

Web Site Keyword Study

Site Name:

Step 1: Brainstorm Top Keywords (List at least 10):

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step 2: Research top searches.

- A. Go to <http://freekeywords.wordtracker.com/>
- B. Key in each brainstormed keyword
- C. Copy and paste the full list below

Search Data, Keyword 1:

Results:

Search Data, Keyword 2:

Results:

**Search Data, Keyword 3:
Results:**

**Search Data, Keyword 4:
Results:**

**Search Data, Keyword 5:
Results:**

**Search Data, Keyword 6:
Results:**

**Search Data, Keyword 7:
Results:**

**Search Data, Keyword 8:
Results:**

**Search Data, Keyword 9:
Results:**

Search Data, Keyword 10:

Results:

Step 4: Analyze the results:

A. **What really are the top 10 keywords in your category?** (Can include multiple items from any one of the individual keyword lists above)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

B. **What other interesting keywords did you find in the list above?**

C. **What 10 keyword terms will you target to begin with.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step 5: Write a headline for each of the keyword terms you identified in C above:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.