

VitalPBX Expanded Search Keyword List (by Funnel Stage)

This file is structured by audience intent, from "Cold" to "Conversion."

A strategy for "Retargeting" is included at the end.

1. COLD AUDIENCE (Top-of-Funnel)

Goal: Capture users who are "problem-aware" but not "brand-aware."

Strategy: Bid on their problem, not your product.

Ad Group 1.1: Problem - Generic PBX / Phone System

"business phone system"
"small business pbx"
"voip phone system for small business"
"ip pbx solution"
"on-premise pbx"
"cloud pbx for small business"
"office phone system"
"replace old pbx"
"multi-line phone system for business"
"voip for business"
"business telephone systems"

Ad Group 1.2: Problem - Specific Features (UC)

"unified communications platform"
"uc software"
"business voip with video"
"remote work phone system"
"business chat and phone"

Ad Group 1.3: Problem - Call Center

"call center software for small business"
"small business call center solution"
"call queue software"

"inbound call center software"
"IVR system for small business"

Ad Group 1.4: Industry Verticals (Advanced)

Note: Use these if you specialize in a specific industry.

"hotel pbx system"
"phone system for medical office"
"school phone system"
"law firm phone system"
"auto dealership phone system"

2. CONVERSION AUDIENCE (Bottom-of-Funnel)

Goal: Capture users who are "brand-aware" (of you or competitors).

Strategy: Bid on brands and high-intent "buy now" terms.

Ad Group 2.1: Brand - VitalPBX (High Intent)

"vitalpbx"
"vitalpbx pricing"
"vital pbx"
"buy vitalpbx license"
"vitalpbx demo"
"vitalpbx partner"
"vitalpbx support"
"[vitalpbx partner]"
"vitalpbx download"

Ad Group 2.2: Competitor - 3CX or any other competitor (High Value!)

"3cx alternative"
"vitalpbx vs 3cx"
"3cx pricing"
"switch from 3cx"
"3cx partner"
"3cx new pricing model"

Ad Group 2.3: Competitor - FreePBX / Asterisk

"freepbx alternative"
"vitalpbx vs freepbx"
"asterisk business solution"
"commercial asterisk pbx"

Ad Group 2.4: Competitor - Cloud (SaaS)

"ringcentral alternative"
"8x8 alternative"
"nextiva alternative"
"ringcentral pricing"

Ad Group 2.5: Competitor - Hardware / Other

"yeastar alternative"
"grandstream pbx alternative"
"vitalpbx vs yeastar"

3. RETARGETING (RLSA) STRATEGY (AUDIENCE, not Keywords)

Retargeting in Search (RLSA) is an AUDIENCE strategy, not a keyword one. You don't create new "retargeting keywords." Instead, you use your existing keywords in two new ways:

Strategy A (RLSA - Targeting):

1. Create new Ad Groups for your "Cold Audience" keywords (e.g., "business phone system").
2. Apply your "All Website Visitors" retargeting list to these Ad Groups.
3. Set the "Targeting" setting (not "Observation").
4. RESULT: You only bid on broad, expensive terms for people who have ALREADY visited your site, making your "Cold" budget much more efficient.

Strategy B (RLSA - Bidding):

1. Go to your "Conversion Audience" Ad Groups (e.g., "vitalpbx pricing", "3cx alternative").
2. Apply your "All Website Visitors" retargeting list with the "Observation" setting.

3. Add a bid adjustment of +25% to +50% for this audience.

4. RESULT: You bid MORE aggressively to win the click when you know the person is both searching for a high-intent term AND has been on your site before.

4. NEGATIVE KEYWORDS (Apply to ALL campaigns)

Goal: Save money by not showing ads to irrelevant searchers.

- free
- jobs
- career
- diy
- residential
- home
- tutorial
- how to
- open source
- guide
- examples
- salary