

## Building your ABA Profile Simple Example: Southborough Website Design

### List key terms that best describe your business or service

1. Website Developer
2. Website Designer
3. Website Programmer (php)

Research these key terms to come up with more ideas or other common usages that mean the same thing.

### Google Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

### Modified Key Word List

Website Developer	Website Programmer (PHP)
Website Designer	-- php programming
-- web developer	-- php developer
-- web designer	-- php web development
-- web design company	-- php programmer
-- web design company Massachusetts	-- php expert
-- web design and development	-- freelance php
	-- php web developer

**Use these resulting keywords and phrases to craft a profile or build content for your website**

### Research example for "Electrician"

certified electrician  
local electrician  
electrician in massachusetts  
commercial electrician  
licensed electrician

Compare number of monthly searches for similar terms:  
"electrical contractor"           90,000 searches/month in US  
"electrician"                       823,000 searches/month in US

**Interpretation:** you may think of yourself as an "electrical contractor" but since 9 times more people (consumers) think and search for "electrician" when looking for your services you should use this term more often if this is your real target customer.