevant ones into yours.

6. Use the table in the document called My Website Keywords (word document) to note the key phrases, page titles and page descriptions for each page of your website.

TIPS:
- Do not use keyword phrases that have no relevance to your product or service as this will only dilute your keywords and will bring in irrelevant traffic.
- Try to avoid using single word keywords only as these provide little benefit to your keyword strategy as there is already too much competition for them and they can be ambiguous (unless your business is extremely niche or it is a brand name).
- If you are location based, use geographical terms in your keyphrases, eg. 'web designer hull'.
- It's a good idea to target keywords to each page of your website so some pages may have some differing keywords on them. This helps avoid massive repetition and create a stronger keyword theme for the search engines to better rank your web pages.
- Use this list of keywords to help write webpage copy, provide keywords for your meta-tags, page titles and alt tags. Also it's a useful list to have if you write for a business blog, twitter or any other related social media channel.