

# Nobody Cares About Your Keywords!

By Mike Beriault

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Mike Beriault  
mike@surf22.com

Surf22 Marketing Articles <http://www.surf22.com>

Nobody Cares About Your Keywords!  
Stop Wasting Time Stuffing Your Metas with Keywords!

Often abused, regularly overused and completely misunderstood the keywords tag remains, in error, the focus of webmasters trying to rank high in the search engines.

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If Only It Were That Simple!  
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Google has 2,073,418,204 pages indexed, imagine if site ranking really was based on the keyword tags? There are tens of thousands of sites with similar keyword tags so who ranks in the top ten?

The search engines don't care about your keywords tag! They've learned the hard way they can't trust webmasters with so many people spamming and using questionable techniques to boost their rankings.

It would be so simple to take the top most searched on keywords relevant or not and stuff your keywords with them. Naturally the search engines have caught on and ignore the keywords tag.

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Then So Why So Much Attention?  
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I still routinely see some of the most respected Internet Marketers discussing and encouraging their use. Issues like:

Should commas be used?  
Upper or Lower Case?  
Is it bad to repeat a keyword?

but no one asks do they actually do anything?

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## What To Believe?

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With the co-called experts still talking about keywords tags so anxiously it is only normal webmasters still look to it as the Holy Grail of online marketing.

People cling to the keywords tag because it is something obvious and tangible

The art or science of ranking high in the search engines is often referred to as Search Engine Optimization which requires an understanding of the search engine algorithms.

With words like that involved it is easy to understand why webmasters still hold onto a Keywords Tag which is so much easier to get a grip on.

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## What's The Solution?

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1. Forget Stuffing the Keyword Tag
2. Take the keywords in your tags and get them into your page content.
3. Keyword research, find out what people are actually searching on and modify your keywords accordingly.

Top Ten Rankings aren't as easy as stuffing a keywords tag but you can so with some effort!

Happy Marketing!

Mike Beriault  
Editor, Surf22

Questions?

Send me an email: <mailto:mike@surf22.com>

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Tired of Being Ignored by The Search Engines?

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About the Author:

Mike Beriault has been making his living online since 1996. He is the editor of a family of marketing and webmaster sites:

<http://www.surf22.com> offers free Internet Marketing resources and a free web site analysis.  
<http://www.marketinghosting.com> is a hosting and marketing company specializing in search engine optimization.

<http://www.marketinginsiders.com> is the home of the Marketing Insiders Vault, a wealth of money making information available to site subscribers.

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