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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!

More on Keywords

By Sharon Housley

More on Keywords

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Keywords are the heart to effective Internet searches. Whether optimizing a web site or searching for a hard-to-find item, consider tapping resources to locate a variety of keywords. Identify keywords and phrases that are relevant to the products, services, or information you are promoting or searching for.

Synonyms Use a thesaurus to find terms that are related to a primary keyword. Searching on a synonym will often bring up different Internet search results. A thesaurus groups words that are similar in meaning. Usually, you reach for a thesaurus when you have a word in mind and you are looking for a similar term. Keep in mind that no two words mean exactly the same thing. We turn to a thesaurus to find different, more expressive ways of speaking and writing, this is particularly important when related to keywords.

WebReference –

<http://thesaurus.reference.com/>

Merriam-Webster –

<http://www.m-w.com>

Singular and Plurals Using the plural form of a word in many of the search engines, may result in a different batch of search results, than a search using the word's singular form. It is important that websites be optimized for both singular and plural forms of critically important keywords or phrases.

Meta Tags Look at competitor or similar web sites meta tags to determine if you have overlooked any obvious keywords or phrases. This is very easy to do, simply view the source of the web page and look for a tag in the header that says [meta name="keywords" content=].

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Conjugate Verbs Conjugating verbs in keyword phrases will also vary search results. Epitomize a variety of pages for critical past, future and present tense keyword phrases.

Qualifiers Use qualifiers to vary the meaning of a search phrase or keyword and bring additional results. Qualifiers usually are adjectives or adverbs that helps modify and limit the extent of the meaning of a noun or pronoun, while an adverb helps modify a verb in a similar way.

Abbreviations & Acronyms Abbreviations and acronyms should be employed in a variety of forms. Extend abbreviations and acronyms to full word phrases to encompass as many possible combinations as possible.

Misspellings A significant number of searches conducted each day are misspelled. Include common misspellings in the meta tags of optimized pages to capture any traffic that is mistyped or misspelled.

Shake it Up Mix up the order of keywords in phrases to encompass a broad range keyword phrases. Keyword phrase word order variations can be a great source for new keyword phrases.

Hyphenate Consider hyphenating search terms, as this is likely an area competitors are unlikely to venture. The hyphenated term could score well in search engines.

Determining Keywords Additional Resource for Determining Keywords –

<http://www.small-business-software.net/determining-keywords>
. htm

Optimizing a site for a variety of keywords will give your site the advantage of being found by relevant searchers. The extra keywords could result in increased profits from customers who might not have otherwise located your web site.

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Keyword Effectiveness

By Scott F. Geld

Keyword Effectiveness by Scott F. Geld

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.



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