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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Choosing Keywords That Bring the Best Results

By Karon Thackston

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by Karon Thackston © 2003

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As a search engine optimization copywriter, I've seen my share of keywords. When working with me, clients choose their own keywords (or have someone else choose them) and then send me the list to include in their copy. I must admit, sometimes I'm just amazed at the selections I receive.

It's absolutely imperative that you make wise choices in the area of keywords. Many people simply look at statistics. Others go strictly on the most highly searched keywords from one particular search engine. Still others do no research at all and just guess. While the first two can work in combination with one another, they still don't offer a complete solution.

From working with many search engine optimization (SEO) experts, I have gathered a few tips on how to choose effective keywords that bring results. I'd like to share that information with you so you can improve both your copy and your search engine positioning.

Narrow Focus

Choose keywords that have a narrow focus. The most common "mistake" I've seen when selecting keywords is choosing those that are too broad. For example, one client sold cleaner for granite countertops. One keyphrase that was originally under consideration was "granite countertops." However, as his SEO expert explained (and I agree), people could be hoping to find information on almost any aspect of granite countertops... installation, price, service, dealers, etc. This keyphrase was too broad and eventually was discarded.

The same applies to geographic locations. A real estate agent wanted to use the keyphrase "Richmond County." However, upon searching the `Net for this phrase, his SEO expert discovered that there are at least three states that have a Richmond County. Instead, the SEO expert chose phrases such as "Richmond County, Georgia real estate" to narrow the focus and ensure qualified traffic.

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Applicable to the Page

Another common area where people wane is in being determined to use keyphrases that simply don't apply to the page. In one case I was asked by a client to use the keyphrase "payment portal" on a page that had nothing to do with that topic. At the time, that was an excellent phrase to target, but it would have been quite a stretch as it had little to do with what the site was about.

Just because a keyphrase gives you the opportunity to be highly ranked doesn't mean you should use it if it has nothing to do with your site.

More Traffic or Better Traffic?

I see the battle between lots of traffic vs. more targeted traffic just about every day. Clients are generally programmed by Web hype to believe you need as much traffic as you can get regardless of where it comes from.

Most SEO experts I'm associated with (and this SEO copywriter) believe you need traffic that will actually stick around once they reach your site.

Why have tons of people coming to your site if they will just leave after three seconds because they didn't find what they were looking for? It's better to have fewer people – more targeted prospects – who are more likely to buy.

By targeting your keyphrases so they are as accurate and focused as possible, you will gain the attention of customers who are specifically searching for what you have to offer. While your unique visitor or page view count may go down, your bank account balance will likely go up!

Which words make *your* customers buy? Let Karon show you. Boost your sales and your search engine positioning by learning to write strategically created copy that hits a nerve and makes the sale. Get the details now at <http://www.copywritingcourse.com>.

Keyword Effectiveness

By Scott F. Geld

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As marketers we all understand the importance of search engine rankings. Around 85% of all web users search for web sites using a search engine, with many users not venturing past four or five pages of subsequent search results on their keywords to find what they are looking for. Achieving a high ranking on popular search engines is therefore vital to the success of any web site in the quest to attract visitors & sales. Keyword selection and optimizing the site using those keywords contribute immensely to this goal.

Choosing Keywords That Bring the Best Results

How it works

When you submit a web site to a search engine you will be instructed to list keywords for the site. These keywords are used by the search engine in their ranking algorithm, and will take into account keywords specified in meta tags and the density of keywords found within normal sentence constructs of your content. Indexers will look for a high degree of relevance between keywords you specify and the appearance of keywords in your content to insure that they work in harmony. If the keywords do not reveal themselves in high enough density then your ranking will be penalized. Using techniques to hide keywords or spam the engine will also result in ranking penalties.

Be the 'Buyer'

Keywords should therefore be thoroughly researched and carefully selected. Think how your target buyer would think when using a search engine to find products & services you are selling. For example, if you are selling lawnmowers, keywords a buyer may use could include the brand of mower, the region of the country/state they are located in and words like 'buy' and 'shop'. It is quite likely that you will come up with a long list of potential keywords to use, and this will need to be reduced to around a maximum of 10–20. To help you select keywords, use programs such as those found on <http://www.overture.com> to check on a keyword's popularity. The more popular a chosen keyword is then the more likely it is that it will bring you the results you want.



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