

GET FQUND
With Fuse

KEYWORD
STRATEGY MINI
COURSE



YOU: Let's start our keyword list first by looking at ourselves and answer the following questions:

- Who am I?
- What is my story?
- What is my style?
- What is your brand?
- If I were a cookie, what cookie would I be? (just kidding)

If you are a more visual person, you can fill out your own answers in the table below.

STYLE/ADJECTIVES	BRAND	ME
MODERN URBAN	FUN	BRAZILIAN
		MOM

PRODUCTS AND SERVICES:

Do you sell any products? What about services? Think outside of the box! If you are a wedding photographer you don't just offer wedding photography. You might also offer engagement photography, bridal sessions, boudoir sessions, trash-the-dress sessions, elopements, proposals, bridal showers and so on. Expand your thinking about your expertise, and and consider all the things you offer and sell to your clients.

- What do you do?
- What do you sell?

- Do you sell online or in person? Both?
- Do you teach?
- Do you do speaking engagements?
- Do you represent other clients?

Answer in box below:

Type of Photography you offer?	What Products do you sell?	Main Cities you offer it?
Wedding	ALBUM	
Engagement	PRINTS	
Bridal		

Selling Online in an Etsy shop or e-commerce store

If you sell online, keywords are your BFF. If your buyer is also part of your small-business industry, then they will understand specific keywords related to your industry. For example maybe you are a designer and you sell templates, digital products or patterns within your industry so be sure to list those words down. If you are selling to consumers, then you must think like a consumer and use the keywords that they might search. Ask friends how they would search for something so you are using the correct lingo. We tend to know certain industry-related words we use, but they don't. An example for photographers are that they use the word shoot or session a lot but day to day clients search more for the words: photos, pictures, photography. So remember to think like your client.

Overall, it is very important to fill out the titles and descriptions of your products. A tip for e-commerce is to have the top products appear first. Focusing your keywords on top sellers will help, too.

Fill out the table with your own products and service below.

ALBUMS	PRINTS	ARTWORK
TEMPLATES	CLASSES	JEWELRY
WORKSHOPS	WORKSHOPS	DESIGNS
PATTERNS	CONSULTING	STYLING

LOCATION:

WHERE ARE YOU LOCATED? Location information is extremely vital if you want to optimize your website and blog for local Search Engine Optimization (SEO). One out of five online searches are using location-specific search terms, and with the increase of smartphones and tablets, this will be even higher in the future.

It is important to list your location in the way that locals refer to it as well as how outsiders refer to it. For example, I live in Myrtle Beach, SC. Locals here would search for the "Grand Strand" when looking for a wedding venue on the 60+ mile stretch of beaches along our shoreline, but an out-of-towner might search for "beach wedding locations in Myrtle Beach." In addition, locals would search on "communities" which are similar to subdivisions, so I list Myrtle Beach, Grand Strand, Horry County and Carolina Forest (my subdivision). Be sure to list all ways of stating your location and the cities/region you service or would like to service.

LOCATION:

CITY	COUNTY	STATE/COUNTRY REGION	HOW LOCALS CALL IT Y'ALL
Myrtle Beach	Horry	South Carolina	Carolina Forest

YOUR AUDIENCE:

Honestly, the most important aspect of determining your keywords has nothing to do with you but every thing to do with your PEEPS. What are they looking for? What do they need? How can I be a resource to them? If you don't have a customer profile yet, here is a good place to start.

WHAT TOPICS WOULD YOUR IDEAL CLIENT CARE ABOUT?

HOW ARE YOU AN EXPERT IN THEM?

HOW COULD YOU BE A RESOURCE TO THEM?

FINDING YOUR IDEAL CLIENT

What do they like to do?
What are their favorite shows?
Where do they shop?
What do they read?
Where do they live?
What do they dream about?
What is their life style?
When are they online?

DO YOUR CLIENT PROFILE!

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List 5 frequently asked questions by your clients ask about your services/business.

1.

2.

3.

4.

5.

Now answer the following: What does your ideal audience need help with? What keeps them up at night?



Get found!

1. Start your list

Gather the information above and start creating a list.

2. Figure out your main keywords

Remember, you will have some main keywords you can't run away from. If you are a photographer in NYC, then NYC photographer will be part of your main keyword strategy.

3. Variety will set you apart

Use variety in your main keywords to create combinations that describe what you do and sell, and yet may not be used by your competitors. For example:

For Photographers:

- NYC events for kids
- NYC children's photographer
- NYC kids party photographer
- NYC wedding photographer
- Photographers in NYC
- Eloping in the city/eloping in NYC/eloping in New York City/eloping in the Big Apple
- Best places for photos in NYC

For Crafters:

- Sewing Patterns
- Beads
- Bohemian Beads
- Digital Art
- Digital Invitations or Digital invitations by theme
- Vintage Prints

- Animal Prints
- Personalized Jewelry
- Bridesmaid Gifts

**Start With Main Service/Product then do subcategories as well.*

4. Develop your secondary keywords:

Thinking outside of the box, answer some more questions about your skills, talents and your specific industry will help you determine what you are an expert in and what your target audience is interested in.

*Need help? Here's another freebie for your--download my custom formula spreadsheet for creatives, helping you determine some more of your secondary keywords by clicking [here](#).

5. Watch where to use keywords and how to find new keywords for your business.

ACTION PLAN: Gather information and create 20-30 MAIN Keywords you would like to get found for. Then, have an extra 20 alternate keywords that would also be a good match for you and your business. Consider location seo if you are a service or retail business. Enter your keyword list into the worksheet on page 10-11 and print it, Keep it handy to review it when blogging, doing social media and when updating your website.

Now Go Get Found!

