

Exercise #1 – Lana’s Domain Name

Keywords we came up with:

- Alana
- Lana
- Velasquez
- Little Louey
- Little Louey Learns a Lesson
- Mother
- Author
- Writer
- Teacher
- Parkinsons
- Amarillo
- Minnesota
- Chicken
- Duck
- Christian
- Bible Study

Possible domain names from those keywords:

- AlanaVelasquez.com
- AlanaVelasquezAuthor.com
- LanaVelasquez.com
- LanaAndLouey.com
- LittleLoueyLearnsALesson
- LittleAndHisBrother
- LittleLoueyWantsToFly
- LittleLoueysLessons

Exercise #2 – Donice’s Possible Blogging Topics

The topics Donice mentioned:

- Historical Romance
- Civil War
- Quasi-war - right before the war of 1812
- Baltimore Clipper
- Privateer

The blogging ideas based upon those topics and general ideas:

- Deleted Scenes
- Feminism
- Talk like a pirate
- Cross-dressing
- Chivalry
- Shiver me timbers
- Baltimore & boating
- George Clooney got married – he was a great catch, historical figure, romance (this ties Donice’s topic directly to a current event and could get her noticed!)
- Fashions

Exercise #3 – Donice’s Long Tail Keywords

We took Donice’s keywords and extended them to become “long tail keywords.” Remember that long tail keyword is just a fancy way of saying “natural language that someone might use to search.”

Base Keyword	Long Tail #1	Long Tail #2
Feminism	feminism in the 1800s	what was feminism like during the war of 1812
Chivalry	was chivalry popular in the 1800s	were pirates really chivalrous?
Privateer	did privateers use Baltimore clippers	were there privateers during the civil war

Donice can use these six long tail keywords as the basis for blog posts because these are natural phrases that someone might type into a search engine. If they do, because Donice used those phrases in the title of her blog post and then again a few times in the body of her blog post, her website is likely to get a good ranking by Google for that phrase and even phrases close to it.