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

**Keyword Effectiveness**

**By Scott F. Geld**

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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.

## **Making Money with Articles: The Importance of Keywords**

**By Stephen Thomas**

The following paragraphs summarize the work of Keyword Density experts who are completely familiar with all the aspects of Keyword Density. Heed their advice to avoid any Keyword Density surprises.

Keyword density and placement are important parts of optimizing your articles for search engines. Search engine spiders scan a page in a way that makes it important to place your keywords where they will be detected and recognized as a keyword, so that your article will come up when someone searches for that keyword.

What is a Keyword?

A keyword is a word that is going to be placed in your article several times, not just once as that would make every word a keyword. When a spider sees that you have a word placed several times in an article, it will determine that your page may be useful to users that search for such a keyword.

Over Optimizing Your Articles

I trust that what you've read so far has been informative. The following section should go a long way toward clearing up any uncertainty that may remain.

It is important to note that there is also such a thing as over optimizing your articles for particular words, this is known as "keyword stuffing". When you stuff keywords in an article a spider will detect that you are trying to trick it into placing your article high in the search engine results for that word, and will instead penalize your site and your page for doing such. This may even affect the rankings of your other pages or get your site blacklisted from a particular search engine if you are found keyword stuffing too many times.

What is Keyword Density?

Keyword density is how many times your keyword is placed in your article. Most use a percentage to determine how many times they will put a keyword in an article. For instance, if you have a 500 word article and want to achieve a keyword density of 5%, then you will need to have the keyword in your article exactly 25 times. You can find hundreds of resources and guides recommending one keyword density over another and the reasons behind the logic, however, in the end you will have to determine which density is more profitable for your articles. Each webmaster sets their own density that they like to achieve based on past results. As long as you don't over optimize and you are making sufficient profit from your rankings, then you can choose whatever keyword density you like.

The Right Density

No matter what exact density you choose, it is important to place keywords so that there are more at the beginning and end to produce an hour glass effect. Having the right keyword density in your article

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makes it more likely that you will make money off of that article because it will rise in the search engine results and be seen by more people.

Now you can be a confident expert on Keyword Density. OK, maybe not an expert. But you should have something to bring to the table next time you join a discussion on Keyword Density.

Stephen Thomas is working full time online helping other people to find the best work at home jobs. Let him help you prevent wasting valuable time when setting up your home business!! Just email:

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