



QUICK DIY GUIDE

# 5 STEPS TO MAKE A KEYWORD LIST FOR WEBSITE

BY GETDIGIREACH



## 5 steps quick guide to making a list of keywords for your home & micro business website content

Finding the right keywords for your business is vital to sell better and attract the right customers. This guide provides a robust step by step guide on how to select the right keywords. This will lead to better discovery of your website.

Keyword research is less about traffic volume. It's about opportunity.

Here is a simple and proven guide for making a list of around 15 keywords for your home and Micro business website content:

### STEP 1: Start by getting your home and micro-business keyword theme

Most businesses usually have a niche, a speciality so to say. Think about what kind of audience would want to listen to you via your website and there you have a keyword theme coming along already !

Put down on paper answers to these questions. What problems are you looking to solve? Do you want to take goods directly to clients' homes? Describe in a simple manner the service or product you are selling ? What is your biggest achievement?

Your best place to get you started for all of the above is google suggest (aka when you type on google search & the suggestions come up). Type the problem you solve & there you get a list. Keep going likewise for all the questions.

Think about adding geographic description to your service/product you sell or want website visitors to sign-up for. You're now getting into what we call longtail keywords.

### STEP 2: Get a grip of what your competitors are saying on their websites

To get a view of your competitor's keywords, type their website on free google platform ([https://ads.google.com/intl/en\\_cy/home/tools/keyword-planner/](https://ads.google.com/intl/en_cy/home/tools/keyword-planner/)). You can do this for as many URLs. Pick and choose. So, there you go - some headway has been made towards making a list of 15 keywords. What you are doing now is adding to your seed list. It is a starting point to draw up a keyword list. in future if you want to add pages or content you will make additions to this seed list.

### Step 3: Looking to sell via your website

If you're creating a keyword list for an e-commerce site, you'll find a lot of ideas using Amazon's auto-suggest feature. Like Google's auto-suggest feature mentioned previously, Amazon will show you searches that are related to your main topic as you type that topic into its search bar. This will come in handy if you wish to sell articles or products. In case, your ultimate goal is wanting people to subscribe to a community or sign-up; skip this one.



#### Step 4: Think about how many keywords will go in a page

You will want to think about what are the most interesting pages you want audiences to land upon. That is your landing page. And no that isn't a website page deep inside where the only option is to buy your product.

It's much more likely that you'll want to target two or three keywords per page, even if they're just close variations. Any more than four is a bit crowded; after all, each page only has one title tag and meta description (aka On-page optimization). We haven't seen more than 2 in our experience with home & micro businesses.

For example, let's say you're working on a services site with five unique offerings and three blog posts that you want to target as landing pages. Between these pages and your homepage, you should expect to have 9-36 or about 22 keywords on average.

#### Step 5: Think about how many keywords will go in a page

Some keywords might work for your homepage and landing pages. Some might be better for your blog. Some might be perfect for an FAQ page or your customer knowledge base. Think about how each keyword fits into your content strategy. What we have seen is that with the page titles the main keyword would always be integrated.