

The Power Of The Almighty Keyword

Attracting traffic to your Web site is all about the quality of your keywords. Targeting keywords that attract the most qualified traffic is arguably the most important part of Search Engine Optimization (SEO). At the foundation of every successful SEO program is keyword selection strategy.

So, how do you choose keywords that are most apt to attract motivated buyers of your products and services? A few simple strategies can make the keyword selection process work for your site.

Define your message

Determine what message you want to deliver to your customers and prospects. Focus on the message that has created customers for you in the past. Then, use Wordtracker to generate a list of targeted keywords that people have entered into search engines when seeking similar products and services. Wordtracker and other keyword analysis tools will give you a good idea of how likely your site will be able to compete for a keyword phrase. Target less competitive terms to achieve a higher search engine ranking. Your most valuable keywords are not necessarily those most actively searched, but those that deliver the greatest activity from customers and prospects.

Create long keyword phrases

Few users will search with a single keyword. Potential customers use unique keyword phrases when seeking Web sites that satisfy explicit needs and solutions. Multiple keyword phrases are more productive because they narrow a user's search from general to more specific. This will result in a higher rate of users being led to your Web site.

Plus, matching a keyword phrase word-for-word carries greater search engine ranking value. For example, matching the phrase "commercial building contractor" is more powerful than the words "commercial," "building" and "contractor" used separately.



Check out your competition

Looking at your competitors' keywords is an easy strategy for choosing keyword phrases. Do a search for the top sites in your industry or sector and view the source code of their sites to look for keywords. Tools like Web CEO can help you compare keyword rankings of top competitors, however, do not hesitate to seek advice from experienced SEO and online marketing experts.

Keep it in the keyword family

Attracting search engines to your Web site is important, but your ultimate goal is to attract actual customers or prospects to your site. Be sure that your keyword strategy includes all the ways in which those potential buyers might search for the products and services that you offer. This means broadening your list of keywords to include all related terms. For example, if the term "coins" is critical to the content of your site, you should also include related terms and phrases such as "coin collecting," "commemorative coins," and "rare coins" among other keyword possibilities including grammatical, plural and singular forms.

continued on back

Selecting the right keywords isn't a one-time project, it's an ongoing process that requires vigilance and often repeated modifications.

continued from front

Relevancy still remains a priority, regardless of the length of your final keyword list. Do not 'stuff' your site with keywords just to attract search engine spiders. Remember, lots of traffic does not necessarily mean lots of sales.

Track and analyze the results

Keyword selection isn't a one-time fix, it's an ongoing process that requires vigilance and often repeated modifications. Track keyword phrases over time for both competitiveness and search rates to identify patterns and success factors. Google's keyword tool can help you to analyze existing Web content by listing the effectiveness of your keyword phrases. Evaluate the results your Web site is achieving over time to make sure your website continues to appear in the top ten to twenty pages for relevant keyword search results.



You don't want to waste your optimization efforts on keywords that won't deliver the most qualified traffic, so it's critical to establish keyword selection strategy before beginning the copywriting and SEO process. A well-researched keyword selection strategy will result in better quality traffic.

To learn more, please contact:

Jared Bodnar from Canyon Communications
480.775.8880 or jbodnar@canyoncomm.com

