



FACEBOOK ~ KEYWORD SEARCH WORKSHEET

Use your business' Top 20 keywords as a guide to search for prospective Friends and Likes (and those to Friend and Like).

INSTRUCTIONS: Begin with your business' website keywords. What are the top 20 words (or very short phrases) you have attached to your home page's meta file? For example, in a professional business such as a CPA, keywords attached to the home page (and other pages) may include: *accountant, certified public accountant, CPA, bookkeeper, bookkeeping, auditing, tax preparation*, etc. A florist sells products; so a florist's keywords may be: *flowers, floral arrangements, roses, corsages, wedding floral arrangements*, etc. Use these as your starting point for searches. As you can see, if you have a wide array of products or services with well over 20 keywords, you will need to edit carefully for your starting point.

If you are currently rethinking your search words, here are a few guidelines and topics to consider:

- Business Name/Function
- Products & Services
- Descriptors (Adjectives with nouns)
- Industry Category/SIC Code Name
- Location/Town/State
- Common Abbreviations (for product, service...)

FACEBOOK KEYWORDS TO SEARCH (Use pencil! Start with most important. Rearrange as needed.)
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