

# Target the Right Keywords

By Patrick OBrien

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Get this first step right and you stand a very high chance of online success.

Most people start their quest by using a search engine. It then follows that most of your potential visitors are trying to find you, first of all by entering keywords or more correctly phrases into a search engine. Today people tend to enter phrases containing between 2 and 5 words.

This means that it is vital you know which keywords and phrases your potential customers are entering in the search engines.

You are going to spend a lot of time (and money) designing your site, optimizing your pages and getting listed in the various search engines. Imagine all that work amounting to nothing just because you built your site and product around a phrase that nobody ever searches for. I know how this feels, I did just this back in 1997.

One of my first ventures on the internet was based around a little product (a java applet) which read data from the web page and displayed a graph. This graph was what is commonly known as a 'Bar Graph' with the bars being vertical. However the correct mathematical name for this type of graph is a 'Column Chart', so coming from a science background I assumed this is what everyone else called it. I named my product '3D Column Chart' and based my whole web site and optimised pages for 'column chart'. The months went by and I got a few visitors and made a few sales but nothing like I was expecting. So I asked Why ?

I first of all looked at the competition and it struck me that they seemed to be targeting the phrase 'bar graph' and not 'column chart'. After doing some more research I found that the phrase 'bar graph' was being entered into search engines over 10,000 times per month were as the phrase 'column chart' was only being entered a few hundred times.

Needless to say I changed the name of my product to '3D Vertical Bar Graph', redesigned all my site from scratch and this time optimized for the phrase 'bar graph'. What a turn around !, within just a couple of months of doing this my visitor numbers and sales increased 10 fold.

This taught me a very valuable lesson,

'No matter how much you know about a subject, it is folly to guess the market'

Consider the price I paid for this lesson, all that time spent building the site, optimizing the pages (about 3 months work) and in addition all those months of 'lost' sales. Yes, indeed it was an expensive lesson but I am glad I found out back then rather than carry on blindly for years.

Here's the moral, before you do anything (even naming a product) do the keyword research and do it Right. It's going to save you a lot of wasted effort and will be the difference between Success and Failure.

We have compiled a guide which details exactly how to find the best keywords and phrases for your product or service. To read the Free Guide now simply go to the following page,

[http://www.trafficfile.com/internet\\_marketing/search\\_engine/search\\_term.htm](http://www.trafficfile.com/internet_marketing/search_engine/search_term.htm)

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