



CHOOSING THE RIGHT KEYWORDS IS OF THE UTMOST IMPORTANCE

Know what words your customers will use when searching.

You might know what your customers search for. If not, find out. Is it a description of "pants" or "jeans?" One may be searched more often than the other, but why not target both? How about "executive gifts?" Maybe "desk accessories" will broaden your web site marketing strategy.

Ask all kinds of people. Get advice from people in all walks of life including management, employees, customers, vendors, friends and family on how they would search for effective search engine positioning keywords. Ask them how they would search for different products and services. It's really not about what you think they would search for, it's about what they think. Believe me, they can many times be two totally different things.

Once you have successfully harvested a meaningful keyword list, remove any keywords that are too targeted or not too specific. Also remember that keyword placement is important. Try to put as many keywords as possible in the beginning paragraphs, and of course the title line.

The higher the value of the keyword the more competition you will have. Every SEO utilizes tools similar to the Overture Keyword Suggestion Tool and also know the value of a keyword. The lower the value of the keyword the less competition we will have.

We don't want to aim to low but we also don't want to aim to high. We need to find a middle ground. For you that may be a keyword with a value of no less than 1000 and no more than 10,000. It will be up to you to determine what you deem reasonable.

Also, the keywords should appear regularly throughout the opening Web page. It is especially important that they appear frequently in the opening paragraphs.

However, resist the temptation to overuse keywords. The search engines can spot it and will reduce your page rankings. Tools are available to help with optimal keyword density. However, avoid software that writes the site's pages. Search engines can sniff these out, too.

A good rule of thumb is: Never sacrifice quality of content for keyword placement. This will affect your page ranking. Most importantly, your site won't appeal to visitors. For a FREE EBOOK detailing the fastest way to the top of the search engine, visit:

<http://www.ride-to-the-top.com> or

<http://www.1stepsystem-premier.com>

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