

SOCIAL MEDIA KEYWORD PLANNER

getting the most out of your marketing strategy

Social Network: _____

What is your profession or industry?

How would you describe what you offer to visitors or clients?

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

REMINDER:

Keyword(s): the search term (either a single word or a phrase) that a person enters into a search engine in order to find results.

Long tail keyword: a much more descriptive search phrase. Using the example from Index, "DIY home improvement projects" is more of a long tail keyword than DIY project. However, "DIY home improvement projects for your kitchen" is even more of a long tail keyword.

List keyword(s) that you can use.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Use Google Keyword Planner, Moz Keyword Explorer, or any other keyword search tool to look up those ten keywords and see what ranks the best for *you*.

Bonus: List popular hashtags that you could use below on sites such as Instagram, Twitter, and Facebook.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

TIP: HOW MANY HASHTAGS TO USE

Instagram: Images with more than 10 hashtags get the most interaction. Instagram caps your amount at 30 per post (this includes both the caption and the comment section).

Twitter: Tweets with one or two hashtags get the most engagement.

Facebook: Believe it or not, posts without hashtags do the best, therefore follow Twitter's guideline.