## **Discovering Your Keywords**

A **Keyword** is a word that people may use in relation to your business. Using keywords in your website that people use in search engines will increase your web presence.

Utilize this brainstorming worksheet to create keywords that pertain to your business. Write your own answers in the columns. Questions are available to help get you thinking. If you are feeling brave try to create your own category!

Location	Education	Socialization	Childcare	
Naval Amphibious Base	After school care	Multi-cultural	Certified	
Where are you located? What zip code are you in? What zip codes are you near? What schools are you near or provide transportation to? Are you near any large areas or major businesses? How about military bases or hospitals? Think of all things location.	Education is important. What do you parent's look for? What ages do you provide service to? What do you focus on? Do type of programs do you have? What type of activities do you provide? What can you provide in terms of education?	What types of milestones do you focus on? Do you provide any socially developmental services? What do you call small children? Get creative with this one and dig deep.	Think of all other things childcare. What do you do for these children? What kind of parents do you attract? What are you website pages about? What types of safety do you focus on? What type of business are you in? What are different ways to say childcare center?	