# CUSTOM WEB SITE -- KEYWORD PAGE

Name: Day Phone: Eve. Phone:

Address:

City: State: ZIP:

E-mail Address:

(For office use only – LEAVE BLANK) Web address:

## Key Words

To be effective, a keyword should not be just a single common word. The search engines have millions of references to common words! Instead, use phrases of 2 to 5 words that occur in the wording on your home page. These should be phrases that are fairly unique and that someone surfing the web for your product or service would be likely to enter in a search engine. If the phrase is not used on your home page, you will not achieve search engine ranking for that phrase! Consider re-writing the home page so that the wording and the keywords work together for your benefit.

In the spaces below list up to 24 key word phrases for use on your web site.

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