



KEYWORD BRAINSTORM WORKSHEET

JM Internet Group - <https://www.jm-seo.org/> - info@jm-seo.org - Tel. 800-298-4065

Version: 2015.11.27

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 at this stage - 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:

BRAINSTORM, BRAINSTORM, BRAINSTORM!

**** IMAGINE YOU ARE A CUSTOMER. WHAT KEYWORDS OR PHRASES MIGHT YOU TYPE INTO GOOGLE? ****

USE GOOGLE SUGGEST, KEYWORD PLANNER, VIEW SOURCE OF COMPETITORS

Competitor Websites: _____

Keyword ideas from Google Suggest: _____

Keyword ideas from Google Keyword Planner: _____

ALL keyword that you can think of. Jot down ANY and ALL keywords that make sense to you, that a potential customer MIGHT type into Google. BRAINSTORM, BRAINSTORM, BRAINSTORM:

Keyword Volume & Value. As you start to focus your keyword list, use the Google Keyword Planner, and look at the VOLUME and VALUE (Suggested Bid) -

Keyword	Volume	Value