

Focus on Your Target Audience!

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Focus on Your Target Audience!

By Robin Nobles

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by: **Robin Nobles**

Optimization without optimization . . . focus on your target audience and forget the search engines!

Fact #1:

Fact #2:

Fact #3:

Don't forget to focus on your target audience!

Focus on your target audience! (

http://www.searchengineworkshops.com/articles/beyond_keywords.htm

)

Let your creative juices flow. Visit

<http://www.wordtracker.com/moreinfo.html>

and do some searches to

see what people are doing when they go online.

Read this interview article with John Alexander,

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<http://www.searchengineworkshops.com/articles/wordtrackerR.html>

which goes into more detail about

how to focus on your target audience when doing keyword research.

And you didn't even have to try hard or spend a lot of time optimizing it, now did you?

In Conclusion

<http://www.wordtracker.com/moreinfo.html>

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Robin Nobles teaches 2-, 3-, and 5-day hands-on search engine marketing workshops thru

<http://www.searchengineworkshops.com>

in locations across the globe as well as online courses at

<http://www.onlinewebtraining.com/>

. Robin's partner, John Alexander, recently published an e-book

titled, "Wordtracker Magic," at

<http://www.wordtracker-magic.com>

(which offers great tips for helping

you learn how to focus on your target audience.)

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How To Write Good Headlines

By Jean Lam

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<http://www.zineguru.com>

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<http://www.top-ranking-strategies.com>

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