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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 Research Made Simple!**

**By Kim Thaysen**

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Keyword Research is the first task in optimizing your web site and pay-per-click campaign. Here you need to know what keywords your target group is using.

Your keywords are the words and phrases that people might use to find your products, brands, services, or information, via search engines.

### Step 1: Keyword Identification

The first step in your keyword research is to identify keywords. Keyword identification is about finding the keywords that your target group is using. You can probably develop a few ideas very quickly. If you run a pet shop, you may identify keywords such as: "dog food" and "cat food".

### Step 2: Find Keywords

The second step in your keyword research is to find keywords what people actually use and to organize your keywords by their popularity.

To find keywords and their popularities use the keyword search box from Aleksika to learn the search behaviour of your audience. Find out what they call things, how they identify subjects, how precisely or broadly they generally search.

You can also get good keyword ideas from the top keywords collection that contains the top 100.000 keywords of the year or the keyword directory where you can find keywords organized by subject.

### Step 3: Choose Keywords

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Copy the relevant counts and phrases into a spreadsheet. After you've examined all the individual phrases that could apply to your site, your spreadsheet will contain every phrase of importance.

Next, sort the phrases by the "count" column. The resulting display shows the relative importance of each phrase.

You will have to choose keyword phrases that are most relevant to your Web site – two and three–words keyword phrases that best describe your products and services. Many searchers enter one–word queries into the search form but the chance of competing successfully for one–word search engine keywords is fairly remote. The number of competing websites is simple too high.

Instead of wasting your efforts then you choose keywords with one–word, it is suggested that you concentrate on those keywords, which are easily manageable.

You can read more about Keyword Research on Aleksika's web site.

Kim Thaysen, Manager for Aleksika. Experts in Search Engine Marketing. Aleksika is all about helping you do smarter business by increasing marketing Return on Investment.

### **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

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play a vital role to boost your website ranking. The consultant will discuss every detail about your 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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