

The Internet Bloke

PRESENTS

Keywords

The Foundation of your Internet Business..

By Eric Gaudins:

TheInternetBloke.com

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Hi, I'm Eric Gaudins.

You'll find that I explain Internet related stuff in a language that small business people can understand. i.e. without all the buzzwords, jargon, and endlessly boring technical crap that either locks up your brain, or puts you to sleep.

How Keywords work.

Selection of keywords is one of the most important things you can do to attract visitors to your website, but I've found that most people don't know anything about them.

They create a website, or write articles which they hope will "somehow" be found by internet users.

In this brief report, I'll explain the basic of keywords: what they are, how they work, and how to use them. You'll also receive my recommendations for some free resources to learn more about the importance and use of keywords.

Learn About Keywords with Rex the Ferret.

Lets assume you've toiled long and hard to set up a website about ferrets. You publish your site on the internet, and eagerly wait for it to come up on the first page of Google when people type ferret into a search engine.

You'll be waiting for ever.

Because there are currently 3,200,000 pages on google that contain the word "ferret". And there's very little reason your site should be listed higher than they are.

So you try to think of something that will give you a better chance of getting a higher rank on search engines.

So you make a page about Rex, your performing ferret, which comes up as the number 1 listing on Google when you type in Rex the performing ferret. But you're still not getting any visitors.

This is a classic case of why being number 1 on Google for a search term means NOTHING if the only person in the world searching for it is YOU.

The "Long Tail"

OK, so your site is not going to be seen if people search for the word ferret. But most people will be looking for certain things relating to ferrets, and will use a longer description to find what they want.

In search engine language, the term “Long Tail” is used for a keyword search of more than one word.

For example, “Ferret” is a keyword. People search for this term 74,000 times a month. A search containing several words is still called a keyword (or keyword phrase), and provides a much better oidea of what a person is REALLY looking for. For example,

- “How To Train a Ferret” has 480 searches a month
- “Ferrets as pets” has 1600 searches a month
- “Ferret Diseases” has 590 searches a month
- “Ferret Foods” has 390 searches a month

There are often thousands of long tail keyword phrases for ANY topic. So a bit of research is definitely worthwhile to find terms that people actually type into search engines when they are looking for something.

The Keyword “Game”.

Success on Google is a balancing act between finding a search term that is used by a lot of people, and at the same time not being used on too many other websites.

Google is in the business of trying to provide people with exactly the content they are seeking when a search term is typed into their browser. They have developed VERY sophisticated ways of matching up the content of a page with a search request, and most times when you search on google the top few results will contain the information you are seeking.

In general, if a search term appears in the

- title of a page,
- the description of a page,
- the address of a page, and
- the headings and content of a page,

then Google will assume that the page is relevant to the search term, and will rank it higher for that term. Google will also look at the other words on that page, to see if they are generally associated with that particular search term.

If other reputable websites link to the page as well, this improves the ranking even more.

Using your keywords in this manner is called “Search Engine Optimisation”, SEO, or more often just optimisation. (But be careful not to overdo it – because there’s a fine line between optimisation and spamming – in which case Google will ignore your page, and send it to the bottom of the listings.)

Finding Keywords – Step 1

Up until quite recently, the selection of keywords pretty much a trial and error thing. However the recent release of Goggle’s free keyword tool has made the process of selecting keywords a lot more accurate. See <https://adwords.google.com/select/KeywordToolExternal>

This tool gives you the actual number of times a term has been searched for on google in the last month, and it gives lots of suggested alternatives to the term you put in.

So at last, you can get accurate information on the actual terms that people are typing into their browsers when they are searching for something on Google.

Finding Keywords – Step 2.

Finding out how often a keyword is searched for is important, and many people who practice keyword analysis don’t go any further with their keyword analysis.

This is a huge mistake, as the number of searches is only the FIRST part of an effective analysis of which keywords to use on your website.

The second part is finding out how many other people are using those keywords on their websites, and how effectively they are using them.

The keyword “ferret” (74,000 searches a month) appears on 9,530,000 web pages, on 8,100,000 web anchor links, in the title of 520,000 web pages, and in the address of 524,000 web pages. So although there are lots of searches for the word, anyone who wanted to be on the first page of Google for “ferret” would find it EXTREMELY difficult and time consuming.

Now consider the keyword “ferrets as pets” (1600 searches a month). It appears on 28,000 web pages, on 25,100 web anchor links, in the title of 324 web pages, and in the address of 544 web pages. So if you wanted to attract people to your website, you would have a MUCH easier task if you wrote a page about keeping ferrets as pets, and optimising your page accordingly.

So it's important to know how many times a keyword is searched for, but this is not sufficient to decide whether to use it to optimise a web page. You also need to know about how many other websites are using that keyword, and whether they are using it effectively.

