

Keyword Guide

Aleksika Keywords
<http://keywords.aleksika.com>

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Keyword Identification

Before optimizing your website, you need to know what keywords your target group is using. Your keywords are the words and phrases that people might use to find your products, brands, services, or information, via search engines.

You can probably develop a few ideas very quickly. If you run a pet shop, keywords such as: "dog food", "high fiber dog food" and "cat food" might be good ideas. In fact, a deep research into the topic of "pets" would probably show more than 100,000 different keywords people use when they search for pets and related products.

Does that mean you have to target all those keywords you find on Aleksika Keywords? No, absolutely not. You should use such research only as a good starting point. Use it to learn the search behavior of your audience. Find out what they call things, how they identify subjects, how precisely or broadly they generally search.

Then you use Aleksika Keywords, you may discover that the majority of searches for "pet" come from people using combinations of "pet" and a certain topic: food, supply, or care. Or you may verify that people search for "dog food" and "cat food" more than "pet food".

All this research should be used in the way you tailor your web pages and the way you write your text, titles and META-tags. If most people in your target group use the term "pet food" to describe your product, so should you.

Adding Web Page Keywords

When you know the keywords you want to target, it is time to add the keywords to your web pages. The big question for many people is: How do I do that?

The first and most important thing to do is use the words or phrases throughout the text on your web pages. Some people confuse adding keywords to a web page with the META-keyword tag, but META-keyword tag does not count much in how well a web page ranks, so adding your keywords here and nowhere else won't help you at all.

Focus on a few keywords for each web page

In most cases a web page will only rank well for a few keywords - the one that search engines determine to be the most important for that page. If you run a pet shop you cannot expect to rank well for the thousands of pet related keywords people are using if you only optimize your front page. Instead, you have to optimize each of the web pages on your website that have content people are looking for - the keywords you have developed through your research.

Where to place keywords

Search engines weight keywords according to their placement on a web page. There are some spots that are more important than others - places where you should always remember to use the most important keywords for each web page.

Page titles

The title of your page is the single most important place to have your keywords.

Headlines

Headlines carry more weight than the rest of the text on your pages. This is because text found in headings usually identifies a particular theme or section of content. The headlines have to be formatted using the HTML-tags <H1> to <H6> to be identified by search engines.

Body

Most people forget this is the most obvious place a search engine looks for relevant content. You have to use the keywords in the main viewable text on your web page. This is what the users will actually see, whether human or machine. If the keywords are not on the viewable page, then they should probably not be in any other area of the web page.

Links

The words that are hyper linked on your web pages are sometimes weighed more heavily than the rest of the words in the main body text. So if you want to rank well for "pet shop" you should use that phrase as a hyperlink somewhere on your page.

META-tags

META tags should contain the keywords that appear on the page. As a general rule, if it is on the page, include it in the META-tags. However, the page will not rank well on their use alone.

ALT-texts

The ALT-tag is also called "alternative text" and is used to describe images. You can see the text when you move your mouse over an image on a web page (that is, if they have added the ALT-tag). Some search engines read and index the text in ALT-tags but the weighting given varies from engine to engine.

URL extensions

Internal web page URL extensions should also incorporate targeted keywords for that specific page. Example...www.mydomain.com/keyword1-keyword2/keyword3.html

Domain names

Keywords in the URL provide ranking value if the words are separated by a "dash" which is treated as a space. The URL of www.keyword1-keyword2.com carries greater search engine ranking strength than www.keyword1keyword2.com (without dashes). However, consider the branding value of a domain that's easy to remember versus one designed only for higher ranking.

Page Title

The page title is the single most important piece of information on your page when it comes to achieving good rankings in search engines. The words you use in your title carry much more weight than anything else on your page.

You should limit your page titles to 50-60 characters as most search engines do not read or list more than this.

Page titles are written inside the header tag in top of the HTML page:

```
<head>  
<title>Page title here</title>  
</head>
```

How to write good page titles?

First, make sure that all your web pages have unique titles. Go through each of your web pages and write a title that makes use of the most important keywords. The page title appears at the very top of your browser; it may or may not be the title on the front of your page.

Keep in mind that the page title is what the users will see as the hyper linked title in search results, so the phrase should trigger users to click on the link and visit your site!

The goal is to make titles that make people click and make use of your primary keywords for each page. If you want a page to rank well on "dog food" make sure to use those exact words in the title.

META tags

META-tags are pieces of text placed in the header of your web pages. Text in a META-tag is used to describe the page. META-tags are often referred to as META-data, which means "data about data", or in this case, data about your page.

META-tags can help search engines better understand and present links to your website. Thus, it is highly recommended that you fill out the META-tags on ALL of your web pages.

There are many kinds of META-tags and standards, but the only two you need when optimizing a website are META-description tag and the META-keywords tag.

The two META-tags are written this way in HTML code:

```
<head>  
<title>Page title here</title>  
<META NAME="DESCRIPTION" CONTENT="Put your description here ....">  
<META NAME="KEYWORDS" CONTENT="Put your keywords here ....">  
</head>
```

META Tag Description

The META-description is used by some search engines to present a summary of the web page along with the title and link to the page. You should limit your META-descriptions to 150-200 characters as most search engines do not read or list more than this.

Not all search engines use the META-description. Some search engines use text from the regular text on your web pages and some use a combination. All you can do is make sure you have valid META-descriptions on ALL your web pages so that the search engines that use them have something to read.

META Tag Keywords

META-keywords are very often misused and misunderstood. Some webmasters put hundreds of keywords in this tag in the completely unrealistic hope of receiving good rankings for everything listed. Some webmasters even include keywords that have absolutely nothing to do with the actual web page or website.

That has forced the search engines to lower the META-keywords importance in the determination of what a web page is about. However, some search engines still read and use the META-keywords. Thus, remember to write relevant META-keywords for all your web pages.

The limit for the META-keyword tag is 1000 characters but you should never add that many keywords. Insert the 3 to 5 most important keywords for each given web page in the META-keywords tag - no more! The more keywords you use, the less weight they each carry.

It is often discussed whether or not to use commas between keywords. Most search engines will not care as they remove the commas before reading the keywords, but some search engines might still use the comma to find exact keyword and keyword phrase matches.

In any case, the META-keyword tag does not carry much weight in the overall ranking algorithm for any of the major search engines and you will never get penalized for either using or not using commas.

Good luck!

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