

Phase 1 – Brainstorming & Investigating

# Website Goals

# Website CTA

# Keywords Targeted

Drop into Excel or here

AFTER Verifying Data in Keyword Planner

BEFORE KW Research

Phase 2 – Creating the Plan

# Keyword Research, Selection and Prioritization

* Open Excel, brainstorm keywords
* <https://adwords.google.com/KeywordPlanner>
* Download keywords
* Bold and Highlight words to begin prioritizing

# Mapping Keywords

Keywords need a “home”

* Website pages
* Blog posts

# Next Steps When You Get Back/Questions You Need to Get Answered

1. Integrate Google Webmaster with GA
2. Create a GWT account
3. Use Jenny’s template for tomorrow’s blog post