

# Keyword Research Template for Local Businesses

## Introduction

Welcome to our **Keyword Research Template for Local Businesses!** We're thrilled to help you discover the best keywords to boost your local SEO and attract more customers. This template will guide you through the process of finding and selecting the right keywords that connect your business with your local community.

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## 1. Identify Your Core Services

### Description:

Start by listing all the services or products your business offers. Understanding your core offerings is the foundation of effective keyword research.

### Steps:

- 1. List Your Services/Products**
    - Write down every service or product your business provides.
    - Example: For an auto repair shop: Oil changes, brake repairs, tire rotations, engine diagnostics.
  - 2. Define Each Service**
    - Briefly describe each service or product.
    - Example: "Oil changes – We provide quick and affordable oil changes to keep your vehicle running smoothly."
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## 2. Brainstorm Local Terms

### Description:

Think about the local terms and phrases your customers might use to find your services. Including geographic locations in your keywords can significantly improve your local search visibility.

### Steps:

- 1. List Local Locations**
  - Identify the city, neighborhood, or region you serve.
  - Example: "Downtown [Your City]," "[Your City] suburbs."
- 2. Combine Services with Locations**
  - Create phrases that combine your services with local terms.

- Example: "Oil changes in Downtown [Your City]," "Brake repairs near [Your Neighborhood]."
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### **3. Use Keyword Tools**

#### **Description:**

Utilize keyword research tools to find popular and relevant keywords for your business. These tools provide data on search volume and competition.

#### **Steps:**

- 1. Choose a Keyword Tool**
    - Use tools like Google Keyword Planner, Ubersuggest, or Moz Keyword Explorer.
  - 2. Enter Core Keywords**
    - Input your core services into the tool to find related keywords.
    - Example: Enter "oil changes" to find related terms.
  - 3. Analyze Results**
    - Look for keywords with high search volume and low competition.
    - Note down relevant keywords that fit your business.
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### **4. Analyze Competitors**

#### **Description:**

Check what keywords your competitors are using. This can help you find new opportunities and understand what's working in your industry.

#### **Steps:**

- 1. Identify Top Competitors**
    - List your main local competitors who appear in search results.
  - 2. Examine Their Keywords**
    - Use tools like SEMrush or Ahrefs to see what keywords they rank for.
    - Note down effective keywords they are targeting.
  - 3. Find Gaps**
    - Identify keywords your competitors are not using.
    - Look for opportunities to target these underserved keywords.
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### **5. Select Primary and Secondary Keywords**

### **Description:**

Choose the most relevant keywords to focus on. Primary keywords are your main targets, while secondary keywords support them.

### **Steps:**

#### **1. Choose Primary Keywords**

- Select keywords that are highly relevant to your core services and have good search volume.
- Example: "Oil changes [Your City]"

#### **2. Select Secondary Keywords**

- Pick related keywords that support your primary keywords.
- Example: "Affordable oil changes," "Quick oil change services"

#### **3. Organize Your Keywords**

- Create a list with primary and secondary keywords for each service.
  - Example:
    - **Primary:** "Brake repairs [Your City]"
    - **Secondary:** "Affordable brake repair," "Emergency brake services"
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## **6. Organize and Prioritize Keywords**

### **Description:**

Arrange your keywords based on their importance and relevance to your business. This helps you focus your SEO efforts effectively.

### **Steps:**

#### **1. Create a Spreadsheet**

- Use a tool like Excel or Google Sheets to organize your keywords.

#### **2. Categorize Keywords by Service**

- Group keywords under each of your core services.
- Example:
  - **Oil Changes:** "Oil changes [Your City]," "Affordable oil changes," "Quick oil change services"
  - **Brake Repairs:** "Brake repairs [Your City]," "Affordable brake repair," "Emergency brake services"

#### **3. Prioritize Based on Relevance and Search Volume**

- Rank keywords within each category by their search volume and relevance.
- Focus on high-volume, highly relevant keywords first.

#### **4. Set SEO Goals**

- Assign specific goals for each keyword, such as improving rankings or increasing traffic.
- Example: "Rank in the top 3 for 'Oil changes [Your City]' within 3 months."

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## Sample Keyword Research Template

Service/Product	Primary Keyword	Secondary Keywords	Search Volume	Competition	SEO Goal
Oil Changes	Oil changes [Your City]	Affordable oil changes	High	Low	Rank in top 3 within 3 months
		Quick oil change services	Medium	Medium	Increase traffic by 20%
Brake Repairs	Brake repairs [Your City]	Affordable brake repair	High	Low	Rank in top 3 within 3 months
		Emergency brake services	Medium	Medium	Increase conversions by 15%
Tire Rotations	Tire rotations [Your City]	Affordable tire rotations	Medium	Low	Rank in top 5 within 6 months
		Quick tire rotation services	Low	Low	Increase traffic by 10%

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## Conclusion

Congratulations on taking the first step towards mastering local keyword research! By using this **Keyword Research Template for Local Businesses**, you'll identify the best keywords to attract more local customers and improve your search rankings. If you need further assistance, our team is here to help you every step of the way. Let's achieve outstanding success together!

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## How to Access This Template

To download the **Keyword Research Template for Local Businesses**, visit our **Resources Page** and fill out the quick form. We're here to support your local business growth every step of the way!

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## Implementation Tips

- **Keyword Integration:** Ensure each section of your website is optimized with the selected keywords to improve search rankings.
- **Clear Formatting:** Use headings, bullet points, and short paragraphs to make the content easy to read.
- **Engaging Visuals:** Include high-quality images, infographics, and screenshots to illustrate key points.
- **Consistent Branding:** Maintain your brand's colors, fonts, and logos throughout the template for a professional look.
- **Easy Access:** Make the template easily downloadable or accessible online for local business owners.