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**Let Your Visitors Choose Your Keywords**

**By Maria Marsala**

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Sometimes we can be too close to our own websites. For example, while one person might call their rates – "rates"... you might call them "fees" or "price" or "cost" or "rack rate". Here's an unusual way to learn what "keywords" (words you use to find a web site using a search engine such as google) to add to your webpages and to maybe gain a little objectivity about your site, as well.

In the interest of making my growing web site easier for you – my viewers–to use, a few months ago I added an internal search engine feature to the home page. One of the bonuses of the program I chose is that I receive a weekly (and monthly) report showing what words viewers are using to locate different things on my site. By watching the words you're using, I know better which "keywords" to add to my site to make it easier for search engines to find.

The program I recommend and use is <http://www.freefind.com/>. This system is free if your website is less than 32Mb of space. You'll receive a free weekly (and monthly) search report, automatic page updates, a site map (a listing of your web page and what pages link to other pages on your website) and a what's new page, if you'd like one.

You also receive the code to set up the search engine box on your site, which can be customized and includes a small ad for the company. When someone uses the search feature, they'll be provided with a few more ads, but so far, I haven't found any ads that would put my site out of

integrity.

So let your website visitors help you determine the best keywords to use on your site. After all, they are the people you want to find your website – your potential clients. Add an internal search engine to your site this year!

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business ebook at <http://www.CoachMaria.com/ebook/download.html>

## **Using Brainstorming to Find Keywords**

**By Saro Tribastone**

### **Using Brainstorming to Find Keywords by Saro Tribastone**

Use brainstorming technique to produce relevant keywords:

- to write something new
- to choose a domain name or an article/ebook title
- to choose the best keywords for a website
- to develop new web pages in an existing site

brainstorming mainly consists of two parts:

#### 1. Produce

- every word you think, write it down
- every word is ok
- every word you see surfing that hits you, write it down
- type all the domain names you can imagine and see who is already using those keywords and how

–I would divide keywords on the net in two kinds:

**ROOTS**

and

**RELATED**

for example "ebook" is the root and "write" "publish" "promote" is the related

Then you can develop it further just making a related word a root, so "write" became the root word and "easy" "fast" "and make money" those related, and so on

## Let Your Visitors Choose Your Keywords

–make a session for every root word you want to work on

then

### 2. Select

Compare all the words you produced with the words you found with keywords search tool on the net, see if they repeat often and where they range in the keyword list

–reduce the list

–highlights words you read often

–do not delete words you didn't find in search tools

–there are different uses for the same keyword?

### 3. Choose

When you have to choose the brainstorming process is over.

Go on your favourite search engine and type every single word and all the combinations of them you choose, to see who already uses them and how.

At the end you will have some "new" keywords to use. If you are not satisfied with them, you can always start again.

Saro Tribastone is an italian psychologist who is currently developing a website about: creative techniques, tools & web resources to write and promote ebooks; using creativity to find keywords; writing articles to get traffic.<http://www.ebooktoolsinfo.com>

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