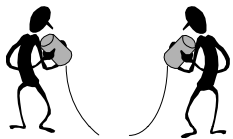




Keywords

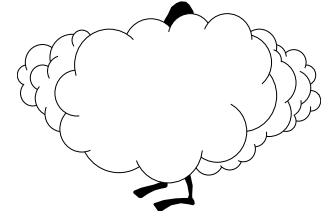


What they are and how and where to use them to improve your web site rankings.



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What are “keywords”?

- **Any word on your page can be a keyword if someone searches for it.**
 - Exceptions are words that search engines ignore, such as “a, and, or, the, if,” etc.
- **How do you know what people search for?**



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Research keywords to focus the site.

- Identify the principle focus of the business.
- Identify the “Unique Selling Proposition”.
- Consider how clients would express interest in the business concept.
- Research the keywords using WordTracker.
 - Initial list
 - Select likely terms.
 - Broad search.
 - Eliminate mismatches.



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Selecting appropriate keywords.

- **Tabulate the research findings.**
- **Examine the results to identify productive groupings of phrases.**
 - See illustration of technique using spreadsheet to identify like phrases.






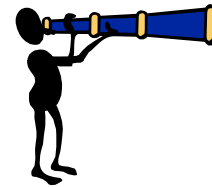
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Where do you get them?

- Wordtracker  xx xx W
- Google  G
- SEOBook  SEO
- Keyword Discovery Tool  KDT
- Website Stats



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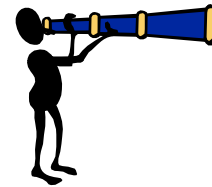
{Keywords}





What do they cost?

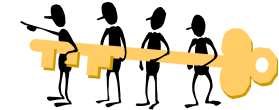
- **Wordtracker : \$59/329**
- **Google : Free**
- **SEOBook: Free**
- **Keyword Discovery Tool : \$69.95/599.40**
- **Website Stats: Variable by source**



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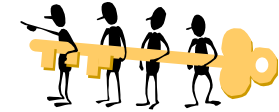
Find Keywords

- **Wordtracker is a good, flexible tool**
 - Free use for limited application
 - Allows saving of multiple project phrases
 - Could subscribe for one month and do complete site research for under \$59
 - [http:// www.wordtracker.com/](http://www.wordtracker.com/)
- **Google offers keyword tools**
 - [https:// adwords.google.com/select/KeywordToolExternal](https://adwords.google.com/select/KeywordToolExternal)
 - Excellent tool for exploring alternatives
 - Does not provide count of usage
 - Numbers not clearly identified as to significance



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Find Keywords

- **Keyword Discovery is a good tool**
 - [http:// www.keyworddiscovery.com/](http://www.keyworddiscovery.com/)
- **SEOBook offers keyword tools**
 - [http:// tools.seobook.com/keyword-tools/seobook/](http://tools.seobook.com/keyword-tools/seobook/)



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Understanding Variations

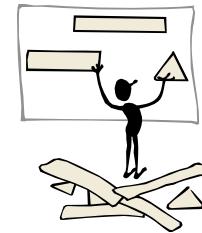
- Be aware of permutations of phrases
- Singular or plural?
- Synonyms





Where do you put them?

- **Title tag**
 - Single most important place
- **Headers**
 - Emphasis increases importance to SE
- **Content**
 - 1st 200 for Google
 - Distributed for Yahoo
 - Repetition important, but with limits
- **Anchor tags**
 - On-site and off-site
- **Blogs, Newsletters**



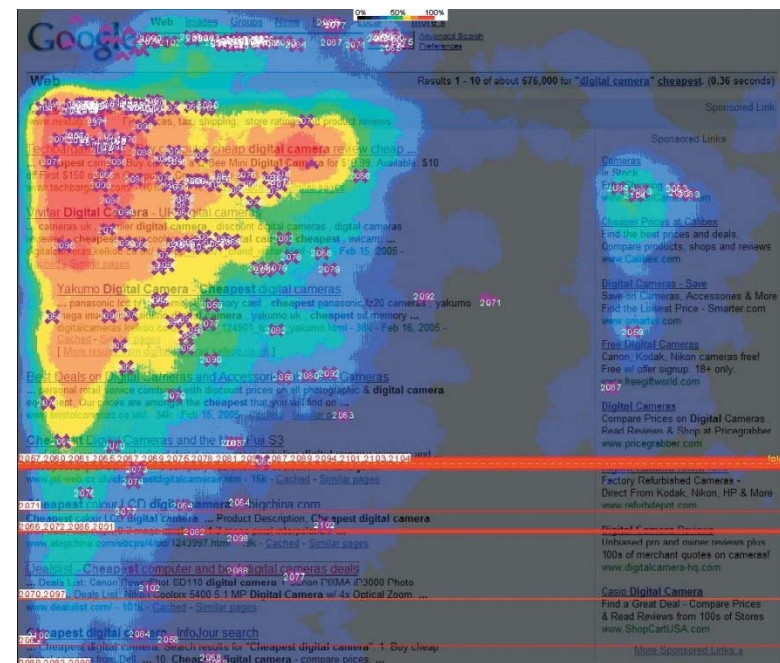
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Eye Tracking Perspective

