

# Finding keywords to build your web site traffic.

**What are web site keywords and how do I go about finding keywords that will work for me?**

You may have the dandiest web site with eye popping text and graphics, but if you have missing keywords then you are going to be out of business quick.

Web sites revolve around traffic. No traffic = no sales. It's a simple equation but one that many web site owners are unable to resolve. The good news is that it's reasonably easy to select your web site keywords and deploy them, and I'm going to show you how.

Web site keywords are the words that people will use to search for your product or service. These are the words that people actually type into a search engine to find your site – so you can see how important they are.

**So how do you go about selecting your keywords?**

Selecting and finding keywords and phrases most likely to drive targeted traffic is THE single most important exercise that you can undertake when planning your web site deployment. Omitting this step will result in a marketing failure. Choosing good keywords is the basis on which all of your future traffic will flow.

You may have your own ideas about the specific keywords that people will use to find your site, however I can tell you from experience that if you are the business owner or proprietor then you are probably well wide of the mark.

Don't believe me! Write down the top five keywords or keyword phrases that you think people will use to find your site now! Go and grab a paper and pen and scribble them down. Then compare them to what you are going to end up with at the end of this article.

**Firstly ask your customers how they would search for your product!**

This is important because these are the real human beings that will search for your product, service or information. Draw up a list of ten of the most popular keywords and keyword phrases that your customers tell you they would use to discover your web site and then put them into a spreadsheet.

2. Expand Your Keywords into a List of Key Phrases

Starting with the obvious keyword build your spreadsheet like this:

search  
search engine  
search engine optimization  
search engine optimization Birmingham  
search engine optimization Birmingham UK

### **3. Got to [word tracker](#).**

Sign up for the free trial and enter your one word keyword. In this case “search”. When you press the search button you are returned a list of related terms. The first term is the same as the keyword followed by a list of related terms – search, search engine, etc. Choose your main term “search” and in the right hand pane you will see the associated terms for your keyword.

### **4. Organise your workload**

You can now see that you are beginning to build up a sizeable list of keywords, keyword phrases and search terms. Compare the results of your word tracker research with the results from your customer polling.

The Word tracker results are fact. These are the terms that are actually used in Real searches. Hopefully these should closely match. But they are probably different to the terms that you initially wrote down yourself!

Five keywords is a good workload to start with. If you are a beginner and you attempt more you will likely end up confusing yourself. Five keywords and keyword phrases is a good start.

Take the first keyword and then make a keyword phrase so that it looks like this:

search  
search engine  
search engine optimization  
search engine optimization Birmingham  
search engine optimization Birmingham UK

### **5. Prioritise your terms**

There is a huge amount of competition for your primary keyword “search” but much less for the fifth ranked. Your word tracker results will tell you how popular each term is and how many searches are carried out for each keyword phrase.

It’s unreasonable to expect to get top search position for “motorcycle” as the competition is just too intense. However it’s perfectly possible for the last term and if you are serious about search engine traffic then you should be able to achieve good results for all of your other keyword phrases.

List your terms in REVERSE order and go to work. The reason I suggest doing them in reverse is that you should get good results from the less searched for terms and this will give you the encouragement to be more adventurous when you repeat the process for another keyword set.

Another keyword set!

Ah yes, I omitted to tell you that building traffic is a tedious and time consuming pastime, but hey! Someone's got to do it!

## **6. Putting your keyword phrases to work**

OK, so now you have your keyword phrases you can put them into action. Allocate each keyword phrase to a specific page and build the content around them.

What do I mean by this?

There are "hotspots" on your pages that search engines look for when they are indexing your pages.

These hotspots are the page title, the page description and the page heading. By incorporating your keyword phrase into these hotspots you are telling the search engine what your page is all about. Sprinkle in some eye-popping copy with your keyword phrase repeated once or twice and you are well on your way to receiving copious amounts of search engine traffic.

## **7. Repeat the dose**

As I mentioned above, you need to build on your basic five keyword phrases and build up a stack of "keyword sets" Once you get to five or more keyword sets then you should be well on your way to a successful web site By allocating each keyword phrase to a page you will know that you need five pages for each keyword set. So five keyword sets will give you twenty five pages of search engine content. That's a good target for a small web site

## **Summary**

Finding keywords is a process that you simply can not afford to leave out of your marketing mix. It's important that you target the correct keywords and build your content around them to induce good search engine traffic.

If you miss this vital step then all of your marketing efforts will crumble around you.

Start with five keywords and keyword phrases to make a keyword set. Use word tracker to sanitise your own research findings. Allocate each keyword phrase to a page and fill

the hotspots. Sprinkle liberally with good, quality content and repeat your keyword phrases within the main body text.

Now go and service that traffic!

## ***Other tools***

### **Overture**

Also useful, [Overture's search term suggestion tool](#), is **free and much quicker** to use than Wordtracker. It works in much the same way as Wordtracker but doesn't tell you how many websites are targeting each keyword phrase.

### **Google**

[Google AdWords Keyword Suggestions](#) tell you which keyword phrases are being targeted by other websites.

### **Guidebeam**

[Guidebeam](#) is an interesting resource. Type in a phrase and it will suggest a large number of related searches. The numbers provided for each phrase are Guidebeam's estimation of how relevant that phrase is.