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Keyword Research – The Lifblood of your Website!

By Nicky Nelson

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So, you know what your prospective customers search for when looking for your products or services? Do you? Get it wrong and your website marketing will be in vain, get it right and you signpost prospective clients straight to your door.

So why do we get it wrong?

When a client comes to me and we start to discuss keywords and keyword phrases, they automatically assume they know what they should be because, quite rightly, they know their own business inside out. But that is the key, their prospective clients do NOT know their business inside out, and so therefore do not have the same understanding of what things are called, and what they can do. You need to step outside of your business and look at it through the eyes of a customer, better still, ask them.

KEYWORD RESEARCH

Keyword research is a vital part of website marketing. This exercise should be performed prior the website content being written. It is through this exercise, that we are able to find out exactly how many surfers searched for which keywords and phrases and how many other web pages are competing for the same phrase. In the short term it is not a sensible idea to target one word keywords that have over 200,000 pages competing for them. In the long term, maybe but if you want to get your website seen and start to build up some traffic, then you need to concentrate on 2–3 keyword phrases that have less than 200,000 pages competing for them.

THE PROCESS

Step 1– Preliminary keyword list

The client needs to produce a list of keywords that they feel are applicable to their business. Keywords can also be lifted from any company literature. It is also useful if the client can tell the website

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marketing consultant who their main competitors are, and their web addresses. You need to think 'outside of the box' and also think laterally.

Step 2 - What keywords are searched for

Armed with a list of keywords, the website marketing consultant should now perform research with a tool such as WordTracker™ to ascertain:

- Whether these listed keywords are in fact being searched for
- What other related keywords are also being searched for
- Whether there are any synonyms that are relevant and being searched for
- How many other web pages are competing for the same keyword phrases

These results are taken from a database of searched carried out over the last 60 days within all of the major search engines, directories and Pay Per Click directories.

This list should highlight some keyword phrases that are being searched for, but that are not being overly competed for, these are the keyword phrases that you should be looking for.

Now some more in-depth research can be carried out which will tell the consultant, out of those pages said to be competing for a given keyword phrase, how many of them are actively competing rather than incidentally.

Step 3 - Final Draft

Now it is time to go back to the client with the detailed list of actual search phrases used, and decide which of those are relevant to the type of visitor you want to attract to your website.

Step 4 - Focus your content

Armed with this final list, the content can now be written using relevant, searched for keyword phrases.

THE EFFECT

Getting it wrong

You can have the most professional website in the world, with the most user friendly interface, but if you are targeting the wrong keywords then you are targeting the wrong people. Therefore, your objective (to get more business, sell more products etc) cannot be met. All of your hard work will have been in vain as it will fall upon deaf ears (so to speak).

Getting it right

However, target the right keyword phrases will attract in exactly those people that are looking for precisely what you are offering. Of course, when they find you, you will need to make sure you have

also fulfilled the rest of the criteria of professional design and user–friendly interface!

CONCLUSION

As with all marketing campaigns, you need to know your target audience, know what they want and then meet their demands. The internet offers the opportunity for you to get up to date marketing research data that means you can effectively achieve this quickly and cost–effectively. So make the most of it.

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Written by Nicky Nelson July 2004

Nicky Nelson is the proprietor of Crystal Clear a web site marketing & consulting company based in North Wales, UK. Having spent a number of years in Sales & Marketing, her area of expertise has naturally progressed to the Web. Crystal Clear offer a range of services to enable businesses to

generate better results from their web site and digital marketing.

Keyword Services

By Matt Garrett

Are you allocated to some keyword services? For, these keyword services can provide you with a list of right keywords every week at your disposal. And it is very important for you to develop your website according to the keywords provided by these keyword services. In fact knowing apt keywords is a key to obtain internet traffic and link popularity. So, to sustain on the internet, you very much need to know the right keywords used by people in your niche market.

This is because if you do not know the right keywords, you cannot popularize your site as well. For, search engines will never locate the website without the right keywords in their top search results. So maintaining a list of right keywords is a must for you. And the keyword services would enable you to find the right keywords that would also help you maintain a high rank with the major search engines.

The keywords services enable you to improve your website by sending you the most relevant keywords for your niche market. Generally, people spend hours in researching about the keyword, finding and matching with their websites. But by obtaining an online keyword service you can heavily save on your time. And more to your joy, these keywords services are available quite easily today. You can leave every thing related to the keyword research to these service providers. A number of websites offer you to help in your keyword search.

The procedure of obtaining the keyword service is very simple. You have to fill up a form and submit with important details about your website. With in 24 hour of the submission, the keyword service consultant will contact you. The keyword service is aimed at providing you with the best keywords that play a vital role to boost your website ranking. The consultant will discuss every detail about your

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website.

A team of internet experts will devise a strategy to search the keywords for your website. All the brain storming about possibilities of finding the best key words is done by these people. The professionals closely work on your website. The keyword services aim at monitoring the web traffic coming your way. This makes them recognize the fact about what type of traffic you have. Accordingly the keywords are searched.

The keyword service providers monitor the links of your competitors as well. They find the keywords being used for their web page search. Also the meta-tags contain some extremely useful keywords. The services use online tools to search the related keywords. Most widely used online keyword searching tool is a word tracker. This enables anyone to find the keywords and several terms containing that keyword. This is because most searches are not the single keyword searches.

The top keyword searches are conducted by using online keyword tools and programs. They also send you a statistical analysis of the keywords being searched related to your website. You get valuable keyword finding tips as well. You can hire a keyword service comfortably. And the service charge will depend upon the number of keywords you want.

So, the keyword service will take away all the worries from you by giving you the most beneficial keywords.

Matt Garrett,

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