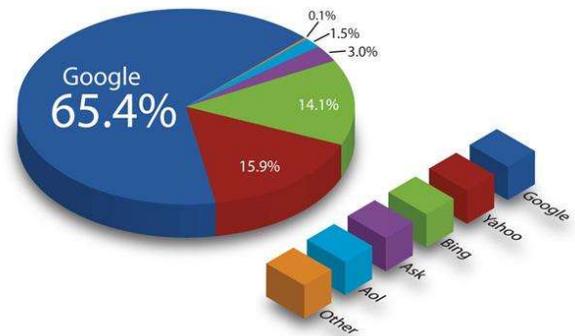


## WHY CONDUCT KEYWORD RESEARCH

Conducting Keyword Research is one of the first and most vital steps towards building an online presence and bringing the right audience to your website. It ensures that your site is ranking competitively in the search engines for the ***right*** keywords.

Ranking for the right keywords is essential to a website's commercial successful. Targeting singular words like **fashion** or **health** is counterproductive as such terms are too broad and focusing on them will never yield positive results.

The main focus should be on targeting keywords that will not only bring traffic to your website, but also bring conversions.



### KEYWORD RESEARCH& ANALYSIS FOR Biz Infograph Canada Inc.

Based on our analysis, we have come up with the following keyword suggestions for your website. Taking into account the search terms and their average Google searches, it is our opinion that your site can rank well for the keywords mentioned below.

| #                       | Search Terms                 | Avg. Google Search Results | PPC Competition |
|-------------------------|------------------------------|----------------------------|-----------------|
| <b>Your SUGGESTIONS</b> |                              |                            |                 |
| 1                       | Free power point template    | 641000000                  | High            |
| 2                       | Google slide templates       | 357000000                  | High            |
| 3                       | Financial dashboard          | 246000000                  | High            |
| 4                       | Google slides theme          | 198000000                  | High            |
| 5                       | PowerPoint template free     | 175000000                  | High            |
| 6                       | Google slideshow templates   | 173000000                  | High            |
| 7                       | Google slides template       | 153000000                  | High            |
| 8                       | ppt templates                | 134000000                  | High            |
| 9                       | Dashboard for excel          | 106000000                  | High            |
| 10                      | Inventory Template Excel     | 51200000                   | Moderate        |
| 11                      | Budget template Excel        | 30100000                   | Moderate        |
| 12                      | Excel template for dashboard | 15700000                   | Moderate        |
| 13                      | Excel dashboard templates    | 10200000                   | Moderate        |
| 14                      | Excel templates dashboard    | 9570000                    | Low             |
| 15                      | Dashboards templates excel   | 4470000                    | Low             |
| 16                      | Dashboards excel templates   | 4000000                    | Low             |

| #                      | Search Terms                                  | Avg. Google Search Results | PPC Competition |
|------------------------|---|----------------------------|-----------------|
| <b>Our SUGGESTIONS</b> |   |                            |                 |
| 1                      | Professional business templates               | 331000000                  | High            |
| 2                      | Google Slides themes for presentations        | 245000000                  | High            |
| 3                      | Ppt templates and Google Slides themes        | 163000000                  | High            |
| 4                      | Presentation templates online                 | 153000000                  | High            |
| 5                      | Best Presentation Templates                   | 151000000                  | High            |
| 6                      | Free PowerPoint Templates                     | 133000000                  | High            |
| 7                      | Best PowerPoint Templates                     | 120000000                  | High            |
| 8                      | Professional templates and graphics           | 98500000                   | High            |
| 9                      | High quality Excel Spreadsheet Templates      | 71000000                   | High            |
| 10                     | Best Slide Templates                          | 67400000                   | High            |
| 11                     | Free PowerPoint Infographic & Designs         | 48400000                   | High            |
| 12                     | Financial dashboards and reporting templates  | 33300000                   | High            |
| 13                     | Google Slides Themes                          | 31700000                   | High            |
| 14                     | High end slide templates                      | 27700000                   | High            |
| 15                     | Professionally Designed Slides and Dashboards | 26000000                   | High            |
| 16                     | Sales management dashboard template           | 21200000                   | High            |
| 17                     | Sales Dashboard Templates                     | 20800000                   | High            |
| 18                     | Free PowerPoint Infographic Templates         | 16900000                   | High            |
| 19                     | Infographic Templates for Powerpoint          | 16400000                   | High            |
| 20                     | Excel Dashboard Examples and Templates        | 16000000                   | High            |
| 21                     | Best Excel Dashboard Templates Online         | 16000000                   | High            |
| 22                     | Excel Dashboard Templates                     | 10200000                   | High            |
| 23                     | Financial Dashboard Templates                 | 9840000                    | Moderate        |
| 24                     | Best Excel dashboard templates                | 5890000                    | Moderate        |
| 25                     | HR Dashboard Templates                        | 4470000                    | Moderate        |
| 26                     | Free Excel Templates and Spreadsheets         | 2790000                    | Moderate        |
| 27                     | Fully customizable infographic templates      | 1050000                    | Moderate        |
| 28                     | HR dashboard Excel templates                  | 883000                     | Moderate        |
| 29                     | Powerpoint templates and Google Slides themes | 98                         | Low             |
| 30                     | PPT templates and Google Slides themes        | 90                         | Low             |