MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Your keyword map

Lesson: Keyword research for services · about 15 minutes

Turn client language into a page-by-page plan.

Your business (name, service, main city):

1. Copy ten exact phrases clients used to describe what they wanted in recent inquiries or calls.

2. List your services, occasions, places, audiences and qualifiers in five short columns. Combine them into at least fifteen search phrases.

3. Score your top ten phrases for value, intent and winnability, and multiply each total.

4. Assign one primary phrase and two close variants to each existing or planned page on your site.

5. **Identify any pages that compete for the same phrase, and decide whether to merge them or give each a distinct target.**

6. **List the local, regional or community terms your clients use that a national template would miss.**

Check: can you now

- Build a seed list of service, place, occasion and audience terms from client language and free tools
- Score keywords by intent, value and winnability to set priorities
- Create a keyword map that assigns one primary phrase and its close variants to each page

One change you will make this week