

Success is in Your Keywords

“Words do two major things: They provide food for the mind and create light for understanding and awareness.”

Jim Rohn

Statistics show that people are most likely to search with 2 or 3 words. So, your challenge as a web site owner is to figure out the 2 or 3 words that will bring your customers to your site. You can guess, but there are some techniques and tools that can prove useful.

- Think like your customer. Start with the obvious words. What words would they type in to find you? Most people use 2 or 3 words in their internet searches. Your keywords should come from the content of your site.
- If you have a regional business, include geographical terms. Geographical terms can help qualify your traffic. If you sell donuts in Winnemucca, Nevada, you probably don't need to spend your energy trying to rank high for donuts in Dover, Delaware.
- Don't use single words. A single word is often too competitive to raise you high enough in the search engines. Single words may also cost more in a paid campaign, as it may drive a lot of traffic, but not all qualified.
- Look at your competition. View the source and see what words they have in their meta tags. See how many other sites use the search terms. You can enter your search terms in each of the search engines and see how many other sites pop up.
- Analyze your own website traffic. Most website management systems will allow you to see what keywords people are using to get to your site. It may show you some new keyword combinations.

Whether you are driving traffic into your site through 'free' organic listings or a paid campaign, your keywords are vital to your success. Your keywords will be the catalyst to convert traffic to sales.

j.e.

Copyright © 2006, IQnection Internet Services, Inc., All Rights & Media Reserved