Website Customer Keywords Checklist

- What words do you customer use to describe your products and services?

- What are you most frequently asked questions?

- Look for common phrases used by your customers.

- These phrases will be used in Internet Searches to your website.

Create a list of Customer Phrases for your website consideration. Use 3, 4 or 5-word phrases. Google them.

Google Search count is a measure of the competition and demand for the keyword phrase.

Examine the Titles, URL's and descriptions for the exact keyword phrase.

Look for phrases that have less than 10 exact match phrases on Google search Page 1.

You may use a city or region keyword if you support that region. There will be less competition.

Customer Phrase	Google Search Count	Exact Keywords On Page 1	Best Alternative Phrases on bottom of Page 1

There are more advanced tools available to work out the search traffic on your final keyword phrase list.

[Website Design Checklists PDFs](#)   [Website Development Homepage](#)