- the number one factor in precipitating a click through on a particular listing was relevant words in the title,
- with relevant words in the description being second most important.
- Position came in after these in significance.
- See Google example [Gex](#)



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Source: Enquiro Eye Tracking Study, June 2005, <http://www.enquiro.com>



Top Ten Ranking Factors

- Title Tag - 4.57
- Anchor Text of Links - 4.46
- Keyword Use in Document Text - 4.38
- Accessibility of Document - 4.3
- Links to Document from Site-Internal Pages - 4.15
- Primary Subject Matter of Site - 4.00
- External Links to Linking Pages - 3.92
- Link Popularity of Site in Topical Community - 3.77
- Global Link Popularity of Site - 3.69
- Keyword Spamming - 3.69






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Search Engine Ranking Factors, <http://www.seomoz.org/article/search-ranking-factors>



Organizing the site structure.

- Use keyword research findings to set up structure to capitalize on keyword focus.
- See example sites:
 - [http:// www .rlldesign.com](http://www.rlldesign.com)  rl
 - <http://www.medical-supplies-equipment-company.com/>  med
 - [http:// www. residential-landscape-lighting-design.com/](http://www.residential-landscape-lighting-design.com/)  res



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Types of Tools Available

- **Site analysis:**
 - Keyword density
 - Keyword ranking
 - Search engine placement
 - Spider replication

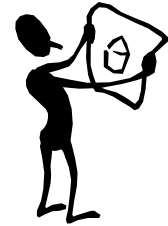


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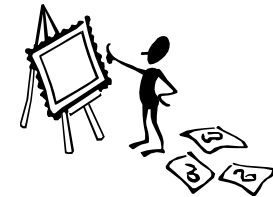
{Keywords}



Keyword Analysis

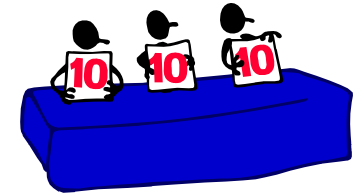


- **Get the Google toolbar first**
 - Quick and easy way to see what keywords are on any page
 - [http:// toolbar.google.com/?promo=mor-tb-en](http://toolbar.google.com/?promo=mor-tb-en)
- **Keyword Density Analyzers**
 - GoRank provides more complex analysis
 - <http://www.gorank.com/>
 - Ranks.NL is another complex tool
 - <http://www.ranks.nl/tools/spider.html>



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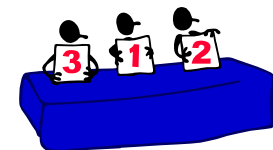
Web Site Statistics

- **Generally provided through your hosting arrangement**
- **Sometimes choices are offered**
- **Most available will provide adequate statistics**
 - Webstats [http:// webstats.netlogics.nl](http://webstats.netlogics.nl)
 - WebTrends [http:// www.webtrends.com/](http://www.webtrends.com/)
 - Wusage [http:// www.boutell. com/wusage/](http://www.boutell.com/wusage/)  [rll](#)
- **Many now offering code based reporting**



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Web Site Statistics



- **Code based alternatives have many advantages**
 - Information is current
 - Reporting is usually quite flexible
 - Same reporting can be used on multiple sites
 - Google Analytics or Hitslink provide examples
- **Other providers will also support code approach**

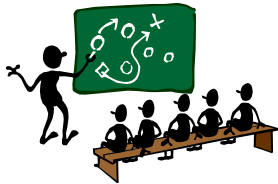


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{Keywords}



End of Presentation



Questions?

**Don't forget to complete your class evaluation form
and turn it in at the back of the class!**

**We need to clear the room promptly at 9:00 p.m. so
the staff can go home. Thanks for your
cooperation.**



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{Keywords}