



Compiling your Keywords

The importance of keywords in your digital strategy can't be emphasized enough. They reinforce your brand and they make it possible for you to be searchable and findable by search engines and by people who could be your customers.

This worksheet will help you begin your list of keywords. This should be a living document – modified as you learn which keywords are most effective, and what new words can be added and tested.

Answer each question **using single words and short phrases. Write down everything that comes to mind.** Later, you can cross off the words that you deem unqualified as keywords.

1. Start by listing the words that come to mind immediately; those words that show up often on your marketing collateral and in your conversations and routine correspondence with customers, potential customers, and vendors.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. How do you describe your customers and prospective customers?

_____	_____	_____
_____	_____	_____
_____	_____	_____

3. What do you want people to know about your products and services?

_____	_____	_____
_____	_____	_____
_____	_____	_____

4. What do you do to retain your customers?

_____	_____	_____
_____	_____	_____
_____	_____	_____

5. What words do your competitors use on their sites that you haven't already listed?

_____	_____	_____
_____	_____	_____
_____	_____	_____