

The Importance of Keyword Selection

Search Engines can be tricky, and knowing how to utilize the information from your website to assist in positioning can be tricky. One way you can help to increase your chances of higher rankings in the search engines is to pick your keywords carefully. Target keywords are the words that a person uses to search for your website.

For instance, if your website sells "green widgets" to the public, then when someone types "green widgets" in the search engine, you want your website to show up in the Top 10. Then these words would be your target keywords. Every page of your website should have different target keywords based on the content of the page. Using the same keywords throughout your website can actually be detrimental to how your site ranks. It's also to make sure you choose two or more words for your target keywords, as one word would likely be common among competitors and would likely mean a tougher job for success.

More to come...

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