

# How to Choose SEO Keywords for Your Business Website

With today's intelligent search engines, it is impossible to fool Google, Bing, and so on into giving any website a higher search engine ranking. If you want to be competitive with your website, you need to know how to select the right keywords for your pages, how to integrate them wisely into pages, and how to find great sources for keywords in pages.

## Using the right keywords

A lot of SEO companies and websites suggest that large collections of keyword-rich text are enough to draw the attention of Google. While this may have been true in the past, today's sophisticated search engines are programmed to tell what is high-quality web content and what is fluff. In order to leverage the power of keywords, you must understand what Google is looking for, and how you can ensure that the wording on your websites matches the requirements. This is not as complicated as it may sound.

Search engines look for "organic" content. This means that they want keywords that match the intent and content of a website. For example, a website like WebMD would be expected to contain many words that are related to the medical field. Words like "flu," "homeopathic," "weight loss," "psoriasis," and "depression" are perfectly normal in that site. Every day, the owners of WebMD add more content that stays within the parameters of health and wellness advice. Google's intelligent website crawlers are able to tell that this site is putting out good content; consequently, the website receives high ranking with Google. On the other hand, if WebMD were to start packing their pages with fluff keywords like "make tons of money now" and "earn thousands of dollars AdSense," they would begin to suffer in their rankings.

As a first step, decide what keywords go naturally with your site. A wise website administrator will choose words that say the most about them while using the least space.

## Integrating the keywords

When a website is well conceived and built, keywords are integrated naturally into the structure of the site itself. For example, if the owner of a small real estate firm builds a website, it would make sense for them to use highly targeted keywords. If the firm operates in Eugene, Oregon, then a sentence like this would make sense from an SEO perspective: "With over 40 years in the business, we are known as the friendly realtors in Eugene; our team of experienced realtors will help you find your dream Oregon home right here in Eugene." Again, the website owner should always strive to maintain a natural flow to the wording of their content. They should never try to "stuff" their pages with keywords.

## Sources for keywords

In the SEO world, it is well known that some words are searched on Google more than others. The words “sex” and “make money at home,” for example, are some of the most common. However, these words are so popular, your website will get buried in the shuffle if you use them to attract traffic. Instead, find sources for your keywords that will get you attention without costing you thousands of dollars in promotional fees.

How can you do this? Again, think of the small business owner in Eugene, Oregon. This realtor has a house for sale by a fictional park we'll call Lincoln Park. Lincoln Park is well known as a tourist attraction in Eugene, boasting a beautiful fountain, a real British cannon from the days when England owned Oregon, and an annual family festival that people travel miles to enjoy.

A savvy realtor would realize the keyword potential here. She would use every appropriate keyword in a responsible, organic way. These will get the job done, attract Google, and give her potential clients a good word picture. So for example, she could describe a house near the park in this way: “Live in quiet luxury close to historic Lincoln Park in Eugene, Oregon. Enjoy a piece of history as you see the real Britannica Cannon every morning from your front porch; walk your dog to the popular Nostradamus Fountain every afternoon; share summertime ice tea overlooking the annual 4th of July Whippersnapper Festival.” People interested in any of these topics will doubtless see the advertisement for her house by Lincoln Park. The level of competition for these particular keywords will be low, so she will hit every potential eye.

## Summary

Using keywords well in your website can be a fantastic way to bring more eyeballs to your site. Just be sure that they are the types of words you would expect on that site if you were visiting it for the first time.

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