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## How to Choose Keywords for Maximum SEO Effectiveness

By **Corey A. Wenger**

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Choosing the right keywords and phrases for your search engine optimization (SEO) program is critical to its success. The right keywords drive targeted traffic to your website - prospects that are ready to buy. The wrong keywords attract web visitors that are not likely to purchase your products and services - wasting your time and money.

By following the simple methods listed below, you will be able to determine the right mix of keywords and phrases that will generate targeted prospects to your website. Remember that good search terms are ones that are related to your business and have sufficient monthly search traffic.

How to choose the best keywords and phrases?

1) Select keywords that represent your company's "bread and butter." What products and service lines are the most profitable, have the strongest sales, and continue to show good market demand. And yes, typically the 80/20 rule applies here. 80% of your sales and sales leads are produced by 20% of your keywords and phrases.

2) Look at complementary products and services that people tend to buy that you don't offer. Often, these keywords generate good prospects and typically have less competition than your primary keywords and phrases.

3) Use online tools to help determine keyword variations and search frequency. The best free programs to use include Overture's search term suggestion tool – <http://inventory.overture.com/d/searchinventory/suggestion> and Google's AdWords suggestion tool –

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<https://adwords.google.com/select/main>.

4) Use WordTracker – [www.wordtracker.com](http://www.wordtracker.com). For a small fee, you can use this tool to find niche keywords, use the thesaurus to find related search terms and determine general monthly search frequency. This is a great tool and worth the investment.

5) Use pay-per-click programs like Overture or Google's AdWords to choose keywords and phrases for your SEO program. Both programs help you generate search terms based on specific keyword relationships and show how often they are searched for. Set a small monthly budget and track the number of keyword impressions you receive for each search term. After one to two months of data, choose the search terms with adequate search frequency and incorporate them into your search engine optimization program.

6) Don't forget Geographics. If your products and services are local or regional, be sure to include your state or city within your search phrases. For example, an investigations company that conducts most of its business in the Midwest would want to choose "Indiana and private investigator."

7) Take a look at your competition. Based on your top three competitors, look at their website for specific search terms being used. Also, look at their META keywords to get a good idea of what search

terms they think are important. Remember you want to look at competitors for your different markets served and products and service lines.

8) Analyze your website traffic. Make sure your web hosting company provides you with the ability to analyze your website log files. Some hosting companies have you log into your account to view monthly web traffic reports, while others email monthly reports. Information obtained can tell you the top search terms and search engines used to find your website and other valuable information. To get the most out of your log file data, it is recommended to use a log file analyzer such as Web Trends or Urchin.

By applying these methods, you will be well on your way to generating highly-targeted keywords and phrases that attract the right types of prospective clients – ones that have direct interest in your products, services, and solutions you offer.

Corey Wenger is owner of Key Position Web Marketing and is a professional Search Engine Optimizer and Consultant who has over three years of experience in helping companies increase sales and profitability through strategic web marketing programs. On average, clients have seen 200% + increases in web marketing sales and prospects. For more information, please visit [www.key-position.com](http://www.key-position.com) or email him at [corey@key-position.com](mailto:corey@key-position.com).

### **Keyword Effectiveness**

**By Scott F. Geld**

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## How to Choose Keywords for Maximum SEO Effectiveness

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.

### 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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