



FIND THE RIGHT KEYWORDS

MY GOAL – is to explain how to find the RIGHT keywords

WHO- This advice is geared towards **small business owners** who for the most part deal with their customers locally and know having an online presence will help them get found. (ex: realtor, painter, CPA, lawyer, photographer, event planner, hair salon, restaurant)

JARGON AND TERMS

SEO STANDS FOR “SEARCH ENGINE OPTIMIZATION”

Process of improving your website so that you can be found on search engines. In short, good SEO will help you rank higher in the Search Engine Results page.

GOOGLE

A search engine (that has approximately 90% of the market). Others are Bing, DuckDuckGo and Yahoo.

WHY IS SEO/GOOGLE IMPORTANT TO YOUR SMALL BUSINESS?

Customer Intent – people who go to google are looking for something, looking to solve a problem.

- 71% of consumers begin their journey by using a search engine to discover new products/services.” *Forrester Consulting
- 74% of consumer use a search engine to do research/comparison before completing a transaction.” *Forrester Consulting

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Google should be the marketing effort that you should spend your most time/money on. Why? Because people who are searching on google are going to decide faster than other people who you might be targeting in other marketing efforts. Examples - A realtor might have an e-mail list of past customers. The problem is that many people go years between buying and selling houses. A realtor might send a flyer to an entire neighborhood. The problem is that only 3% of houses are looking to sell in that neighborhood soon.

This is why spending time on SEO / Being Found on Google will pay off!

Keep in mind as we go through these tips:

- SEO is not black magic
- If you want success, there are no quick fixes, SEO is a long-term strategy
- Hiring an “SEO expert” that promises you a #1 ranking is not honest and they can hurt you in the long run.
- Many small business owners do not have the money to hire an SEO expert. However, if you follow my tips, you will hopefully see improvement on your Google ranking and on your business (based on my assumption that your competitors probably are not doing all of these things.)
- A small business owner can do this!

FIND THE RIGHT KEYWORDS

1. Do not GUESS what search terms people are typing in. Don't waste time on keywords/terms that aren't being searched
2. First, add a free extension to Chrome or Firefox to find some keywords...<https://keywordseverywhere.com>
3. Next, go to google and search for your business based on its industry. Example: Below I searched for “small business website designer”.

The screenshot shows a Google search for "small business website designer". The search bar at the top indicates "Monthly searches: 1,600 | CPC: \$22.71". The search results are displayed in a table with columns for position, title, URL, domain authority, estimated visits, and spam score. The top result is "10 Key Steps To Building A Great Small Business Website" from Forbes, with a domain authority of 95 and estimated visits of 13,149. The second result is "30 Best Small Business Website Design Companies | Jul ..." from DesignRush, with a domain authority of 49 and estimated visits of 0. The third result is "Custom Small Business Website Design • \$129/mo with No ..." from Cemahcreative, with a domain authority of 26 and estimated visits of 237. The fourth result is "Small Business Web Design - Affordable Web Design Agency" from Operation Technology, with a domain authority of 350/1100 and estimated visits of 76/457. On the right side of the search results, there are two sections: "Related Keywords" and "People Also Search For". The "Related Keywords" section lists terms like "small business web design packages", "small business website design services", "small business website design templates", "website design for small business near me", "small business website design examples", "small business website design cost", "small business websites", and "chicago web designers for small businesses". The "People Also Search For" section lists terms like "small business website design templates", "small business website design examples", "small business web design packages", "small business website design services", "small business website design cost", and "small business websites".

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Every time you search, you are going to see the Volume, CPC (Cost Per Click) and Competition (score from 1 – 100) for that keyword.

Look at the “Related Keywords” “What People Also Search For”. These keywords are great for content ideas.

Go to my SEO spreadsheet and start listing your website pages and blog posts. In general, you can rank for 3 similar keyword phrases.

For example, on my home page, I can try to rank for “small business website designer”, “small business website design services” and “Small business websites”.