

This Free E–Book is brought to you by [Natural–Aging.com](http://Natural–Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**

**Part 2–Using Keywords in the Body**

**By Janet L. Hall**

**Part 2–Using Keywords in the Body by Janet L. Hall**

Part 2–Using Keywords in the Body:  
Put Them Here, Put Them There, Put Them Everywhere!  
By: Janet L. Hall

**PLEASE NOTE:**

All HTML code in this article is placed inside ( ). I've done this because some people receive their email as HTML and they might have problems receiving or viewing without the ( ). You WILL NOT put YOUR code in ( ).

Image TAGS are a great place to "plug" in some of your keywords but be careful not to use too many images on your pages. Why? Too many images can slow the loading process of your page to appear. Your visitors don't want to wait, and WON'T, if you have packed too many images onto a page. They will move onto your competitors, getting what they came looking for, information, and NOT images.

I use FrontPage to create my pages on my web site; however, FrontPage DOESN'T automatically include all the information you should have in your Image TAGS that will aid in a quicker loading time. Nor does it place YOUR keywords in your Image TAGS. You have to take the extra steps to insert them.

Let's look at what a basic Image TAG looks like behind the scenes in HTML:

()

NOTE: .imagedtype is the format, such as .jpg, .gif, or .tif that the image was saved as. These are the abbreviations for compression formats for graphics that help make the small file size. .jpg is good to use for photos or graphics without text, and a .gif is wonderful to use for a tape or book cover that has text, such as the title, that you want your visitors to be able to read.

Your images are placed in a folder or directory in FrontPage, usually called Images; although I renamed mine PICS. You should also name your folder or directory on your web host

the SAME. This consistent naming of folders will help save a lot of time and hassles.

So now I have another element in my code. It looks like this:

(type">)

Continuing From Last Time:

5. Naming your Images: Search engines could care less what you name your images, they can't read them.

6. BUT they can read an ALT TAG, a place where you can insert a description for that image or your keywords. This will also allow visitors that have images turned off, to read what the image is that they can't see when the page is loading. Go to <http://www.overhall.com/contactus.htm> and place your mouse pointer over the image of me. A small yellow box will appear with text. This is what I typed into my ALT TAG for that image.

Including the Alt TAG your Image TAG will look like this:

(whatyounamedtheimagewhenyousavedit.imagedtype"ALT="keyword or description of image">)

Here is an example of one of mine:

( ALT="professional organizer, janet l hall, get rid of clutter" img border="0" width="150" height="138" align="left">)

7. Background Images: Does it really matter if your page has a background color? It's probably better not to have one. Or how about those sites that have not only color but also images included in the background, and images on the page? Talk about slow load time for the visitor!!

The best advice is to keep your web pages simple. If it's not needed or is slowing the load time of your page, get rid of it!

Height, width, and alignment TAGS should also be included in your Image TAGS. You can read about those in our guest article below.

Editors NOTE: In the examples above, anything typed in lower case should be replaced with YOUR information and YOUR keywords. In the examples above the TAGS have been typed in UPPER CASE; however, this is not necessary when entering this information onto your web page. All brackets and other symbols need to be typed in as presented in the above examples EXCEPT for the ( ).

The Organizing Wizard, Janet L. Hall, is a Professional Organizer, Speaker, and Author. She is the owner of OverHall Consulting, and Organizing By Phone. Subscribe to her FREE organizing newsletter at <http://www.overhall.com/newsletter.htm> or visit her web site at <http://www.overhall.com>

Copyright 2001 by OverHall Consulting  
P.O. Box 263, Port Republic, MD 20676  
All Rights Reserved. Permission is granted to reproduce, copy, or distribute so long as article is kept intact, this copyright notice and full information about contacting the author is attached.

The Organizing Wizard, Janet L. Hall, is a Professional Organizer, Speaker, and Author. She is the owner of OverHall Consulting, and Organizing By Phone. Subscribe to her FREE organizing newsletter at <http://www.overhall.com/newsletter.htm> or visit her web site at <http://www.overhall.com>

## **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.

## Part 2–Using Keywords in the Body

### 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.



**This Free E–Book has been brought to you by [Natural–Aging.com](http://Natural–Aging.com).**

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**