



SEARCH ENGINE OPTIMIZATION (SEO) WORKSHEET

In order to maximize your website footprint, it is important to make your site as noticeable as possible on a search engine. In order to do this, keywords and descriptions are essential.

Think of every possible word that a user could enter to find your website. Include cities, surrounding cities, state, zip, along with keywords to describe what your business or website focuses on primarily. This list can be as extensive as you like. These keywords are embedded into the code and made available to be found by search engines. Send a separate list if this list is filled up.

CLIENT WEBSITE URL or BUSINESS NAME: _____

EMAIL CONTACT: _____

PHONE: _____

Check box if this is information that will be displayed on your website.

KEYWORDS:

DESCRIPTION (Describe your business or website purpose. This is the description that will show on a search engine when a user does a search.):