Keyword Development: Without a computer!

Brainstorming your keywords can be done without a computer. You know your business, you know your personas. Now it is time to bring them together!

The search engines job is to match the searchers to the right search results. Your job is to create content focused around keywords so that the search engines offer up your content to your prospects.

Always approach your keyword research with your buying personas in mind. Understanding each persona will help you pair keywords with that specific audience's needs. If you have not developed your personas, take a step back and do the research. Here are a few guides that will help you in the process

[9 Questions You Need to Ask When Developing Buying Personas](#)

[A Marketer's Template for Creating Buyer Personas](#)

Begin with brainstorming a list of words and phrases that your personas are likely to type into a search engine in order to find your product or service.

Think in terms of a 2-3 word keyword phrase, also knows as a long-tailed keyword, not individual words. Individual words are too competitive and yield unfocused results for searchers. Your keywords should be specific to exactly what your business/product/service does so when the potential customer lands on your site they feel that it matches what they were looking for.

You may not target all the keywords you find, but you need to brainstorm and find as many potential keywords as possible. Your first priority is to identify keywords that your personas are searching for and then look into search volume and difficulty. Focus on keywords your personas would search for and then decide which will drive the most traffic and be possible to target on your site.

Questions to answer when developing keywords

Be as specific as possible!

1. What products/services do you offer?
2. Why would your personas need your product? What does it solve for?
3. How would you describe what your business does to someone that has never heard of you?
4. How would you explain your business to a child or elderly person?
5. What keywords would your personas use to find a solution like yours?
6. What are the industry problems that your business can solve for?
7. What problems/pain points are your personas facing?
8. What common questions do your prospects ask you?
9. How are your offerings special? What differentiates you from your competitors?

Keyword Worksheet

Problem based keywords (Refer to questions 2,5,6,7 & 8)

Base Keyword	Long-Tail Phrase 1	Long-Tail Phrase 2	Long-Tail Phrase 3	Long-Tail Phrase 4	Long-Tail Phrase 5
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Solution based keywords (Refer to questions 2,3,5,8 & 9)

Base Keyword	Long-Tail Phrase 1	Long-Tail Phrase 2	Long-Tail Phrase 3	Long-Tail Phrase 4	Long-Tail Phrase 5
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Brand based keywords (Refer to questions 2,5,6,7 & 8)

Base Keyword	Long-Tail Phrase 1	Long-Tail Phrase 2	Long-Tail Phrase 3	Long-Tail Phrase 4	Long-Tail Phrase 5
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