

Using Keywords: Effective Writing

One of the most basic but difficult writing tasks is writing with keywords in mind. The writer will be using these keywords over and over again, so his or her first task becomes to pick the keywords. There are several criteria which websites can use to pick keywords.

- First, what is the general subject of the site? What words best describe what the site is trying to accomplish? Make a list of all possible keywords, and don't limit the list based on how specific or broad the potential keywords are. Words like "car" are just as valid as more specific terms like "sedan," "Toyota," or "Toyota Camry." Since websites can fit multiple keywords onto a site, they should find the ones that best describe their site and their site's contents.
- Next, research the keywords online to find out what the competition is. Type all possible keywords into several different search engines. Start with the big ones, like Google, Yahoo!, and Windows Live, and Ask. Find the competition and see what they have to offer.
- Now identify how the new site is going to do things better. Are there more specific keywords that other sites don't have? Is there a niche market that isn't yet being catered to? Since competition is a large part of increasing page rank, a lot of research into other sites is generally required.
- If paid advertising of any kind is going to be utilized, even more research into the keywords is necessary. Because keyword choice can affect the cost of advertising, sites must choose wisely. Rather than limiting keyword options to only popular or "hot" keywords, sites should research an array of keywords to find which ones draw the most customers.

The keywords a site eventually chooses will become the concentration of the page. After all, a site needs to have a rich concentration of these words in its contents, while keeping the text natural enough so that no search engine would misinterpret the page as spam.

Keyword Density

Keyword density is a number that search engine spiders notice when indexing a page, and an easily changed element of a page that can affect SEO and page rankings. Keyword density is the number of keywords within a page compared with all the words. So, for example, if a site had a 200 word article on a page, and the article contained 10 keywords, the density would be about 5%.

There is some disagreement about exactly how dense keywords should be, but the general consensus is that a density somewhere between 3 and 6% is preferred. These keywords should be written in natural speech and sprinkled throughout the text, rather than sitting in a list or in a bullet point. Using these keywords throughout the text will ensure that the entire text is taken as relevant to the keyword. Basically, the text should be human as well as search engine friendly.

About the Author

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