

Search Engine Keywords – What Do People Search For?

This Free E-Book is brought to you by Natural-Aging.com.

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

Search Engine Keywords – What Do People Search For?

By Bryan Brandenburg

Search Engine Keywords – What Do People Search For? by Bryan Brandenburg

Do you ever wonder how people search for things on the Internet? What if you knew exactly what words they typed when using a search engine? If you're marketing a product or service it's extremely insightful to know what are the most popular search terms relating to whatever you're marketing.

The Overture Company

Overture.com is a Yahoo! company that supplies the Pay Per Click infrastructure for Yahoo! and other websites on the Internet. If you do a search on Yahoo! you'll see anywhere from 1-3 paid promotions appear at the top of the search page and then others at the end. These are paid advertiser listings and they come from Overture.

The Overture Search Tool

In order to maximize the number of clicks on their network, Overture supplies a keyword tool so that their customers know which are the most popular keywords relating to their product of service. This way when an Overture customer selects keywords to advertise on, they can pick the ones that are most popular or the ones that most precisely relate to their product or service. This generates more revenue for Overture and more clicks for advertisers.

Anyone Can Use the Search Tool

Fortunately you don't have to be a customer of Overture to use the search tool. Go to <http://inventory.overture.com> to find the search tool.

How to Use the Search Tool

The best way to get started is to type in a major word associated with your business. For example if you're in the marketing business, here's the top 10 search terms and their search count.

Search Engine Keywords – What Do People Search For?

Search Count Term

1253354 direct marketing
460115 internet marketing
380450 marketing
76542 business marketing small
48494 email marketing
44160 marketing web site
43064 advertising marketing
42613 network marketing
42414 business marketing
31484 health care marketing

This search count number represents about 20% of the Internet so multiply it by 5 to get an approximate number of searches for the entire web, i.e. the total searches for email marketing are $48494 * 5 = 242470$ searches across the Internet every month.

How to Use the Data

The value of this search tool goes far beyond just determining popular search terms. Here's a few ways to use the tool for market research:

Type in your state or city to find out the most popular searches

Compare the number of searches for your product compared to those of your competitors

Use the most popular search terms relating to your business for your web site domain names to increase their visibility in search engines.

Use it to brainstorm new products or services, especially if something is being searched for but is not widely available

Considering a celebrity endorsement or joint venture partner for your next Internet promotion, compare the various candidates and make an informed decision.

Use it for determining market size or segmentation information for your business plan.

Use it to drive all your web content, from web page titles to Meta Tag keywords and descriptions.

Use it to determine which categories to list your business, from Internet to Yellow Page listings.

Use it to determine important searches relative to your business in foreign cultures and countries that you are unfamiliar with.

Make Informed Decisions from Now On

Search Engine Keywords – What Do People Search For?

The Overture Search tool takes the guesswork out of many of your marketing decisions, from choosing Pay Per Click keywords, to determining the next market your company should pursue. Take a look today and you'll be amazed at the wealth of information that is available. You can try the search tool now on the Overture website at <http://inventory.overture.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.

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.

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