

Keywords

- Words a potential customer might enter into a *search engine* like Google or Bing
- You must *provide keywords* for the search engines to find.
- Search engines won't say exactly how they prefer you to do it. Rules constantly change to keep designers from getting an unfair advantage.

General Rules

- *General rule 1:* use a limited number of words that correctly and fairly describe your site.
- *General rule 2:* put them everywhere they might be found, in *text, headings, links, alt tags, page titles, and meta tags.*

What are my best keywords?

- You need the right *words*, and *phrases*.
 - From *audience* analysis, business analysis, etc.
 - Try *searches* with your keywords and see if your kind of business comes up.
 - Find your *competition* and analyze their homepage keywords.
 - Use a *research tool* such as Wordtracker. <http://www.wordtracker.com/>
- Use about 15-20 including two or three highly targeted *phrases* for each page of your site.
- If possible *avoid general keywords* such as "travel" or "vacation" as they are rarely (if ever) indicative of what your site is really about.
- *Plural words* sometimes get many more hits than singular.

Contextual or situational qualifying terms work well

- Make your own versions of phrases with:
 - *Contextual/Situational* ("Bad credit/good credit, student, divorced, retired, self employed")
 - *Urgent* (fast speedy immediate hassle-free pre-approved automatic instant)
 - *Preferential* (quick delivery, customer service, instant download)
- Look at your sales copy, promotional planning.
- See what your successful competitors are using for keywords.
- Watch out for using other business trademarks. Geico sued Google because other businesses were getting hits to their sites using Geico as a keyword.

- Tactic: slice down your keyword list into subsets which closely match the tone of your second-level pages and divide the keyword list among several pages.

- Description Meta Tag: The description meta tag should be insightful and useful but it should also contain one or two of your more important keywords.
- Keyword Meta Tag: It makes sense that you should include all of your keywords in the keyword meta tag. *Do not include* any words that *don't appear* in the body of your text.

- Keyword density per keyword: About 1 in 40 words. Total keyword density limit: about 1 in 6.
 - See www.keyworddensity.com for analyzer.
- Keyword stuffing will hurt page ranking.
 - See the yodeling example.

Where to put them & how often?

- Put keywords into links, headings, page titles, alt tags, meta tags, and body text.
- `<meta name="description" content="Free Web tutorials" />`
- `<meta name="keywords" content="code, tutorial, student, school, learn" />`
- `<meta name="author" content="Aaron Tires" />`
- Use about one keyword every 12 words of text.
- Title tag: Between 10 and 50 characters and include one or more keywords while still being descriptive.

Keyword in URL?

- Get your primary keyword as close to the beginning of the URL as possible.

Where keywords don't work well

- In a *nested table*
- *Frames* pages (some spiders can read frameset but not content and vice versa)
- In a *graphic* (ok, obvious) except *alt* text.
- *Flash* (situation is changing.)
- In *password protected* pages
- In *Javascript*