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**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 has 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 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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## **Keyword Research Made Simple!**

### **By Kim Thaysen**

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.

## Making Money with Articles: The Importance of Keywords

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

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 Research Made Simple!

Keyword Effectiveness

Make Money Online Using Keyword Articles

8 Steps to Design a Surfer Friendly Website That Search Engines Love!

How to succeed with the Search Engines

Self Improvement PLR Kit

Clickbank Search Engine

Adwordiser

CB AdWords Script

Keyword Coach



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