Brandon Hammond
SEO Plan – Hammond Designs

The majority of my keyword searches have been through free services, which may or may not be the best use of time, but it's a start. I don't want to include WordPress just yet, because I'd like to become a little more familiar with the platform before I jump straight into it. From what I've researched so far, the list of keywords that I am definitely going to be adding to my site are:

- Web developer
- Creating website
- Website development
- Freelance web developer
- Graphic design
- SEO optimization
- Tall web developer
- Georgia web developer
- Web design agency
- Web design company
- Web development agency
- Web agency services
- Local website design company
- Real estate website

Below are a few of the sources that I used to begin my research. I started with a simple keyword search through a company called WordStream, owned by localIQ. Even after signing up for the free account, I was only able to get one good search in because I was getting the same results no matter what I typed in the search box. The next site I used was ahrefs. From there, I checked the keyword difficulty to see exactly how hard it would be to place on search engines with specific keywords. After that, I used ChatGPT to generate some more ideas for keywords, and then began to research them on Google's keyword planner and started adding them into an actual keyword plan so that I could keep track of them all. ChatGPT also reminded me to put my keywords in specific places on the page like headings, page titles, meta descriptions, and body content. The keywords need to be organic and directly connected to the content of my pages. "Keywords are important because they help you understand what users are searching for and the content you need to provide to meet their needs. The keywords you choose help define your content strategy and what topics to include on your website." (Feta). If I ever decide to add a blog, which I may, this information will be crucial.

Keyword Search: web development in the state of GA on localiq.com

Keyword Text	Competition	Competition Index	Search Volume	Low Top Page Bid	High Top Page Bid
web development	LOW	14	1000	0.2	1.07
front end developer	LOW	22	1000	0.25	1.27
web design	LOW	10	720	0.12	0.63
backend developer	LOW	10	320	0.26	1.33
creating website	MEDIUM	49	260	0.4	4.42
rubyonrails	LOW	5	210	0.65	1.76
cleaning business	LOW	0	110		
website development	LOW	18	90	0.29	1.19
junior front end developer	LOW	27	90	0.23	0.56
dev mozilla	LOW	0	90		
web programming	LOW	2	70		
front end web developer	LOW	29	70	0.27	1

Keyword Search: web developer on ahrefs.com

Keyword ideas for "web developer"

The first 100 keywords out of 53,305

Phrase match / Questions

Keyword	KD	Volume ↓	Updated
web developer	61	22K	1 day
web developer salary	66	16K	1 day
web developer jobs	25	5.3K	3 days
freelance web developer	41	2.2K	6 days
front end web developer	49	2.2K	3 days
how to become a web developer	34	2.1K	1 day
web developer certificate	40	2.1K	24 May
web developer entry level jobs	4	2.1K	13 May
what is a web developer	54	2.0K	2 days
web developer course	52	1.8K	4 days

Google Keyword Planner:

Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
graphic design	100K – 1M	0%	0%	Low	–	$3.09	$10.88
logo design	100K – 1M	0%	0%	Medium	–	$1.45	$13.97
sql developer	10K – 100K	0%	-90%	Low	–	$0.24	$8.00
back end	10K – 100K	0%	0%	Low	–	$0.82	$3.84
business logo design	10K – 100K	0%	0%	Medium	–	$1.52	$11.35
freelance graphic designer	1K – 10K	0%	0%	Medium	–	$2.85	$17.86
back end web developer	1K – 10K	0%	-90%	Low	–	$4.06	$25.65
java developer	1K – 10K	0%	0%	Low	–	$3.27	$11.73
java full stack developer	1K – 10K	0%	0%	Medium	–	$4.42	$14.74
web programming	1K – 10K	0%	0%	Low	–	$3.28	$14.64
seo optimization	1K – 10K	0%	+900%	Low	–	$5.82	$21.58
company logo design	1K – 10K	0%	+900%	Low	–	$1.66	$13.41
backend developer	1K – 10K	0%	0%	Low	–	$4.38	$20.07
java web developer	100 – 1K	0%	0%	Low	–	$2.57	$13.55
seo on page optimization	100 – 1K	0%	+900%	Low	–	$1.64	$9.32

Chat GPT Results:

Here are some SEO-friendly keywords for a web design and development agency website that also offers photography, videography, branding, and content creation:

1. Web design agency
2. Web development services
3. Responsive web design
4. Custom website development
5. E-commerce website design
6. Mobile app development
7. SEO services
8. Digital marketing solutions
9. Photography services
10. Professional videography
11. Branding and identity
12. Graphic design services
13. Content creation agency
14. Social media management
15. Copywriting services
16. Search engine optimization
17. UI/UX design
18. Website maintenance
19. Online marketing strategies
20. Creative storytelling
21. Video production services
22. Logo design

23. Content marketing
24. Website redesign
25. WordPress development

Chat GPT Search 2:

Here are some SEO-friendly keywords for a web developer in the state of Georgia:

1. Tall web developer Georgia
2. Web development services Georgia
3. Georgia web development agency
4. Front-end web development Georgia
5. Back-end web development Georgia
6. Full-stack web developer Georgia
7. Custom website development Georgia
8. Georgia web designer
9. Website maintenance Georgia
10. Responsive web design Georgia
11. E-commerce web development Georgia
12. WordPress developer Georgia
13. Georgia web development company
14. Georgia website design services
15. Professional web development Georgia
16. Georgia freelance web developer
17. Georgia web application development
18. SEO-friendly web development Georgia
19. Georgia PHP developer
20. Georgia JavaScript developer
21. Georgia HTML/CSS developer
22. Georgia website optimization services
23. Georgia web developer portfolio
24. Affordable web development Georgia
25. Georgia web development solutions

"Keywords can be broad and far-reaching (these are usually called "head keywords" or "seed keywords"), or they can be a more specific combination of several terms — these are often called "long-tail keywords."" ("What"). After reading about long-tail keywords, I think this is going to be where I will try and focus, so that my target audience is just that, more targeted. I plan on going through my site and making sure that I include a good variety of these so that I will be more likely to be found in search engines. I want to keep a good bit of the shorter ones as well, just because of the high search volume, but need to make sure that I am being seen by the people who need to see me most.

Works Cited

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