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**Field of Dreams: Getting a Homerun With Your Keywords**

**By Janet L. Hall**

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Field of Dreams: Getting a Homerun With Your Keywords  
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"If you build it they will come," from the movie Field of Dreams has become a popular phrase among newbies to the Internet, uneducated web site owners, and those filled with dreams of getting rich quick. That phrase is far from the truth when it comes to your web site.

Many factors and variables come into play when trying to get people to come to your web site, one of which is your choice of keywords.

If you're using Microsoft FrontPage or a similar software package to create your web pages, guess what? Keywords, page titles, descriptions, and META TAGS are NOT automatically put on your pages. These important variables may be missing from your pages unless you enter the information yourself.

Even worse, if you've hired someone to design your site and pages for you and they don't know how important these variables are and aren't including them...no one will find you, your services, your products...no sales, no business.

The key to STARTING your field of dreams is to determine the keywords people are using to find your web site OR the number one keywords that are getting your competitors the top rankings in the search pages. Please remember, this is

just the beginning, you have a lot more to learn, such as where to place the keywords on your web pages, how many, and much much more.

In turn, each search engine has it's own set of criteria or requirements to enable your web site to be ranked near the top of the search pages. And some, you can even buy your way to the top of the pages.

So, how do you determine what keywords you need on your pages to make a home run?

Seven Homerun Keyword Strategies:

**Game Plan:** Write out a list of keywords and have your friends, family, and client's review for suggestions. Select two to three dozen that are the most important for your web pages. (NOTE – Each page on your site should have it's own keywords.) If you already have keywords – this is a good time to \* OverHall \* them .

**Batting Order:** Put your most important keywords near the beginning of your TAGS (more about TAGS next time) and at the top of your page.

**Field Position:** Know where to place your keywords throughout your pages.

**Double Play:** Look up your keywords in a Thesaurus, such as Roget's Internet Thesaurus at <http://www.thesaurus.com> , and use some of the alternative words as your keywords.

**Signals:** Don't forget to check out and use regional terminology and common misspelling of words.

**Clean up:** Keyword and Statistical Software can be purchased to assist in choice of keywords and the weight (sometimes referred to as keyword density) of your keywords.

7. **Stealing Bases:** What are your competitor keywords that are ranking at the top of the search engines?

I hope you can get a Grand Slam!

Smiles, not Piles,

Janet L. Hall is the owner of OverHall Consulting, an organizing firm for office, home, computer clutter, and your life. Visit her website at <http://www.overhall.com> and sign up for her FREE organizing newsletter, OverHall IT!

Phone consultations and coaching are available.

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## **My Baseball Story**

**By Aron Wallad**

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My Baseball Story

I love this game. It has been half century since I started to fall in love with baseball. The romance is still going strong. Playing, coaching, watching, listening, and reading about baseball has been part of my every day life sine I was 15 years old. Even in the dead of winter when baseball is on the back pages of the newspaper I will find out what new development has occurred or who has been signed or traded.

I want to write and read about all types of baseball stories that are inspiring. Why not? Isn't being inspired a great way to live? Isn't offering others an expression of what you love the ultimate gift?

I discovered my need to write and gather inspiring stories about baseball as I drove on route 80 in Northern New Jersey in February 2004. I started thinking about the movies I have seen and the stories I have read that I loved. Like The Lou Gehrig story Pride of the Yankees. or stories about Babe Ruth. Why did I like these stories? What was "My" definition of a great story? I was fixed on finding an answer .I started thinking about the movie Field of Dreams, one of my all time favorites. Why did I like this corny movie so much? Was Field of Dreams a metaphor for living out of your field of dreams? Was creating a clearing done to ALLOW the dreams to show up? In the movie they cleared away a crop of corn to build a baseball field. Do we need to clear away some of our own corn fields to see the dreams that capture our hearts and then create a path to reach those dreams?

## Field of Dreams: Getting a Homerun With Your Keywords

It was then I decided to open up a new road for myself. The direction I was meant to travel on. I love baseball. Oh I said that. I love great stories. I said that as well. Let me fuse these two passions, together. Sounds good." I said to myself. I guess I am pretty corny, huh. That is the birth of Baseball's Pride and Joy. Talk about a labor of love. This baby has been living inside me for over 30 years.

What could be better than finding your love and then nurturing it. I have discovered my essence. Pretty good. When I write these words I see that I am on the field I want to play on. While I am not a N Y Yankee, I am playing fantasy baseball through these stories.

A fantasy I had 40 years ago was to play baseball for the New York Yankees. While I did not make the Yankees or Mets or any other team I have always remained a baseball lover. I am making my fantasy baseball story real by giving people the opportunity to write their Major League baseball story. Whether your story is NCAA Baseball or Minor League Baseball or from high school. It does not matter. Write your inspiring baseball story.

Now I can provide a place for others to tell their tale of baseball inspiration. Tell your Field of Dreams or be like The Natural even if you are The Rookie.

Make your story sing.

Make it vibrant.

Aron Wallad has been a baseball lover for over 40 years. Writing about his favorite subject, baseball, has been a blessing. You will enjoy the heartwarming stories, the unusual statistics and inspiring quotes. But mostly you will love the heartwarming stories that hit a home run to your heart. Join his ezine <http://www.baseballspideandjoy.com/index.php?tag=goart>



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