

## Search Engine Optimisation

### Keywords

#### Keyword competitor analysis

Before you look at your own choice of Keywords, it will be helpful to look at the competitive space, not only to see where you could sit but also to note what Keywords they use.


### Keyword Research

#### Keyword brainstorm list

Initially let's start with creating your brainstorm list, include words and phrases that represent your business offering


Funded by



the outset foundation  
alleviating poverty through enterprise

Delivered by



## Refine your list

Refine your list using suggested keyword phrases, it might be useful to use an online keyword tool for this. i.e. <https://moz.com/explorer>


- Verify keyword phrase relevance to your product or service
- <https://app.wordtracker.com>
- Look at search volume to determine consumer demand
  - <https://app.wordtracker.com>
  - <https://www.google.co.uk/trends/>

## Create a targeted hit list of just 4 keywords

	Keyword
1	
2	
3	
4	