

## about WEB KEYWORDS

### What are Keywords?

To begin, let's look at why there are web keywords. Search engines use automated software programs known as *spiders* or *bots* to survey the Web and build their databases. These little traveling programs collect and analyze data collected from web pages, which is then added to the search engine index.

When you (or your prospective visitors) enter a query at a search engine site, your input is checked against the search engine's index of all the web pages it has analyzed. The url's that best match the search criteria are then returned as hits, ranked in order with the best-matched results at the top. (See *Figure 1 below*)

Keyword search is the most common form of text search on the Web. Most search engines do their text query and retrieval using keywords.

### How do I get Keywords?

Your goal is to compile a list of 15 – 20 words, or 2-3 word phrases, that most succinctly and completely describe and define your website, AND that are words people might type in to search for something you offer.

#### Give Yourself Some Time With This Task!

Use these tips, and even invent your own ways of playing with your list. Rearrange it, look at it again and again.

#### Get Outside Feedback.

Ask other people familiar with your product or service to look at it. The more you consider your keyword list, the more clarity your website will have.

#### Keep It Short.

Limiting your final list (at least to begin) to 15-20 words will help you prioritize and clarify your intent, but before you limit your list, expand your thinking to include multiple possibilities. You can always (and probably should) change keywords and add keywords later, as you begin to learn what is effective for your site.

#### Point Of View

Think about the service, information or product you are offering on your website from your customer's point of view.

Ask yourself:

What are my customers looking for?

Why are my customers looking for it?

If you can answer these questions with a list of words or 2-3 word phrases, you have an excellent start on your keywords list.

### Use What You Already Know

#### What Is Your Widget?

Make a prioritized list of what you offer, from your main concept, service or product down to the details. This is a good visualizing tool, even though you may not use all these words in your list.

Consider your specialty, your unique offerings. Consider your expertise.

#### Location

Is your business in a great location? Can you think of selling points about your location?

Is your location relevant? If so, what identifier is the most important? Country? State, Province or Region? County? Municipality? Street Address?

#### People

Are there key people or positions that you want to highlight or showcase?

#### Surf and Search

Check it out! Once you have a list of what you offer and other identifiers about your site, do a search for your most important keywords, and see what comes up on the web.

If you run a search on just a few of the main search services, you will get a broader view of how other people might search for your keywords.

For example, if you are the owner of a carousel collection, 'carousel' would surely be one of your keywords. But 'merry-go-round' might be a good keyword to add.

Google <http://www.google.com>

Yahoo <http://www.yahoo.com>

Ask Jeeves <http://www.askjeeves.com>

Lycos <http://www.lycos.com>

#### Surf and Research: How are my customers looking for it?

Now you've looked at your words from several points of view, as they relate to your website. Another way to know what to use for keywords is to see how other people are

searching for terms related to yours.

There are some excellent keyword source tools to use for seeing how other people search for things. Type in some of your keywords, and you'll be given a list of how other people have searched for those words.

**Yahoo's Keyword Selector Tool** (click on Keyword Selector Tool)

<http://searchmarketing.yahoo.com/rc/srch/>

**Google's Keyword Tool**

<https://adwords.google.com/select/KeywordToolExternal>

## about Key Descriptions

Once you have a solid list of keywords, write a short, 1-3 sentence description of your site that uses all of your keywords, in context and case-sensitive. Keep it short - under 120 characters will generally keep your description from being truncated by Google, Yahoo or other databases.

A well-written Key Description is a powerful search engine optimization tool. It will:

1. Guide the search services so that the search page will

report what you want them to say

2. Give you more control over what your searchers see
3. Give you more control over what the spiders and bots read
4. Give you more control over how your page is ranked

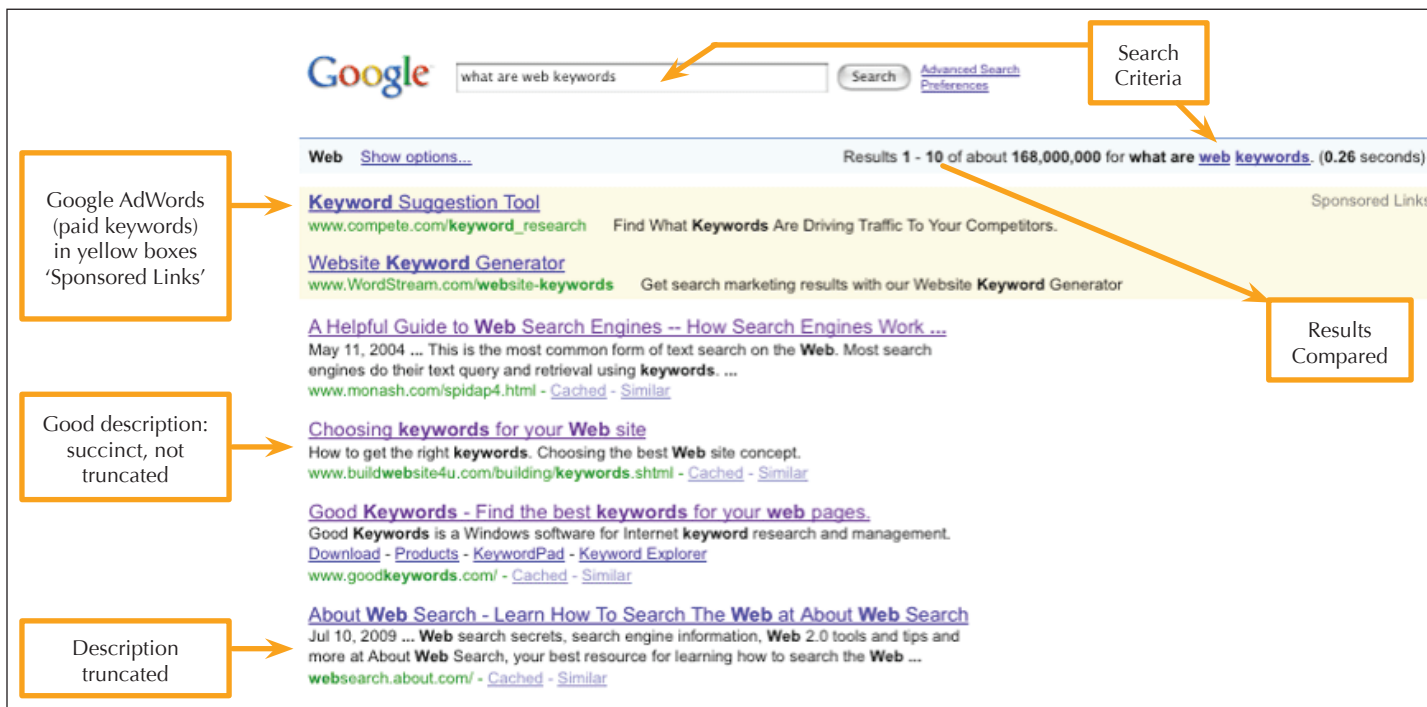
That short paragraph you see on a Google search page can be the result of deliberate and carefully crafted wording of a Key Description. If no key description exists, the database is likely to report any paragraph first found on the searched page, with unpredictable results like truncated text. You can retain the power of choice by writing your Key Description.

## Summing Up

The most highly visible, successful web sites are built 'from the search up'. The effort you are able to devote to your keywords will result in higher visibility and more effective content. They are a powerful marketing tool.

Each page in a website can have its own Key Description and list of Keywords. The home page is the most critical, but it can be an excellent boost to your website/page rankings if you include Key Descriptions for each page.

## Anatomy of a Google Search Page



(Figure 1)