

# GOOGLE TO DO'S

## Keyphrase Research & Implementation

Pick the words your potential clients are typing in to find you. Then put them in the site the right way. Dont overdo it, but use the Keyphrases when applicable.



Use Google Keyword Planner Tool, to do research and come up with a Key phrase Document

I DID A LITTLE RESEARCH FOR YOU  
CHECK OUT MY PRINTOUTS



This will be your guide to updating and optimizing content on your website

<https://adwords.google.com/home/tools/keyword-planner/>

LOCAL  
(REGION)

~~COMBO local & industry phrases~~

INDUSTRY  
(WHAT YOU ARE)

Alaska

Anchorage

Girdwood

Fairbanks

Talkeetna

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Outdoor Gear Repair???

Jacket Zipper Repair???

Down Jacket Repair Service?

clothing repair shop near me?

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