

keyword brainstorm

The first step with natural and paid search is determining the best keywords and/or phrases to focus obtaining visibility on. These keywords should not only be relevant to the site, but also relevant with searchers.

- Review your site logs –know the channels people currently use to find you and know what referring search keywords are being used to generate searches.
- Think about what the web surfers will type in to find you...
think from their perspective
- Keyword Selector Tool:
 - » <https://adwords.google.com/select/KeywordToolExternal>
- Ad Copy Brainstorm Tool
 - » <https://adwords.google.com/select/AdTargetingPreviewTool>