

SEO Keyword Brainstorming Activity

In the left box, answer the question. In the right box, write the main keywords you found in your answer, or keywords you found in your research.

Describe your target audience:

Who is your ideal candidate (demographics, culture, education, experience, desires, geography, language, etc.)

Answer:	Keywords:
---------	-----------

List the products, services, and/or brand names you want to rank for?

Example: marketing services, marketing consultant, social media marketing consultant, marketing speaker

Answer:	Keywords:
---------	-----------

What do you think your customers are searching for online when they are looking to buy what you sell?

These may be the same or similar to the above, but use the terms your customers use ... not you. For example, if you're a portrait photographer, your customers may be looking for children photographer or pet photographer rather than portrait photographer.

Answer:	Keywords:
---------	-----------

What problem does your product or service solve? What are the benefits/opportunities it creates?

Example: increase search engine ranking, getting found online, local search, online marketing, virtual marketing team

Answer:	Keywords:
---------	-----------

What are some common questions your target market has?

Answer:	Keywords:
---------	-----------

Based on your answers, create a title tag, description tag, alt tag for images, and keywords list for a product or services page:

Example: **Title** = Virtual Marketing Firm | Penheel Marketing, **Description** = Virtual marketing team serving small- to medium-sized U.S. accounting firms in need of digital marketing and social media services. **Keywords** = social media marketing consultant, marketing consultant specializing in accounting services, accounting services marketing consultant, small business virtual marketing firm. **Alt tag** for an image: Penheel Marketing logo.jpg

Title: _____ Alt Tag: _____
 Description: _____
 Keywords: _____