1. Produce a list of key one- to three-word phrases that describe your products/services.

* digital marketing for dummies
* digital marketing for small business
* digital marketing for beginners
* digital marketing for charities
* digital marketing for law firms
* digital marketing for startups
* digital marketing for restaurants
* digital marketing for accountant
* digital marketing near me
* digital marketing and social media
* digital marketing and social media courses
* digital marketing and analytics
* digital marketing and communications
* digital marketing and ecommerce
* digital marketing and data analytics
* digital marketing and advertising
* digital marketing and graphic design
* digital marketing services
* digital marketing agency
* digital marketing consultant
* digital marketing portfolio
* digital marketing resume
* website development for beginners
* website development for small businesses
* website development for business
* website development for startups
* website development for nonprofits
* website development for free
* website development for ecommerce
* website development for online shopping
* website development agency
* website development in Delhi
* digital marketing in Delhi
* website development and digital marketing company
* website development company
* website development freelancer
* website development India
* website development near me
* website development services

1. Spend some time coming up with synonyms that your potential customers might use for those products and services. Use a thesaurus to help you with this process.
   * Digital marketing
   * Internet advertising
   * Internet marketing
   * Online advertising
   * Online marketing
   * Web advertising
   * Web marketing
   * Web design
   * Web graphic design
   * Graphic design
   * Interface design
   * Programming
   * Web engineering

3.Create a taxonomy of all the areas of focus in your industry. It can be helpful to imagine creating a directory for all the people, projects, ideas, and companies connected to your site. You can also look at sites that are leaders in the industry and study their site hierarchy as a way to start your thinking about a taxonomy.

4. Broaden your list by thinking of higher-level terms and topics of which your products or services are a subset.

1.Digtal Marketing: (subset)=> SEO,Email marketing, Business strategy, Google ads, Google analytics, Google tag manager, Social media markting : facebook ads, Instagram ads, twitter ads etc,