

How Will People find your website on the Internet? The Answer: Good Key Words

As we have just covered creating a good website can provide people with a wonderful first impression of your business. But now that you have this impressive website how do you show it off, what will bring people to your website?

The simple answer is keywords, Wikipedia <http://en.wikipedia.org> describes keywords as **'Words that may be used by viewers searching for information on the internet. Using the best keywords to describe your web site helps get those searchers to visit.'**

As you create your keywords it is important to remember who your target audience is, and what the primary focus of your website is. Are your keywords designed to attract 'buyers' or 'window shoppers'? While it is nice to get a lot of traffic, it is better to get buyers, and of course it best result is to have both ROI and search term traffic.

Try to achieve a balance of search traffic and those visitors who actually buy (or do what you want them to do while visiting your site). If you get two visitors per quarter for a search term, but one out those spends one hundred thousand dollars, keep that keyword! But if you get a million visitors and only one buys, then consider dropping that keyword phrase.

Here are four basic steps that may help you in creating your keywords.

1. Think about who your target audience is, and what the primary focus of your website will be (have I said that already, nothing like the power of repetition to get your point across).
2. Create a list of words and phrases that you think people might type into search engines, when looking for your site. Be creative. You're going for quantity, not quality at first. If you do get stuck then there are plenty of free tools on the web to help.
<http://www.globalpromoter.com/seo-tools/keyword-suggestion-tool.cfm> or use a free tool called Good Keywords available from <http://www.goodkeywords.com/>
3. Narrow down your keywords and phrases to the top 20. These should be the absolute most effective / essential ones on the list.
4. Find out what your keyword density is i.e. the number of times specific keywords appear in each page. A good range to aim to for is between 5% and 15%, though is up to you to find a good balance between being informative and repetitive. Also insert them into your Meta tags.

Once you have settled on your list there are two important points to remember.

1. Link the keywords to the appropriate page on your website.
2. Review and update your keywords often, even the finest car can use some fine tuning from time to time.

Next month we'll talk about how to create/build links.

Regards,

Andrew

**© 2004-2005 Intuit Developer Network Advisory Council (IDNAC). All rights reserved.
This article is strictly for informational/educational purposes and is not intended to be an endorsement.**

Intuit and the Intuit logo are used with permission.
Visit us on the web at www.idnac.org