

Three Simple Steps to Choosing Keywords That Help Customers Find You

#1 What Are Keywords?

Keywords are words or phrases that have special significance. Their job is to point customers toward you - your business, your industry, your name, your location or your product.

Let's say I'm on business in Omaha, dying for good pizza, what sort of words would I type into a search engine to find you if I've never heard of you before, or if I can't remember your full name? (Joe's Trattoria & Pizza)

EXAMPLES:

Pizza Restaurant Omaha Nebraska
Best Pizza in Omaha
Pizza Rated Number One in Omaha
Delivery Pizza
Joes Trattoria
Favorite Pizzeria Omaha
Pasta Free Delivery

#2 Now What?

Now you would make certain to incorporate those keywords into your Web site copy so you can be found. Using your top five keywords, you create sentences that sound natural, but will flag a Search Engine.

EXAMPLES:

Joe's Trattoria & Pizza - Voted Best Pizza In Omaha! We have great pasta, killer garlic bread and Free Delivery! You know what they say.... Eat at Joe's, but only if it's Joe's Trattoria & Pizza.

#3 How do I choose the right keywords for my business?

Easy. There are three questions you have to ask yourself. Remember, you will have at least fifteen keywords for your Web site, which increases the chances of the Internet search engines finding and presenting your site to a potential customer.

Ask yourself who your customers are, remember to keep your industry and location in mind. Let's say you have a plumbing supply business in Tallahassee, Florida.

1. What would you type in to search for such a company?

Tallahassee plumbing supplies
Hose fittings Tallahassee
Pipes Tallahassee
Fixtures & supplies

2. What if there are buzz words people in your industry would recognize?

Heat exchangers
Hydraulic pumps
Pressure valves

3. How are you unique?

Systems Controls for all models
24 Hour emergency service
15,000 sq. ft. warehouse

HELPFUL HINTS

The Right Combination!

- **Be specific.** If you specialize in *children's* clothing, don't just say clothing. You want customers to find you, not the competition.
- **Be general too!** Use words or phrases that are specific for your site such as *rare orchids* and also include one generic word, such as *flowers* for people who are not familiar with how to search.

What are Meta-tags?

- **Meta-tags** are the computer code that is not visible on a web page that defines things like headings, paragraphs and links. Search Engines automatically search Meta-tags for your keywords.
- **EXAMPLE:**
<head> Joe's Pizza & Trattoria </head>
- **Whoever is creating the Meta-tags for your site should include your top 10 keywords in them, so that Search Engines will spot them.**

Nothing is etched in stone!

- **The great thing about keywords is that you can change them.** Register.com has tools that will provide specific feedback about which keywords are attracting the most attention, and which ones are not effective.

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- **Meta-tag Analysis** - will give you a complete analysis of your Meta tags, letting you know if they're too long or are not written in keeping with search engine best practices. You'll also get recommendations on how to improve them.
- **Meta-tag Generator** - will generate a new set of Meta tags for your Web site. It's easy to implement them for each page of your Web site with the provided step-by-step instructions

Want more help? Go to your SEO tool. (show icon)

Click on <Search Engine Submission Tool>

Click on <Keyword Suggestion Tool>