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Build Your Successful Coaching Practice Action Worksheet 4a: Keyword Research

Objective: Investigate keywords for your practice, either to discuss with an SEO expert or to initiate a basic DIY SEO campaign.

1. If someone were motivated to hire a coach for the services you offer, what might they enter into their browser?

Think like a potential client, and be clear and specific. You want to think of phrases that your potential, target, and ideal clients would be likely to actually type into google when they are searching for a coach.

Mix and match types of coaching with geography to develop your initial keyword list.

- Some phrases should include rather broad geographic qualifiers (career coach nj)
- Most should include much narrower geographic qualifiers (career coach Montclair nj).
- If you include any small ponds, they will need very broad geographic qualifers or none at all (positive psychology coach).

Each match is a separate keyword phrase.

Make a long list of keyword phrases to research:

2. Create a free google adwords account, and begin to experiment.

Go to tools > keyword planner > Search for new keyword and ad group ideas

Enter your ideas for keyword phrases in the box on your screen.

When the tool returns results, it will bring you to a tab called Ad group ideas. Click over to Keyword ideas instead to see data for each keyword phrase.

3. Assess your results, and keep experimenting.

Ideally, your keyword phrases with the largest geographical qualifiers (e.g. life coach boston) will have 100 – 300 searches per month.

Preferred keyword phrases with 100 – 300 searches per month
(broadest geographic qualifiers):

You'll have a larger number of keyword phrases with more narrow geographic qualifiers (e.g. life coach cambridge ma); these will most likely have will have 30 or fewer searches per month (many will have less than 20, signified on adwords by --).

Preferred keyword phrases with 30 or fewer searches per month (big ponds with narrower geographic qualifiers):

And you may wish to have a few keyword phrases that represent your preferred niches, or small ponds. These are likely to need very broad geographic qualifiers, or no geographic qualifier at all.

Preferred keyword phrases for small ponds (very broad or no geographic qualifiers):

4. Check out your keyword phrases in the real (virtual) world.

Open an incognito or private window in your browser, then enter one of your keyword phrases and see what comes up.

Competitors? You're on the right track. Check them out and see what you can learn.

Directories? Means they're well optimized for your search terms. Join them!

Lots of unrelated sites? May indicate your keyword phrase is too vague. See if you can be more concrete.

Lots of pay-per-click ads? May indicate a lot of competition for organic search rankings. Try to be more specific.