

13 **KEYWORD** **IDEA** **STRATEGIES**



Not All Strategies Work All The Time



- 1 - Local businesses: city name, zip, nearby towns, state, neighborhoods
- Example: Doctor in downtown San Francisco
- 2 - Searches of problems: “Water not running”
- 3 - Searches of solutions: “Fix plumbing” or “plumber”
- 4 - Synonyms - [Thesaurus.com](https://www.thesaurus.com)

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- 5 - Talk to customers (customer support and sales)
- Customers will phrase things differently so listen for those terms
- 6 - Client emails for how they write things
- 7 - Keywords on competitor blogs, websites, and product listings
- 8 - Search engine auto-suggestions

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- 9 - Abbreviations and acronyms (NY, NYC, New York, New York City)
- SF, Frisco, San Fran, San Francisco, SF Bay Area, Bay Area
- 10 - Related searches at the bottom of results
- 11 - Keyword tools
- Don't worry about plural/singular

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- 12 - Stemming: Play, playing, playful, player
- 13 - When the customer qualifies themselves
- “Business plan for a productivity mobile app”