

The Electrician's Keyword Starter List

Real U.S. search terms with rough monthly volume, drawn from Google's keyword data (via Google Keyword Planner) and cross-checked against electrical marketing benchmarks. Numbers are rounded estimates and vary by region. Pull fresh numbers for your own town in Keyword Planner. Sort by CPC; the high-CPC terms are your buyers.

Emergency (build first; highest CPC, \$32+): emergency electrician, emergency electrician near me, 24 hour electrician, power outage electrician, electrical repair, breaker keeps tripping, sparking outlet, burning smell outlet

High-ticket projects (where electricians win; build dedicated pages): electrical panel upgrade (~35K), EV charger installation (~21-28K, climbing), generator installation (~22K), whole house generator installation (~9.9K), whole-home rewiring, 200 amp panel upgrade, sub panel installation

The land grab (growing fast, still cheap to rank): EV charger installation, EV charger installer near me, Tesla charger installation, level 2 charger installation, home battery installation, solar panel electrician

Small jobs (schedule fillers & review generators): outlet installation, GFCI outlet installation, ceiling fan installation, light fixture installation, recessed lighting installation, switch replacement, dimmer installation, landscape lighting, electrical inspection

Credential & commercial: licensed electrician near me, electrician reviews, commercial electrician, electrical contractor new construction, industrial electrical services

Informational (long game / AI answers): how much does it cost to upgrade an electrical panel, do I need a level 2 charger, why does my power keep going out, how to reset a breaker

Then add your towns. Each of the above x each town you serve = your real target list. Flag EV charger and generator pages as priority. That's the land grab. That's the engine.