

Create Your Own Keywords Strategy

KEYWORD RESEARCH: Stalk competitor websites to assess their keywords.

Competitor	Page Permalink	Keyword	Rank	Ranking Notes

KEYWORD PLACEMENTS: Define your landing pages and keywords.

Page Permalink	Keyword	Rank	Ranking Notes & Strategy

Homework: Test Your Keyword Strategy

Select three people to interview, show your keyword strategy, and ask:

- Can you think of any other competitors? Any suggestions?
- Are competitor's and my keywords useful? Any suggestions?
- What are the keywords you'd use to find my offering? Any suggestions?

Keyword Strategy Survey

Interview 1
Competitors to research?
Are competitors' and my keywords useful?
What keywords would you search with?
Interview 2
Competitors to research?
Are competitors' and my keywords useful?
What keywords would you search with?
Interview 3
Competitors to research?
Are competitors' and my keywords useful?
What keywords would you search with?
Reflect on What You Learned