



KEYWORD BRAINSTORM WORKSHEET

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INTRODUCTION. Keywords drive SEO! You must must must (!) know what your customers are typing into Google or Bing. If they type in lawyer, you have to optimize on lawyer. If they type in attorney, attorney. You have to know is it NYC, New York, NY, or New York City. Is it medical malpractice, medical negligence, or what? Keywords vary by industry, so your first keyword task is to brainstorm all possible variations of your keywords. Tip. Don't worry about organization - just jot them down in any order that comes to you!

Core Keywords. Core keywords are the foundation words, such as "lawyer" or "attorney," "fan," or "blower," "soda" or "pop." Brainstorm as many core keywords and common synonyms as you can -

Core Keyword : _____ Core Keyword : _____
Core Keyword : _____ Core Keyword : _____
Core Keyword : _____ Core Keyword : _____
Core Keyword : _____ Core Keyword : _____

Helper Keywords. Helper keywords combine with the core keywords to form actual searches. Lawyer for instance combines with Personal Injury and NYC to form the search query, Personal Injury Attorney NYC. Geographics are common helpers (NYC, Boston, Miami, etc.) Brainstorm as many helpers as you can -

Helper : _____ Helper : _____
Helper : _____ Helper : _____
Helper : _____ Helper : _____
Helper : _____ Helper : _____
Helper : _____ Helper : _____
Helper : _____ Helper : _____

Sample Keyword Queries. Taking your helpers plus your cores, jot down some sample keyword phrases that matter to your customers and therefore to you:

Search Paths. Start to think of the world from your customer's perspective. Take your CUSTOMER SEGMENTS and identify any common *search paths*. For instance, in looking for the best heart surgeon in San Francisco, one customer might start the search based on a condition or need, such as "high blood pressure" or "heart transplant," whereas another might think first "doctor" and then keywords like "best" or "San Francisco." Channels or mindsets define how searchers think about the search query.

Search Channel : _____

Search Channel : _____

Search Channel : _____

Other Ideas. Anything else? Don't rule out any ideas at this stage. Jot down any and all keyword-related ideas:
