SPARROWLY GROUP

KEYWORD RESEARCH AND PLANNING

Keywords are the reference points that search engines use to help consumers find relevant information.

To develop a keyword plan for your business, get inside the mind of your customers and think about the words and phrases they might use when looking for your business.

Try these activities to get you started.

MY BUSINESS

Start by identifying the key offerings of your business; what sets you apart from your competitors? Really pinpoint these into key offerings of 3 or 4 words (e.g. luxury accommodation Hawkesbury, bushwalking near Sydney).

Fill out the table with your offerings and any related words using the bullet points:

Core Offering 1	Core Offering 2	Core Offering 3
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●

MY COMPETITORS

Repeat the above task, thinking about your competitors or another website that provides a similar service. Try and identify 3 more keyword combinations that differ from your own.

Core Offering 1	Core Offering 2	Core Offering 3
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●

TOOLS TO HELP YOU

Play around with these online tools to help you research relevant keywords.

Google Adwords Keyword Tool

https://adwords.google.com/o/Targeting/Explorer?__c=1000000000&__u=1000000000&ideaRequestType=KEYWORD_IDEAS

Google Trends

https://trends.google.com/trends

Google Searches

Type the keywords that you've come up with into Google – see what comes up!

Scroll down to the bottom of the page to find other related search terms that might be relevant.

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EXPAND YOUR KEYWORDS

Think beyond your business to come up with a growing list of words and phrases that can help customers find you.

Repeat the above activity thinking about key phrases for:

- **Accompanying Activities** – what other things for you do in addition to your core offering?
- **Local Tourism Icons** – other things nearby you that your target market might search for.
- **Reasons behind trip** – what is the theme of your customers holiday? Romantic getaway, honeymoon, family holiday etc.

WHERE TO USE YOUR KEYWORDS

Once you have developed your list of keywords and phrases to use throughout your website, its time to start populating your site with these words. Each page should be optimised – decide on the focus for each page and allocated keywords relevant to its content.

Using your CMS, start editing your content, making sure that your words are included in:

- Content
- Title Tag
- Headings
- Meta Descriptions
- Image ALT tags
- Structure of Page addresses (URL's)
- Hyperlinks