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How to Use Keywords to Optimize Your Site for Search Engines – Part 2

By Herman Drost

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Placing keywords strategically throughout your web pages will greatly improve your rankings in the search engines. Many sites, however, leave them out altogether so your Site won't get ranked at all. Inserting too many keywords in your web pages or repeating them too often, will result in your site getting banned from the search engines.

How do you sort all this out so you can effectively market your web site to the search engines?

My last article (www.isitebuild.com/keyword), discussed, what is a keyword and how to create targeted keywords for your site. Next we will discuss where to place keywords, how many to use and some tips on what to avoid.

Where to place keywords in your web pages?

Title Tag – this tag should contain your most important keyword phrase. Make the title interesting enough to grab the visitor's attention.

Only use 5 to 6 words in your title with your most relevant keyword in the beginning.

Description Meta Tag

The search engines often use this tag when they display the description of your web site in the search results.

Try to make the description inviting for your visitors.

The length should be less than 200 characters, including spaces.

Keyword Meta Tag

This tag will contain a listing of your keywords and keyword phrases that are relevant to your page and enable a Search Engine to find you. Here are some things to remember:

- Don't use the same keyword more than 3 times.
- Use keywords that occur in your Title Tag and Description Tag.
- Use only 200 characters for all your keywords.
- Use different keywords for all your pages.
- Only use keywords that are relevant to your site.
- Use lower case letters.
- Use the single and plural forms of your keywords.

Use commas or spaces between your keywords or keyword phrases.

Heading Tags

These tags hold separate topics between paragraphs and range from , which is very large and bold to , which is very small and bold. Your page heading should contain your most important keywords or keyword phrase.

Alt Tag

This tag is used to add text in place of the image. The user may have turned off reading the graphics to make the page load faster. Therefore he will read the ALT Tag text instead. Add short keyword rich text to your graphic links. Make sure the ALT text describes the link destination.

Hypertext Links

Include your keywords or keyword phrase in your link text.

Content

Search Engine spiders put more weight on keyword rich content that is higher up on the page rather than in the middle or lower sections. Insert your keywords and keyword phrases in your text at least three times.

Types of Sites that won't get indexed by Search Engines.

Flash and Frame Sites – pages created this way will be avoided by the Search Engines spiders.

Dynamic Pages – any web address that contains a question mark (i.e. ASP, Perl, Cold Fusion), will not be indexed by the spiders.

Password Protected Pages – Search Engines Spiders will not index any area that is protected by a password.

Meta Tag Generators

These are tools that can be used to automatically generate your keywords. Here are some resources you can use:

<http://vancouver-webpages.com/META/mk-metas.html>

<http://www.bcentral.com/products/metatags.asp>

Conclusion:

Consumers are 5 times more likely to purchase your products after seeing search engine listings versus banners.

Implementing these strategies mentioned, may not get you a number one ranking in the Search Engines, but you definitely have a distinct advantage over those Web Sites that have not done any optimizing.

Herman Drost is a Certified Internet Webmaster (CIW) owner and author of iSiteBuild.com Site Design and Low Cost Hosting from \$30/year. (<http://www.isitebuild.com>) Subscribe to the "Marketing Tips" newsletter for more original articles. <mailto:subscribe@isitebuild.com>.

Make The Search Engines Love Your Site

By Matt Colyer

Most webmasters have no idea on how to make a search engine friendly web site. If you are one of them this will all change by following these steps below.

1. Research keywords – Before you start to build your web site you should research your keywords or your site may get hurt in the short term. Use the keyword research tool, use Overture to research the most popular keywords that are related to your site. Overture will show you how much traffic each keyword has got in the past 30 days.
2. Create a list of about 50 to 100 keywords that you can include within your web pages. After having completed the above research, you should have found the keywords that were searched on most frequently, but few competing sites.
3. Write a paragraph of at least 250, but better with 500 words of text for the top of each web page. Put your keywords within this text, but be careful because you could repeat your keywords too much and make sure the paragraph makes sense with all those keywords, remember visitors are more important than the search engines.
4. Optimize meta tags – Meta tags have lost their touch with most search engines, but they still help!

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The most important meta tags are the keyword and description meta tags. Include your keywords within each of these meta tags. Your keyword meta tag should include the most frequently used keywords contained within your web page, but keep it short to about 10 to 15.

5. Title Tag – The title tag is one of the most powerful on-site SEO at your disposal, so use it wisely. Put your most important keyword in the title close to the beginning as possible, keep it short and to the point.

7. Optimize your site size – Too many images or very large images on your web page will slow down your server and cause slow loading times for your site. Slice large images into smaller pieces with a graphic editors. Also too long of pages and too much text will do the same.

8. Find backward links – Web sites that link to yours raise your link popularity. Search for web sites that are compatible with yours. Write articles that are related to your site and submit them to sites like Articlecity.com.

Matt Colyer is the owner of the

Network which includes

and is a

part-time SEO. He also is a php, CGI and ASP developer.

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Blog Optimization For Great Search Engine Results – A Must!
How To Get Your Page Ranked High In Search Engines
What Is SEO And How Backlinks Help In Better Serp's
Black Hat SEO - What Never To Do Or Get Banned

Clickbank Search Engine
Keyword Coach
Hitting the Search Engines
Fax Reaper Pro Software
The Great Big Book of Internet Marketing



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