Keywords – these are both hidden and visible phrases that search engines like Google use to

help potential customers find your site. The hidden keywords are put into the code of the page, but you should also use them in the body of each page as well. Some of your pages may have the same keywords (the name of your company, the general description of what you do, etc.), then others should be specific to the page they are on with a total of 20-25 keywords for each page on your website. Search Engines also look for keywords in your title and description so you'll want to include them there as well.

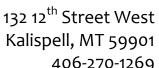What are the top 10-15 keywords that you would expect to be found by when people are trying to Google you?

1.	2.	3.
4.	5.	6.
7.	8.	9.
10.	11.	12.
13.	14.	15.

What are 5-10 keywords that are specific each page:

Page Name:		
Page Title:		
Page Description:		
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