

Understanding Keyword Refinement

Purpose for this document: this document was developed as an introduction for D.P. Web Design clients to better understand how to select the best keywords for their site.

All following keyword & business examples will be based around a Dog Grooming Business.

A better term would be 'Key Phrases' and not 'Keywords' as people will usually type in things like 'Dog Groomer Townsville' rather than 'Dog' or 'Groomer'. Also, another important thing to remember is the compatibility of the keyword to your business. In this case 'Dog' is important but 'Dog Groomer' is more important.

Let's give these two words/phrases an importance level out of 100 (0 being the least important). If you are a dog grooming business then the word '**dog**' could also refer to '**dog training, dog food or dog health**' etc. so you could give this keyword an importance level of about **20-30**. Whereas '**dog grooming**' while describing more about your business could still be referring to somebody looking for tips on **how to groom their dog**, so we could give this an importance level of **70-80**. Now let's use the key phrase '**professional dog grooming service**', this would pretty much describe the business **100%** so this is a main keyword that should be used in site titles, content, meta tags, menus, image alt tags throughout the site.

Here are Some Sample Keywords:

1. professional dog grooming services (10)
2. dog grooming (14,800)
3. dog grooming near me (5,400)
4. pet grooming near me (1,000)

In the sample keywords list above are popular keywords for a dog grooming service, the number in the brackets (1,000) refers to the number of searches on that keyword per month. While the bigger numbers are obviously better keywords to use the level of importance (explained above) that keywords hold in relation to your business is primary. This means the keyword with the highest number & level of importance would be your primary keyword/phrase.

D.P. Web Design Process for Keyword Refinement on Your Website

1. Please supply up to 12 key phrases that you think people would Google to find your business then email them to danpoole@dpwebdesign.com.au
2. We will analyse those key phrases and give you results on the best keywords and suggestions of similar or more popular ones like the 'Sample Keywords' above.
3. From our researched list please remove keywords that you don't want to use or think have an importance level below 30-40.
4. We will then add those refined keywords to your site meta data, titles etc.
5. If you haven't already done so please use those keywords in titles & text throughout your site before supplying your copy to us.
6. You can also use Google Search to help with your keywords (to refer to the dog grooming business again) if you were to type in dog grooming into Google you will also get related searches at the bottom of the page (example below).

Searches related to dog grooming

dog grooming **kirwan**

dog grooming **melbourne**

mobile dog grooming **townsville**

dog grooming **canberra**

dog grooming **bushland beach**

shelly's dog grooming **townsville**

dog grooming **course townsville**

gorgeous grooming **townsville**



Plus, you may see a 'People also asked' list, this is good to base your content around or even make a Q&A or FAQ

People also ask	
What is the average cost of a dog grooming?	▼
What is included in a dog grooming?	▼
How long does it take to become a dog groomer?	▼
How much do you tip the dog groomer?	▼

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In Summary:

You don't have to do this but for the best results we suggest you do, knowing the best keywords for your business is as important as knowing your business phone number, without it people will not find you.

Make sure to always check the keywords you want to use by typing them into google to see what comes up. It will indicate who is using those keywords already. If similar businesses to your own are shown when using those keywords, it is an indication that they are good ones to use. If something like Wikipedia comes up, it will be good to relook at those keywords and either refine it or remove them totally.