



Keyword Research and Analysis - The Basis of Internet Marketing

Do you know what your target audience wants and the search terms they're using to find you online?

As an Internet Marketing Consultant I am often surprised by the number of website owners who don't know what their market is, or how to target them with web copy and natural search engine listings.

Keywords are the words or search terms that web surfers enter into search engines to find websites they're interested in. If you want to get in front of your target audience, it's imperative your website has good search engine rankings for the keywords that are most related to the theme of your website.

Knowing what your target audience wants and how they're searching online is crucial to your online success. Optimizing your web pages for keywords that nobody uses in the search engines is a total waste of time.

To attract targeted visitors, the keywords you choose should not be too broad or too general. Your copy and Metatags should also support the keyword phrases your target audience uses and should entice them with copy that meets their needs and compels them to contact you.

The First Step to Internet Marketing – Identify the Right Keywords for Your Website

The first step in successful SEO copywriting is choosing keywords that are very specific to your market. You can survey your target market for their keyword usage or use more thorough keyword research tools.

When conducting the keyword research and analysis:

- 1) use keyword phrases containing two to four words
- 2) be specific - geographically, topically, or by product
- 3) only use the keywords that are important to your web business
- 4) avoid very competitive keywords or general keyword phrases

Use focused and targeted keyword phrases that are common enough to be used often, but selective enough that they don't return millions of matches. Most web surfers use a two to four word phrase when they search online, so phrasing is very important. For example, if you are offering a service like real estate appraisals or Internet Marketing, you wouldn't target the key phrase "real estate appraisals" or "SEO", but something more specific like "Baltimore real estate appraisal" or "Richmond Search Engine Optimization". Very specific keywords generate highly qualified, targeted traffic that increases your sales opportunities.

The Wrong Keywords for Your Website

Single words cannot promote ranking or sell effectively, for example you wouldn't want to target "appraisal" as a real estate appraiser in Baltimore. Avoid the most popular keyword phrases or general keyword phrases because you'll be competing with millions of other web pages for a search engine ranking.



It's unrealistic to think that a new web site could rank number one on a popular phrase like "Marketing". You are better to target "Internet marketing strategies" or even better, "Internet Marketing Strategies Richmond". More established companies who have been on the Internet for several years will have the advantage of link popularity and a high Pagerank and, therefore, will have better rankings in the search results for general keyword phrases.

Search Engine Optimization - Feeding the Search Engine Machines

Another critical factor to help drive the targeted traffic to your site is optimizing the site using Metatags. Metatags, often overlooked and misunderstood, are elements of HTML coding on a website. Search engines use Metatags to help them determine what the site is about and how it should be indexed for search engine terms.

Most Metatags are included within the 'header' code of a website. The most important tags are the Title tag and Description tag, although the Title tag is not truly a Meta tag, it is usually included as one. Some SEO consultants say Meta Keyword tags are almost useless since Google does not use them – instead Google determines keywords for your website based on content. Regardless, you should use Meta Keyword tags and take steps to ensure they accurately describe the mission of your company or organization.

Different search engines have different rules about how Meta tags are used and how many characters they should contain. Of importance to the process is to know how the big three - Google, Yahoo and MSN - review the tags, then you'll be targeting 90% of potential web surfers.

Most SEO experts agree your page Title should ideally be no longer than 70 characters including spaces. Meta descriptions should be no longer than 150 characters, including spaces. And your Meta keywords tag should include 10-15 words maximum; avoid repeating keywords (no more than 6 times) as it may be regarded as SPAM.

To make the best use of targeted keywords that you find during your keyword research - use them throughout the content of your website in a way that visitors will find the message compelling, and Search Engines will identify them and use them to index your site.

When the major Search Engines consider your web site relevant to the topic or search, the easier it is to get high rankings for your keywords and key phrases.



MarketBuilders is a full service Internet Marketing company located in Richmond, Virginia.

<http://www.MarketBuilders.tv>