

Wordperfect's FREAKISHLY awesome and TOTALLY fantastic keyphrase experiment.

YOUR NAME:

NAME OF COMPANY YOU'VE SELECTED:



OK. Now the idea here is that we're going to do a bit of a reality check – what *you* think people will search for online when looking for your services, vs your *actual* customer base.

You could be spot on. I really hope not, because that would totally ruin my theory. But let's try this out and see what happens!

PLEASE! Write *actual real genuine 100% totally honest* searches that you would type in if you were wanting to use the services of the company you've selected. DON'T try to think as if you were them: **think as you, looking for something the selected company offers.**

Search terms I would use to find this company/service/product:

YOUR TURN!

Your own company's name:

So, please could you write down at least 7 search terms (and they can be actual questions, as that's the trend these days) that **you** think your market would use to find your own services/products online.



Search terms I think my market would use to find my services/ products online: