

Key words to get to the top of search results

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Key words to get to the top of search results**

**By Jeff Gilman**

**Key words to get to the top of search results by Jeff Gilman**

Key words. Key words. Anything for the right key words.

Search engines index key words. Searchers type key words into the search feature of the engine. Web sites are found with key words. So key words are hugely important when it comes to getting found by customers. You have to ask yourself, "what makes good key words?" The answer is; "your customers use them". Selecting the right key words is an exercise in getting into the customers' mind.

You are limited in how many key words you can use. Search engines may reject your listing if there are too many key words. And using too few words may result in lost sales. So what should your key words be and how many of them dare you use?

There are three things you should do to decide. First, visit your friendly neighborhood search engine and try to find a couple of competitor's web sites. Look at the sites at the top of the rankings and, as you visit each site, click on the right hand mouse button and select 'View Source'. In the source code, you will see a line similar to the following:

What if you don't find any key words? That means one of a couple of things. First, it may mean the site you visited PAYED for their position. The internet is an auction and most engines sell the opportunity to pay for top rankings. Second, it might be the engine you used takes the key words out of the text on the web page itself. If you don't find key words on the site you visit, try another.

Assuming you found some words, there are several things you can learn. Empirically you know that the key words at the site you visited are good words, and not too many words. You know this because you found the site high in the search rankings. Count the number of words, note the sequence, and note all the words used. The designer of this site thinks those are the right words and apparently she is correct - because you found the site.

The second thing to do to decide on your key words is to visit the search engines where you will register your site. Each one has a FAQ (frequently asked questions list) about how to best prepare a

## Key words to get to the top of search results

site to get registered.

The third and final thing to do is study the traffic that comes to your web site. A study like this is performed with the aid of a statistical package (e.g., Web Trends) that has a key word analysis feature. A sample is below.

### Analysis of Key Words Referring People to Marketing for Idiots

Keywords  
Referrals

web site templates  
1127

email blasters  
1190

web templates  
903

email blaster  
654

outlook mass mail  
621

outlook send to a file of email addresses  
601

My suggestion is to study the habits of your competition and your customers carefully. Be like the fisherman who takes a moment to ask, "what are they biting on", and "where is the action". If you do this, you will get better results from your search engine registration.

For more information on how to implement key words, see the article entitled Design your web site to get search engine registration.

Comments on this article? Contact me!

Jeff Gilman

[jgilman@marketingforidiots.com](mailto:jgilman@marketingforidiots.com)

[www.marketingforidiots.com](http://www.marketingforidiots.com)

## **How To Get High Rankings On A Major Search Engine**

**By Steve Pavis**

If you want to have a successful Internet business, you need to have a good understanding of the surfing habits of your readers—and more specifically, how they find information on a major search engine.

Studies show that 85% of users rely on major search engine to find info. The most popular major search engine is the Google search engine. When they look for information on a major search engine, they type certain key words or phrases. You need to find the phrase that will lead them to you.

Almost half of all Internet surfers type several words when they look for information on a major search engine. They have learned that with the millions of websites listed on a major search engine, using key phrases rather than words will narrow down the search of that major search engine.

For example, someone who is researching on scrapbooking on a major search engine will probably key in "scrapbooking clubs", "scrapbooking contests" or even "free scrapbooking fonts". If you want to be on the top results of the major search engine, you need to contain these key phrases.

There are many companies that can give you a list of the most popular queries made on each major search engine. However, bear in mind that you don't want to use a key phrase that is being used by several websites, as that means you will be competing with all of them for good search engine placement.

Do a little research to find out how people will look for information related to your product, and how they would post this question on a major search engine. You should also consider a key word's common misspellings (e.g. scrap booking) as even the best major search engine will see it as a separate topic.

You should also submit your site to more than one major search engine. Studies show that 77% use several major search engine to research.

Plus the different major search engine have unique techniques for indexing sites, so your ranking on one major search engine will be different from your ranking on another major search engine.

To learn more about how to claim \$50 in FREE Advertising, plus easily earn Pay-Per-Click money to promote your Web site(s), go to

Steve pavis tries to be at

the cutting edge of new concepts that are profitable for the small to medium size business, who need all the help they can get. Go see

Key words to get to the top of search results



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**