

Keyword Placement

Identify a series of keywords that your potential clients will use to find your website. Focus on those keywords as part of your web page content. If you have several keywords, you may want to have a web page that focuses specifically on that keyword. For example:

- learn to meditate
- how to meditate
- meditation supplies
- habit control
- focusing tool
- relaxation
- meditation tool

By working with each of these keywords in a page that corresponds to the keyword phrase and achieving a keyword density ratio - somewhere between 3% and 7% - is often considered a good range. You assist search engines in finding your page for those keywords. Search engines might consider your site to be artificially stuffed and penalize your website if you exceed this density.

It's not just the keyword density that is important, but also where and how you use those keywords. It is important that your keywords appear in the following locations:

- Page title
- Meta tags
- Very early in the website in a <H1> heading tag
- Within the first 10 to 20 words of the first paragraph
- Bolded within the body content
- Alt tags on your images

If you find your competitors' websites consistently placing higher than your website on a search for your keywords, it is likely that your website is not utilizing these keyword positioning tactics correctly and you might consider revamping your keyword positioning to achieve higher .

Remember in Lesson #1, we emphasized the importance of keywords, in fact you could say “**it is all about keywords**”. Keywords have to be well-placed on your web pages so that search engines can create and identify the trail to your website for your potential customers. The only reason search engines will create the trail to your website is if your web design, content, and structure illustrates to search engines that you are an *authority* for that keyword phrase. More about creating the presence of authority in Lesson #3.

Look at your website for keyword placement for improvement. Look for your keywords on each page and decide whether you are trying to use too many keywords on one page thereby diluting the keyword density. If that is the case, try breaking your content into separate pages that will be more easily found by the search engines.

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