

## **Steps to Create Keyword Matches on Search Engines for Your Business**

Start by making a list of 10-12 phrases that you think your customers would put in to Google search when looking for a business like yours. Open up [The Google Keywords Tool](#) and enter these into the keywords box and see what you get back. Your goal is to find keywords that:

1. have a high number of local searches (Google defines local as your country, so US, China, etc.);
2. have low competition (i.e., not commonly associated with your key competitors/industry giants);
3. can be used by you in text/blogs/videos without being awkward; and
4. are good descriptors of your website/product.

Below the results for your terms, you will find related/suggested keywords. Look through the results to find **low competition** but **high local monthly searches**. Ideally, your keywords' monthly searches will equal ~ 10,000 totals (keyword 1 local searches +keyword 2 local searches, etc.). As a small business owner, you are much more likely to be able to position your webpage to rank well in a search for "bicycles for beginners" or "bicycles in Anywhere, VT" than for "cycling" because competition will be much lower. The goal from this analysis is to find about 8 or so keywords that fit the criteria listed above. Additionally, pick a couple of keywords that are high competition and descriptive of your general business (i.e., "bicycling") so that you can start building toward your long-term goal.

These keywords will be the building blocks for your website content—blogs, info pages, etc. Use these terms as often as you can, without annoying the reader or making it awkward to read!