

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Choosing Keywords: What They Don't Tell You**

By Mike Arnold

**Choosing Keywords: What They Don't Tell You by Mike Arnold**

Website Design What They Don't Tell You

Let me start off by saying that I am no web design expert but I have designed a few websites and the biggest challenge I found was choosing keywords. It seems like it would be easy but it is not.

Choosing keywords and keyword placement is the foundation of getting indexed properly in search engines, choosing the correct ones and placing them on your web page is not an easy task. First off your keywords or key phrases have to make sense so that a person visiting your website can understand what you are saying. All well and good, we can all do that. The problem comes when a machine is sent to look at your page all of the sudden it no longer looks the same. Take this page for example <http://www.globalwebmonitor.com>, after reading this page you would know the following things about this company:

- Global Web Monitor sells business services.
- The business services are designed for IT departments, website owners, web hosts and website developers.
- The primary service Global Web Monitor sells is called Global Up Time.
- Global Up Time is a monitoring service.
- Global Up Time monitors websites, servers, networks and ports.
- Global Up Time can do port security checks on servers and firewalls.
- Global Up Time emails, phones or pages customers if one of their monitored items goes down.
- Global Up Time can save its clients time, money, customers and business reputation.
- Website monitoring is priced as low as \$4.95 per month.
- And finally you have the option of a 30 day free website monitoring trial.

Unfortunately the search engine robots and spiders are just machines and see this page completely different. If you run the keyword density program from Google for the web page <http://www.globalwebmonitor.com> you get keywords and key phrases that are completely useless to this particular website. A second problem that affects this web page is the stop word list that is used by many search engine spiders. The third problem with this page is words under 3 characters are filtered

## Choosing Keywords: What They Don't Tell You

out. So what happened to the Global Web Monitor main page is that they ended up with key phrases like:

- Global time monitoring
- Servers network appliances
- Global monitor overview
- Status pages overview
- Time monitoring
- Services global
- Monitor overview
- Sign trial
- Account enter
- Check systems

·And my personal favorite - Eliminates human

This is by no means all of the keyword phrases that were generated from the Global Web Monitor home page but you can see that even these few would drastically alter the way this web page would be indexed. If I were to look at these key words and had nothing else to go on I would think this website was about some "Human eliminating global time monitoring network appliance", not website monitoring services. As a result, most of this web page needs to be reworded in such a way that the key phrases that are important to this website are placed with different words before and after each key phrase. Also the name of the monitoring service needs to be removed a few times.

When you run into a problem like the one on this page the best thing to do is get out the thesaurus and alter the wording on the page until the keywords that you want to represent your page equal around 12%. Use the keyword density tool found on Google <http://www.googlerankings.com/kdindex.php> to determine the percentages. Oh and make sure that completely unsuitable key phrases like 'eliminates human' are not too prominent in the keyword list.

services research and development for Global Web Monitor Business Services

### **Internet web site marketing tips – selecting keywords**

**By Tomas Labas**

I remember the days I was doing one of the biggest mistakes when choosing keywords for my Internet web site marketing.

Can you guess it?

It's choosing the most popular keywords.

Do you make this mistake too?

## Choosing Keywords: What They Don't Tell You

Here are a few reasons why the popular keywords shouldn't be considered for your Internet web site marketing:

Most popular keywords are getting lot's of searches in search engines, thousands a day. By side these keywords have the highest competition to deal with.

Most popular keywords have big competition in pay per click advertising campaigns. The bigger the competition – the bigger the cost per click for the keyword.

Many marketers fall into the same trap: the most popular keywords get the most searches in search engines and pay per click campaigns.

"I will build my Internet web site marketing campaign on this and that keywords and get lots of visitors to my web site!."

Wrong!

What you'll get for sure is the biggest competition as if you will be dealing with many the same thinking marketers and marketing corporations (which have capital to invest in highly competitive market).

The more popular the keyword, the more bigger the competition.

Why not build your Internet web site marketing campaign on less popular keywords, keyword phrases?

You'll get less competition and a real possibility to compete for your business.

There isn't a solid method to choose the right keywords, however... One great rule of business explains the above said very clearly and it should be memorized as one of key rules while building your Internet business and internet web site marketing campaign.

Here it is:

"Search for the biggest demand and the lowest supply"

You can apply this rule when choosing your keywords. Search for the biggest demand keywords that have slightly low competition.

Memorize this rule and start applying it today and you'll notice how this principle is critical and how greatly it will help you in your Internet web site marketing.

So...

"Search for the biggest demand and the lowest supply"

Internet web site marketing is authors main area of focus and his work example could be found today at:



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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