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How to Create Killer Keywords to Get FREE Traffic to your website

By Brian Daniels

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When exploring good keyword choices there are several steps one must consider. The most important step is putting your self in the shoes of the type of customer you want to target. Just make a list of the keywords or phrases you think that customer would enter into a search engine or directory when searching for your company or site. A good tool is WordTracker.com which will help you brainstorm different key phrases. Ask friends and associates which words they would use to search for your site on the internet, if they were looking for a site similar to yours.

Brands –

If a brand applies, include more specific brand names that are applicable to your site or type of business. If you offer a service, then try to offer service brand names when ever possible. Legally, you should put a registered trademark (®) or trademark (TM) symbol after the names when ever mentioning trademarked names on the page.

Concepts –

Include concept type keywords. An example would be "Athletic Gear" Since this would be what a sports company might be selling.

Company Names –

If your site offers a product from a well known company with brand recognition, include that company name in your keyword. Rid on the popularity of that company, why not? You're selling their product, correct? If that company has a good reputation and brand loyalty then this would only help in adding consumer confidence in your site even more.

Quality –

Your keywords may only bring up poor quality type web sites that your core audience may have no interest in anyway. Try to focus on words that will bring in quality visitors to your site who will stay long enough to search your site for information regarding your product or service. Unqualified visits are not

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only a waste of your visitor's time but also a waste of your time. You wouldn't want to be barraged with unqualified emails regarding your product if it's not what your site is trying to sell.

Your Company Name

Unless your company has a well known brand name such as Nike or Ford Motors, it's generally less important to emphasize the company name as a keyword. A go around for this is to create an "About Us" page that focuses on optimizing your company name several times as the keyword on that page. This way if someone searches for your company name it would still come up as a relevant search result.

Target Phrases not Words –

With over a billion pages on the web and millions added each day, it's virtually impossible to achieve to rankings for a common words such as "electronics", "web", "food" etc. Instead, try to focus on target phrases of between two and four words in length.

Test Your Keywords –

Try to see how many web sites match your keywords or phrases before and after you launch your web site. Obviously the few matches found the easier it will be to obtain high rankings. With a proper strategy your site could be one near the top of that search. There may be phrases that are much easier to achieve a good ranking on than more common words or phrases. Some finding those obscure phrases and using this strategy can gain your site unexpected traffic.

Case Sensitivity –

If a user types in the word "Web," many engines will search for "Web" with an uppercase "W" only. If your page has only "Web" in lowercase "w" in it, it won't be found. On the other hand, if a user searches for "web" many engines will search for it in lowercase and uppercase forms. There fore it helps to have some of your keywords in uppercase or starting with an uppercase letter if the user should search that way. The easiest way to do this is in the title of the page, in Meta tags and at the beginning of sentences. Some engines are not case sensitive like Google at this time. The easiest way to test this is to input your keyword or phrase into different search engines and see if the exact same search results come up.

Bad Spelling –

Some times bad spelling is a good thing. Search for obvious spelling errors and grammatical mistakes people are likely to make and then incorporate them into your pages to pick up unexpected traffic. Also, product names can have a multitude of variations so focus on those too. For example, Ford may have "Ford Motor," "Ford Vehicles," "Ford Auto," or "Ford Cars" etc.

Implement these search engine optimization strategies and you will boost your traffic with higher rankings

Brian Daniels is the Founder of XcelWeb.com. His latest eBook, "Ultimate Internet Marketing" is available at

for free

5 Ways To Increase Website Traffic To Your Website.

By Fayola Peters

Millions of websites online can be placed in their own special category of "Deserted Town". The only life you can find there are those of the webmasters who created them. This is because they get very few, if any, targeted visitors. For these website owners, there are simple techniques they can use to increase website traffic.

Read on and I will give you five ways to increase website traffic to your website. These aren't hidden secrets and they won't give you millions of hits per month for just \$ 9.99. (I'm sure you know what I mean). However they are effective and using them will increase website traffic to your website. And the visitors that you get will be more profitable because they will be targeted.

Increase Website Traffic

You can pay to increase website traffic. (I've decided to get the money spending out of the way first). There are many ways you can pay to increase website traffic; here are three (3) popular ones.
pay-per-click ezine ads website ads

Before you use any of these paying methods to increase website traffic to your website, I want you to first examine your website with your ideal customer in mind. What keywords will they use to find your website in the search engines? Write them down.

Increase Website Traffic – technique 1

Pay-Per-Click

Now you're ready to increase website traffic with pay-per-click search engines. Start by using the keywords you have written down, go to the free keyword suggestion tool at digitalpoint.com and type in the search box one keyword at a time and press the 'suggest' button.

The results will show you how many people search for your keyword each day and also suggests other keywords you can use and the number of visits they get each day. Write down this information or create a spreadsheet with the headings 'keyword', 'visits per day', and 'pay-per-click cost'. Your pay per click cost depends on which pay-per-click search engine you use, the competition for your keywords and on how much you're willing to pay for a click.

Once you've finished the spreadsheet, sign up for an account with the pay-per-click-search engine of your choice and bid on your keywords.

You will notice that the keywords with the most visits per day cost more per click than those with less. To get more clicks for your money the trick is to bid on those keywords with have a few visitors a day. There is less competition for these keywords so your bid price should be low.

Increase Website Traffic – technique 2

Ezine Ads

When using ezine ads place them in ezines which are related to your market, which have subscribers who would be interested in your product or service. You can find ezines in ezine directories and you should be subscribed to a few of them already, start with these.

Increase Website Traffic – technique 3

Website Ads

For website ads, use the keyword list you made for your pay-per-click marketing. Starting with the keyword that gets the most visits per day, do a search at a search engine. Research the first ten (10) to twenty (20) websites looking for any information which indicates that they sell advertising space on their website, like 'Advertise With Us'. If you don't see any advertising information look for a 'Contact' page or email address and send a message asking if advertising is sold on their website and if so then what's the cost. Once you've finished this research, choose where to place your ads.

Increase Website Traffic – technique 4

Search Engine Optimization

To find information online most people go to are the search engines first. If you're not listed in at least the first two pages of search engine results for your keywords, then you're missing out on a lot of free targeted website traffic.

To increase website traffic for your website using this technique here is a free resource for you to help optimize your website so that you can access this free website traffic source.

Click=>

Increase Website Traffic – technique 5

Article Writing

Another way to increase website traffic is by writing articles for your niche market and submitting them to article directories and ezine editors. Your increased website traffic will come from the resource box at the end of your articles. The resource box is like a 4 to 6 line ad telling your readers who you are and to encourage them to seek more information on your website by clicking on your website link, which you will provide.

One advantage of article writing, beside the free increased website traffic, is that it will make you an expert in the eyes of your readers. This will increase your credibility and your readers trust in you causing them to open their minds and wallets to your recommendations.

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Like I said earlier the five (5) techniques I've written about here to increase website traffic to your website are not hidden secrets, they're nothing new. They are used everyday by website owners whose websites are far from deserted. So start using one of the techniques today and see how it goes,

then try another.

Fayola Peters is a member of the International Association of Home Business Entrepreneurs

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