

# Keyword Audit



Dear Client,

We are pleased to inform you we've completed the Keyword Audit for your website - <https://mydomain.com/>.

Below is a list of keywords that will guide your SEO efforts moving forward. We've listed the keywords that have the best opportunity for increasing traffic and conversions overall.

Our professional recommendation is that you focus your investment of time and budget into the top 15 keywords that were specifically selected from the answers to these 5 questions:

1. What keywords are your customer using to find your site now? Which keywords are performing well?
2. What keywords do you want people to use to find you?
3. How strong are your brand keywords?
4. What are the most relevant keywords in your industry?
5. What are the top 15 keywords that are recommended to work (why and how)?

Here are the Top 15 Keywords you need to invest in:

1. Keyword
2. Keyword
3. Keyword
4. Keyword
5. Keyword
6. Keyword
7. Keyword
8. Keyword
9. Keyword
10. Keyword
11. Keyword
12. Keyword
13. Keyword
14. Keyword
15. Keyword

## Specifics

Keyword	Searches	Ranking	Page	Suggestions
Keyword 1	720	-	create a landing page	Use this keyword in new landing page for 3 or 4 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 2	260	10	<a href="https://mydomain.com/">https://mydomain.com/</a>	Use this keyword in the mentioned page 2 or 3 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 3	260	63	<a href="https://mydomain.com/shop/">https://mydomain.com/shop/</a>	Use this keyword in the mentioned page 3 or 4 times. Places to use the keyword are title, meta description, h1, h2, body of the content

Keyword 4	210	88	<a href="https://mydomain.com/about/">https://mydomain.com/about/</a>	Use this keyword in the mentioned page 3 or 4 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 5	140	34	<a href="https://mydomain.com/store/">https://mydomain.com/store/</a>	Use this keyword in the mentioned page 2 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 6	140	79	<a href="https://mydomain.com/contact-us/">https://mydomain.com/contact-us/</a>	Use this keyword in the mentioned page 2 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 7	140	-	create a landing page	Use this keyword in new landing page 3 or 4 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 8	90	11	<a href="https://mydomain.com/apply-now/">https://mydomain.com/apply-now/</a>	Use this keyword in the mentioned page 2 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 9	70	7	<a href="https://mydomain.com/">https://mydomain.com/</a>	Use this keyword in the mentioned page 1 time. Places to use the keyword are title, meta description and h1
Keyword 10	70	50	create a landing page	Use this keyword in new landing page 3 or 4 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 11	50	57	<a href="https://mydomain.com/search">https://mydomain.com/search</a>	Use this keyword in new landing page 3 or 4 times.

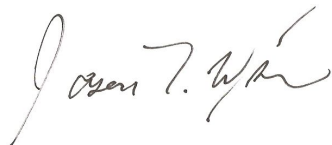
			<a href="#">/</a>	Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 12	40	20	<a href="https://mydomain.com/">https://mydomain.com/</a>	Use this keyword in the mentioned page for 2 or 3 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 13	40	73	<a href="https://mydomain.com/about/john-doe/">https://mydomain.com/about/john-doe/</a>	Use this keyword in new landing page for 3 or 4 times. Places to use the keyword are title, meta description, h1, h2, body of the content
Keyword 14	20	37	<a href="https://mydomain.com/services/">https://mydomain.com/services/</a>	Use this keyword in new landing page for 3 or 4 times. Place to use the keyword are title, meta description, h1, h2, body of the content
Keyword 15	10	9	<a href="https://mydomain.com/pricing/">https://mydomain.com/pricing/</a>	Use this keyword in the mentioned page 1 time. Places to use the keyword are title, meta description and h1

# Conclusion

If you have any questions or would like to discuss the opportunities listed in the action items table, please contact Jason directly at 231-432-8177 or email him at [info@wisersites.com](mailto:info@wisersites.com).

Thank you for inviting us to partner with you to build your HOME online.

Jason T. Wiser

A handwritten signature in black ink that reads "Jason T. Wiser". The signature is fluid and cursive, with the first name "Jason" being the most prominent.

Owner  
Wiser Sites, LLC

231-432-8177  
<https://wisersites.com>

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\*The appendixes attached below are the spreadsheets that we used to develop your Executive Summary. We include these for your reference, but we caution you, they can be a bit overwhelming! Don't let them confuse you. We will be glad to discuss and explain everything in your Audit with you during our follow up call. In the meantime, if you have questions please call 231-432-8177.