# Company/Website Name

*SEO Keyword Brainstorming Worksheet*

Instructions: Rapidly list your answers to each question in the left hand section. Then, identify useful keywords from your list and enter them in the blue area.

**Describe your target audience:**

*Who is your ideal candidate? Demographics, culture, education, experience, desires, etc.*

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**List the products, services and brand names you want to rank for?**

*Internet Marketing Agency, SEO, Social Media Marketing, Marketing Automation Agency*

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|  | **Keywords**: |

**What do you think your customers are searching for when they are looking to buy or learn about your products and services?**

*These may be the same as above, but make sure you are using your customer’s language.*

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|  | **Keywords**: |

**What problems does your product or service solve? Or, what benefits/opportunities does it create?**

*Generate leads, grow social media audience, grow web traffic, grow sales, what makes a website convert? How to use social media to generate sales.*

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|  | **Keywords**: |

**What are the common questions your prospects have?**

*How does SEO work? How much traffic should I expect? How do I define success? What is the best marketing automation tool?*

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|  | **Keywords**: |

**What are the common objections you here during the sales process?**

*Will SEO work for my business? Is Social Media a viable marketing tool. Will I like the website you design?*

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|  | **Keywords**: |