

# Put Keywords In Your Title

By Polly Hummingbird

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Summary:

Improve your online marketing by making your TITLES more effective.

Article:

The only thing faster than the speed of light is someone searching the Internet.

In former days, you had to get your message across in the first page or you would lose the interest of your reader. In more recent times, your message had to be in the first paragraph to keep a reader with you. But on the Internet, you have to put your message in the title itself.

Most searching on the Internet could be classified as "glancing". Only after someone's interest is captured will they slow down and read the contents in detail. With searchers going at this great speed, you have only a second to tell your story. How is it possible to do this?

Easy! You can capture a surfer's attention by placing "keywords" in your titles.

Let's say your website is listed as "AOX Industries". Noone is going to know what that is at first glance. However, if you name your website "International Gem Dealers" everyone will know immediately what your website is about.

The secret to posting information on the Internet is QUICK QUICK QUICK. Information must be comprehensible instantly or the searcher will be clicking away to another site.

Create 3 or 4 titles when posting information on the Internet. Include popular keywords. Titles should describe exactly what the article, newsletter, or web page is about. Experiment to see which one seems to be the MOST effective.

In addition to putting keywords in your titles, you can turn your titles into "mini descriptions". A mini description is a half-a-line that says exactly what the content is about. Include action words in the titles, such as: offer, how to, gain, put, or learn.

Keywords can be any word or phrase that draws someone's attention. A keyword can be a description, a name, or a popular phrase that people often use. If you are an author you may want to use your last name as a main keyword. Readers will begin to recognize your name in various places they come across it. This can help you establish an Internet reputation.

When a searcher sees the same keywords they have entered match up with a listing they will automatically feel more at ease.

For example: a searcher enters the keywords "customer service" in their favorite search engine. Up pops your web page with the dynamic title "Customer Service For Online Business". As soon as the searcher see the SAME keywords, they warm up to your listing. Chances are they will click the link and visit your site.

Put keywords in the titles of the following:

- a) articles
- b) web pages
- c) issues of newsletters or ezines
- d) directory listings
- e) search engine listings
- f) banners or ads
- g) url addresses
- h) meta titles and descriptions

There are several sites on the Internet that specialize in "keywords". You may want to do some research at some of these sites so that you choose keywords that are commonly used on the Internet. I found, in my own personal experience, that the word "workshop" is not that common, but the words "online course" are very popular on the Internet. This research certainly paid off for me at my site.

Keyword Resources:

The Addme Keyword Tool

<http://www.wordtracker.com/thirdparty/addme>

"How To Find Popular Keywords" by Dr. Kevin Nunley  
<http://www.mailworkz.com/articles/keywords.html>

Live Search Displays

<http://www.askjeeves.com/docs/peek>

<http://www.metaspynet.com>

<http://savvy.search.com/snoop>

By placing well-known keywords in your titles you can improve your online marketing overnight!

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