

## An Introduction to Keywords

Keywords and key phrases are integral to any [internet marketing](#) project. Most internet users find sites by using search engines rather than directly. Search engines use the keyword entered by the user to try and match with the relevant information on the web. So keywords are widely-used and vital to your internet presence.

## Getting Started

You probably know which keywords and phrases will match your business. An easy way to start is to brainstorm and bounce ideas around until you have around 30 phrases on a list. Don't try to rank them yet, just try and make the list reflect the subject.

Be specific. If I am a Scuba training school I might want to use phrases like 'Scuba Diving School' and 'Scuba Diving Training' rather than just Scuba. Try and think of phrases people might use to look for your product/service rather than just describing it.

## Researching the list

Pick out which phrases and keywords will work the best for you. Two websites to help you are the [Yahoo! Search Marketing Keyword Assistant](#) and [Wordtracker](#). Here you can enter your target phrase and see how many searches are being performed using it and similar phrases. This can help you expand your list.

Check how many people are using your chosen phrases. You may want to keep very specific keywords even if the total search number is low. Specific searches mean that the searcher knows what they want. If you can provide it, your chance of a sale is improved.

Take note of competition. It may be better to take a less popular phrase and be on page 1 of the organic search than put all your time and money into reaching page 17. Research your competitor's keywords by viewing their source file.

Check your Keyword Effectiveness Indicator (KEI). This is generally the number of searches squared, divided by the number of competitors. The higher the KEI, the more popular your keywords are, and the less competition they have.

## What do you do now?

Now you've come up with a ranked keyword list, you need to start using them. The main use will be building your website page copy and pay-per-click adverts. Write meaningful copy for your pages that uses the phrases often and prominently enough for search engines

to recognise that your page is relevant. If you want to use paid advertising, you can use the keywords directly in the advert.

## And finally...

**Monitor performance.** Drop the phrases that aren't working or are giving a poor return on investment and beef up those that are working well. Good strategy requires continuous effort.

### **Guy Parker © 2006**

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