

## KEYWORD RESEARCH BRIEFING DOCUMENT

Current Website URL to be researched (if applicable)	www.
Search Region (e.g. UK, US) One region included; additional regions will be charged extra	
Competitor Websites (Max. 5)	1: <hr style="border-top: 1px dotted #000;"/> 2: <hr style="border-top: 1px dotted #000;"/> 3: <hr style="border-top: 1px dotted #000;"/> 4: <hr style="border-top: 1px dotted #000;"/> 5:
Target (Seed) Keywords (Max. 10) Your current/planned keywords	1: <hr style="border-top: 1px dotted #000;"/> 2: <hr style="border-top: 1px dotted #000;"/> 3: <hr style="border-top: 1px dotted #000;"/> 4: <hr style="border-top: 1px dotted #000;"/> 5: <hr style="border-top: 1px dotted #000;"/> 6: <hr style="border-top: 1px dotted #000;"/> 7: <hr style="border-top: 1px dotted #000;"/> 8: <hr style="border-top: 1px dotted #000;"/> 9: <hr style="border-top: 1px dotted #000;"/> 10:

## Additional Information

<p><b>Products &amp; Services defining (Top 5).</b> Generic words that define your product or service.</p> <p>Exclude:</p>	<p>1:</p> <hr/> <p>2:</p> <hr/> <p>3:</p> <hr/> <p>4:</p> <hr/> <p>5:</p>
<p><b>Customer defining (Top 5).</b> Any generic keywords that identify your target customers or subset of customers (i.e. that they would use themselves)</p> <p>Exclude:</p>	<p>1:</p> <hr/> <p>2:</p> <hr/> <p>3:</p> <hr/> <p>4:</p> <hr/> <p>5:</p>
<p><b>Location defining (Top 5).</b> Keywords that identify a location</p> <p>Exclude:</p>	<p>1:</p> <hr/> <p>2:</p> <hr/> <p>3:</p> <hr/> <p>4:</p> <hr/> <p>5:</p>
<p><b>Seasonal defining</b> Keywords that drive site traffic at a particular time of year e.g. Halloween</p> <p>Exclude:</p>	<p>1:</p> <hr/> <p>2:</p> <hr/> <p>3:</p> <hr/> <p>4:</p> <hr/> <p>5:</p>



For more help and advice contact Alan Say Tel: 07974 353379  
 Email: [alan.say@cblservices.co.uk](mailto:alan.say@cblservices.co.uk)  
[www.cblservices.co.uk](http://www.cblservices.co.uk)