Determining the Effectiveness of Keywords:

There are many factors involved in determining whether you should try to optimise a web page for a given keyword, but the ones discussed above will let you find good ones.

You need to consider these 5 things to greatly improve your chances of a high search engine ranking.

1. Number of Searches made (obtained from Google)
2. Number of pages containing the keyword (Obtained from Google, by putting the search term in quotation marks in a Google search)
3. The number of times the search term appears in web page titles (intitle) *
4. The number of times the search term appears in web page anchor text (inanchor) *
5. The number of times the search term appears in web page names (inurl) *

* (See http://www.googleguide.com/advanced_operators.html for how to use these special google operators.)

Ideally, you want a high number of searches, and a low number for the other indicators. The exact numbers that will be effective will vary according to the situation.

For a high volume marketing campaign, less than 1 million searches a month may not be worthwhile. But for high margin specialist products, as few as 50 searches a month could be very effective.

If the goal of your website is to make money from Google AdSense, then you will probably want to target the keywords that pay the best. But you'll find that the competition for these keywords is tough, so you may want to target keywords with a high number of searches that pay a lower amount.

There are a LOT of strategies, methods, and so called "secrets" available. The bottom line is that you have to experiment, track your results, and see what works for you.

How Many Home Pages are there on your website?

The old concept of having a main home page, and then links to many other subsidiary pages to find what you want was the traditional way of building a website.

So if someone was searching for “ferret health problems”, the link would take them to the homepage of a ferret site, where they had to hunt around – possibly through several layers of menus – to eventually find a page about health problems.

However, the increased power and effectiveness of search engines and websites mean that people expect to put a term into a search engine, click on one of the results, and start reading about exactly what they want to see. So they'd expect to land exactly on a page that discusses the topic of the health problems of ferrets.

This means that the selection of keywords, and writing content that precisely addresses that keyword, is vitally important. So you should be constructing your site so that EVERY page of your site can be an effective home page – with links, information, and contact details.

In many cases, this may mean that you just about have to construct a separate page for every keyword. This is very difficult if your website is a traditional static type of site that has been created for you by a developer – but very simple if you are using a Wordpress blogging platform as your website.

IMPORTANT TIP!

There are two types of wordpress. One is a free blog, and the other is a website platform that you install on your own hosting account.

Discover the important differences at

<http://theinternetbloke.com/wordpress/the-two-faces-of-wordpress>

Learning More About Keywords

Without a doubt, the best keyword training I have seen on the net is the provided by Noble Samurai, the creators of the Market Samurai keyword program. The presenter explains things in a clear, easy to understand manner, as is proved by the many positive comments that have been left there.

You can watch videos, or download a PDF with the same content.

If you download and install the free, fully functional 7 day trial of the Keyword Samurai program, you can do your own keyword research as you work through the tutorials.

Free Market Samurai Trial: <http://TheInternetBloke.com/samurai>

Analysis of Keywords

Selection of keywords is one of the most important things you'll do as a website owner. It's good to learn how to do the above keyword research manually, so that you get an understanding of the process. However, it's very time consuming. There are tools available to speed up the process very significantly.

If you have tried the Market Samurai program discussed above, you'll see that it requires a bit of a learning curve. But I believe it is the best program for detailed evaluation of keywords, and I use it regularly.

A less complicated program which also gives excellent results is Micro Niche Finder. Its "strength of competition" feature is unique, and gives an instant indication of how difficult it would be to rank highly for a given keyword.

For example, Micro Niche Finder's SOC feature tells me that I would be crazy to try and get to the top of google for the term "crate training", but that I could easily get to the top for the term "crate training for dogs"

Information like this DOES make a difference to getting to the first page of google, or never getting past position 1243 where nobody will ever see your page.

Micro Niche Finder also provides a series of videos where you'll learn all about it's benefits. If you do the tutorials at Noble Samurai, as well as these, you'll know everything you need to effectively promote your website and web pages.

I guarantee it.

Learn more about Micro Niche Finder at <http://TheInternetBloke.com/mnf>

Are Good Keywords Enough for High Rankings?

Maybe. You may also have to do other things to promote your website, like getting backlinks from other websites. However, the selection of effective keywords is the basic foundation for all SEO activities.

The time you spend on researching them won't be wasted.

There's more Small Business internet advice at

<http://TheInternetBloke.com>

I also write a free newsletter called "DoubleHeader" for Small Business owners who are trying to use the internet to increase their profits.

To receive it just send a blank email to doubleheader@aweber.com

Thanks for reading, and I hope this has helped you.

Regards,

**The
Internet
Bloke**

Eric Graudins.

Tasmania, Australia.

Follow me on Twitter: <http://Twitter.com/EricGraudins>

(Sorry about all the http: prefix things. They're needed to made the links clickable in some PDF readers)