

# The Importance of Keywords on Websites:

The subject of getting traffic to your website is immense. We could begin discussing a multitude of ways you could use to do this and at about 100 pages later, we would have just begun to scratch the surface. Attracting quality targeted traffic is perhaps the most valuable skill you can possess as an Internet marketer.

Without potential customers, you simply have no business. We decided the best way to handle the subject was to simply provide a list of some of the most common ways of attracting website traffic with the ones that are generally considered the easiest and will produce the fastest results first.

It is recommended that you begin to investigate and learn about each method in more detail because the more knowledge you gain about the subjects then the more potential money you can make with your online business.

Before we get into the many areas of Search Engine Optimization (SEO) there is one fundamental area that you must understand and get right, and that is the importance of keywords. These are the terms that people type into the search engines (Google, Bing Yahoo etc) in order to find what they are looking for. These may be one, two, or three or more words that are typed into the search engines in order to find what they want.

Your job is to understand what are the niche markets out there (the analogy would be an inch wide and a mile deep) and what keywords are being used to find products in these areas, and how many searches per month are being made using these keywords.

One of the best ways to get your head around this process is to get yourself a Google account. It's FREE and has a wealth of web tools that will assist you to find the right keywords in this process. Go to [www.google.com](http://www.google.com) to find out more.

One of the most important things for you to remember when you're optimizing your website for search engines is that these engines read text, including the Alt-Tags on graphics. This means that you need to focus on the importance of keyword research for your website content.

### **The Right Keywords:**

Internet users will type keyword phrases into the search engines when they want to find a certain product or service. Most users will type about two or three words and then do a search for relevant websites. Before you spend a lot of time on keyword research for your website you should use a FREE software program from Google called the Google Keyword Tool (check for an updated name for this tool) to help you determine which keyword phrases get the greatest search volume. This will allow you to focus your efforts on optimizing your website for the right keywords.

### **Text on your Home Page:**

Once you've decided which keywords are best for optimizing your website you'll want to put those keywords and phrases into the content of your website. You'll want to start by focusing on the first paragraph on your home page since this is the first thing that most search engines read to determine if your website is relevant to a user's search. In that first paragraph you'll want to use as many keywords and key phrases as you can so that your website comes up in a variety of user searches.

### **Using HTML Tags:**

You'll need to make sure that you have the right tags in your HTML coding so that it corresponds with the text on your website. Your ranking in search engines will be more solid if you're consistent with your tags and text.

### **Submitting Your Website to Search Engines:**

Registration with search engines, such as MSN, Yahoo, Bing and Google, is crucial if you want to attract people to your website. Before you decide what search engines to submit to, you should do a careful study of what features each engine provides. Some of the features that you should be focused on include (1) how they promote websites, (2) what they offer in regards to advertising, and (3) if they have any other resources available.

There are a few important things that you should focus on when it comes to submitting your website to the right search engine.

**These include:**

- The search engine generator should provide you with automatic updates.
- The registration process should allow you to include the purpose of your business and website.
- Do a quick study to find out where other businesses in your industry are submitting their website.
- Your main goal should be to submit your website to as many top search engines as you can so that you get the highest rankings. This will allow your customers and potential customers to find you fast and easily.

**Search Engine Spiders:**

A search engine spider is a program that methodically travels the Internet looking for all the web pages that have been recently visited and processing this information in a search engine so that pages are indexed and downloaded faster by the user.

When you overuse keyword and key phrases you risk this being noticed by search engine spiders and having them bypass your web pages for inclusion into the search engine. Do you want to risk being left out of search engines by being guilty of keyword abuse?

Using a high keyword density may seem like a good idea when you first start developing web content for your website but the hazards far outweigh the risks. Keyword density means that the keywords you use for each page are not more than 3.5% - 5% of the total words on that particular page.

Another mistake that many websites make is choosing their keywords and then not putting these keywords into the any of the relevant content on the web pages. Search engine spiders are programmed to actually need to see the keyword used before it can acknowledge it and index the web page. So why waste time coming up with keywords that don't really have anything to do with what your website is all about only to have search engine spiders overlook your website anyway?

## **Creating False Web Pages:**

One of the most serious mistakes that you can make when you're developing the website content for your web pages is to provide your customers with information that has absolutely nothing to do with what you're selling or advertising on your website.

Customers who use the Internet to buy a product or service, or simply to find out more information about what you're selling, don't want to arrive at your website pages only to find you're not selling what your offering.

If customers are searching for stationary (and you include the keyword "stationary" over and over in your website content to push you up into the high rankings of the search engines) they expect to be able to read accurate and dependable information on your web pages about this stationary.

If you're not selling or advertising stationary you should avoid using this keyword to pull traffic to your website. Customers who have been tricked will quickly leave your website to find the information that they are looking for elsewhere.

The bottom line is that keyword driven websites don't always work. These websites may get high traffic, and search engine ranking that they want, however customers won't linger to find out what they are really selling. This means a missed opportunity to develop a successful relationship with customers.

Check out more SBW white pages designed for your business [HERE](#)

