



Integrated Marcom Planner

Keyword Bank Development

Determine the words that interested prospects will use to search for your products or services.

Questions to ask when developing keywords:	Broad Category Keywords Industry Buzzwords	"Long Tail" Keywords (Problem-specific)	Solution-specific Keywords
	For example "employee benefits" "health care benefits"	i.e. "managing healthcare benefits for low income employees"	For the searcher who knows the product or brand name and wants to get to the website. i.e. "ABC Company Capital Management"
What will my target prospect search for? Consider jargon, acronyms, and terms, though not "technically pure" are commonly used i.e. "benefits administrator" instead of "HR professional"			
What keywords do I want to own? i.e. When someone searches on "human capital" I want them to see "ABC Company"			
Are there specific brand names on which prospects will search?			