**SEO**

A friend of yours has decided to open a local business to repair smartphones and devices. She is very good at what she does but has come to you for help creating a website. She knows it is important to rank high on search results, particularly because her business is just starting up.

Using Google, run a series of searches including, but not limited to:

* iPhone cracked screen
* Smartphone repair
* Fixing a cracked iPhone screen
* Smartphone repair near me

1. What are the differences in the organic search results (not sponsored content) that appear? Discuss why these searches, even though all are related to phone repair issues, produce different search results.

2. What kinds of search words tend to produce results that list local service centers or repair facilities?

3. Click on one or two of the links on the search results page for the searches listed above and examine the websites. How well does the website content match the intent of your search string? Based on what you learn from conducting these searches, what recommendations would you give to your friend for building her website? Brainstorm a list of a dozen or more keywords around which she can optimize her website.