

Exercise 3: Basic Keyword Research

For each domain you own or plan to buy, use the free keyword tool at <http://freekeywords.wordtracker.com> or in Google’s External Keywords Tool (<https://adwords.google.com/select/KeywordToolExternal>) to find out exactly what words or phrases are being used in your market. This list will form the basis of the content you use later on, and can help you decide on what domain names will work for your websites and what the names of your pages might be.

Topic Name	Keywords or Phrases	Possible Domain Names	Web Page Names