

This Free E-Book is brought to you by Natural-Aging.com.

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

Determining Keywords

By S. Housley

Determining Keywords by S. Housley

Determining keywords is a critical step in web design. If your website and meta tags do not contain related keywords, web surfers will be unable to find your website when they conduct searches.

The formula is a little tricky – you will need to locate terms that are popular and relevant to your site. These terms may or may not be terms that *you* feel are relevant terms. The optimal terms in a site should be terms that a potential customer would use when searching for a website with your content. In order to achieve success your website should be optimized with terms and phrases that are descriptive, related to your content, and which receive a significant amount of searches. The caveat, of course, is that you want to find terms and phrases where there is little competition, so you quickly achieve high ranking in the important search engines.

relevant + popular with searchers but not with competitors = success

Markets saturated with other sites competing for search terms make it difficult to find quality keywords. Sometimes it is better to optimize for a less popular term, one that is more targeted at your visitor, as it will likely have a higher conversion rate than a less specific popular term. The first step to determining keywords is brainstorming a list of logical terms and phrases that relate to your product or offerings. This should be done by a number of individuals; sometimes people have very different ideas for search terms and by identifying a variety of people and their search terms you may tap words that hadn't occurred to you. There are a number of free and low-cost tools available online and for download that will allow you to expand and research terms that have been brainstormed. The results typically vary with the tools but overall the tools will assist you in determining where to focus your keyword efforts. The tools will often assist with pay-per-click engines, creating expanded, related keywords or phrases that can be bid on.

In addition to examining log files to see what terms customers are using to find a website, visit competitors' web sites and examine their meta tags for additional terms, use a thesaurus to find related terms, include misspellings of keywords in your meta tag keywords, and optimize for various forms of nouns and verbs, including tenses and plurals.

Determining Keywords

Keyword Tools –

KeywordTumbler – KeywordTumbler takes existing keyword phrases and generates multiple variations, reordering the words. This allows you to build a large keyword list in seconds.

<http://www.keywordtumbler.com>

TheDowser – Overture Keyword Tool, Google Keyword Sandbox, Keyword Harvester, Google AdWords report analyzer, Google AdWords optimization tool, log file analyzer, conversion tracking and optimization tool.

<http://www.thedowser.com>

WordTracker – Wordtracker helps you choose the right internet marketing keywords that will help your search engine placement and ranking. Use Wordtracker for keyword research. Web marketing is all about search engine ranking, and that starts with the proper internet marketing keywords. Get a free keyword report and web site promotion information!

<http://www.wordtracker.com>

Keyword Suggestion Tools – A handy little tool will show you the results of your query from both Wordtracker and Overture for determining which phrases are searched most often. Enter a search phrase below to see how often it's searched for, as well as get suggestions for alternate (but similar) keywords.

<http://www.digitalpoint.com/tools/suggestion/>

Keyword Ranking Tool – This utility can be used to check search engines for keyword ranking and track search engine ranking for your various keywords over time, which, as you probably know, is critical when doing search engine optimization.

<http://www.digitalpoint.com/tools/keywords/>

Overture Keyword Tool – After entering a keyword or phrase, Overture provides a list of related phrases that have been searched on. The tool provides a count that indicates the number of times the phrase has been searched on.

<http://inventory.overture.com/d/searchinventory/suggestion/>

Topword Tool – Topword Tool is a free online tool that analyzes a complete web page and counts keyword occurrences, as well as keyword phrases (number in brackets), equal to or above that set in the Minimum Occurrences setting. It supplies a list of keywords and keyword phrases which are most likely to achieve the highest rankings on a major search engine. The tool will also analyze your meta description/keyword and title tags and then, through color coding, inform you of words/phrases which should be included. The main use for this tool is checking your optimization and tweaking existing web sites to rank well.

<http://www.abakus-internet-marketing.de/tools/topword.html>

Google Suggestion – The Google Suggestion is a new online tool for webmasters. As you type into the search box, Google Suggest guesses what you're typing and offers suggestions in real time. This is similar to Google's "Did you mean?" feature that offers alternative spellings for your query after you

Determining Keywords

search, except that it works in real time. For example, if you type "bass", Google Suggest might offer a list of refinements that include "bass fishing" or "bass guitar". Similarly, if you type in only part of a word, like "progr," Google Suggest might offer you refinements like "programming", "programming languages", "progesterone", or "progressive". You can choose one by scrolling up or down the list with the arrow keys or mouse. The tool provides a number that indicates the number of searches a specific word or phrase has had.

<http://www.google.com/webhp?complete=1&hl=en>

Keyword statistics give webmasters a way to tap into what is on the minds of Internet consumers. When you can match your marketing efforts to the various ways people locate their items of interest on the net, potential customers will be streamed to your site like ants to a picnic.

More on Keywords

By Sharon Housley

More on Keywords

Copyright 2005 Sharon Housley

Keywords are the heart to effective Internet searches. Whether optimizing a web site or searching for a hard-to-find item, consider tapping resources to locate a variety of keywords. Identify keywords and phrases that are relevant to the products, services, or information you are promoting or searching for.

Synonyms Use a thesaurus to find terms that are related to a primary keyword. Searching on a synonym will often bring up different Internet search results. A thesaurus groups words that are similar in meaning. Usually, you reach for a thesaurus when you have a word in mind and you are looking for a similar term. Keep in mind that no two words mean exactly the same thing. We turn to a thesaurus to find different, more expressive ways of speaking and writing, this is particularly important when related to keywords.

WebReference –

Merriam-Webster –

Singular and Plurals Using the plural form of a word in many of the search engines, may result in a different batch of search results, than a search using the word's singular form. It is important that websites be optimized for both singular and plural forms of critically important keywords or phrases.

Meta Tags Look at competitor or similar web sites meta tags to determine if you have overlooked any obvious keywords or phrases. This is very easy to do, simply view the source of the web page and look for a tag in the header that says [meta name="keywords" content=].

Conjugate Verbs Conjugating verbs in keyword phrases will also vary search results. Epitomize a variety of pages for critical past, future and present tense keyword phrases.

Determining Keywords

Qualifiers Use qualifiers to vary the meaning of a search phrase or keyword and bring additional results. Qualifiers usually are adjectives or adverbs that helps modify and limit the extent of the meaning of a noun or pronoun, while an adverb helps modify a verb in a similar way.

Abbreviations & Acronyms Abbreviations and acronyms should be employed in a variety of forms. Extend abbreviations and acronyms to full word phrases to encompass as many possible combinations as possible.

Misspellings A significant number of searches conducted each day are misspelled. Include common misspellings in the meta tags of optimized pages to capture any traffic that is mistyped or misspelled.

Shake it Up Mix up the order of keywords in phrases to encompass a broad range keyword phrases. Keyword phrase word order variations can be a great source for new keyword phrases.

Hyphenate Consider hyphenating search terms, as this is likely an area competitors are unlikely to venture. The hyphenated term could score well in search engines.

Determining Keywords Additional Resource for Determining Keywords –

. htm

Optimizing a site for a variety of keywords will give your site the advantage of being found by relevant searchers. The extra keywords could result in increased profits from customers who might not have otherwise located your web site.

Sharon Housley manages marketing for FeedForAll

software for creating,

editing, publishing RSS feeds and podcasts. In addition Sharon manages marketing for NotePage

a wireless text messaging software company.



This Free E-Book has been brought to you by Natural-Aging.com.

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