

## Nothing beats Keywords

A lot of people understand that keywords are important to browsing internet, but most don't really understand *how* important keywords are. Let's be perfectly clear: the internet, browsing, and web pages are **all about keywords**. Keywords are the basis, the foundation, the absolute center of all internet activity.

When you are looking for specific information on the internet, you use keywords to find that information. For example, if you are looking for the words to a song, you would use a search engine to find the words by entering the title of the song plus the word, lyrics. Let's say you are interested in the words to the song Riders On The Storm. You can easily find those lyrics by entering in the search box: song Riders On The Storm lyrics. The results are about 1,440,000 hits for that search phrase. And, the first link, as well as most of the following links, all gives you the information and lyrics to Riders On The Storm.

People generally when building a website or providing a product description begin to view their website from an English 101 perspective instead of Internet Marketing 101 perspective. How you identify your business offerings will affect whether you are found by someone searching with the keywords in the content of your page for specific products and services. If you think that it is important to clearly describe how you started your business, your business philosophy, and what you are trying to accomplish in your business on the home page before you use the keywords that *are* your business, you will fall further and further down the list of pages that result from a search for your keywords.

When it comes to your website think of how you would find you on the internet. That is, how do people find your competitors? What keywords would you type into a search engine to find your page or products? Then you want to decide what you can do to be ahead of your competition, not just with them.

Which keywords will be most beneficial to you? First exclude the saturated words. As an example, as a web designer, it does not make sense to compete for the keyword *web design*. The results from that broad, saturated keyword phrase is 2,340,000,000 (that's billion) results. Now, don't get me wrong, I would love to be on the first three pages for *web design*, but that's unrealistic. If I narrow my keyword search to *web design Reno*, the search results are 9,280,000 (because I didn't use quotes to narrow the search even further), and I am on the first page.

To compete against everyone in the world that has a page up is an unrealistic and expensive goal. Your chance for being listed on the first three pages of an engine like Google using a saturated keyword is not very likely. Narrow your search. Or think of a more descriptive keyword that you know will be in your page content.

Your first assignment (should you choose to accept it): make a list of keywords that you think of when you think of your webpage, business, services, or products. Then expand that list using one of these websites that will offer additional help in identifying keywords that are more specific:

- Free Keyword Suggestion Tool [<http://freekeywords.wordtracker.com/> ]
- Google's Keyword Tool [<https://adwords.google.com/select/KeywordToolExternal> ]

This is the beginning. But know that this is the most important beginning because it sets the standard for whether or not you will be found on the internet.

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