

# Choosing Keywords & Keyphrases

## How to Get Noticed on the Web

**S**earch engine optimization is all about ensuring your website content is helping you achieve strong rankings on the major search engines like Google. If you manage this, you are more likely attract more traffic directly to your website – which means more customers and more business. We know that publishing articles online is a proven way to drive this process, so how can we maximise their effectiveness?

The answer lies in trying to incorporate as many keywords as possible into the content of your articles. Let's define what we mean by 'keywords': they are the words and phrases your potential clients will be typing into their search engines when looking for your kind of business. So if you want to attract customers to your site, it pays to know what search terms they are typically using.

One way to find this information is to use a free online keyword tool such as Wordtracker. There are a number of these resources available online, all geared to helping you fine tune your list of keywords. Once you're happy with your chosen keywords, start incorporating them into your site.

The aim is to feature keywords and phrases as strongly as possible in your articles and webpages – taking care not to make the text too clumsy with overuse of certain words. Remember, you still want to keep your page content as readable as you can for the benefit of your site visitors.

Take a fresh look at your website and check

that your chosen keywords and phrases are included in the written content – pay particular attention to the headlines and page titles. Whilst you're there, consider the number of inbound and outbound links to and from other websites\*. Search engines like to see these links, so having plenty of them on your pages will help raise the visibility of your site.

\*Note, your Business in Berkshire website already scores heavily in the 'links' arena because there are literally thousands of links to and from our site.

