

Key Words! How To Setup Keywords for Your Website

By Bob Brolhorst

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Bob Brolhorst
bbrolhorst@wave5marketing.com

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If you are running an online business you need to know the importance of keeping your website at the top of the search engines. One of the major factors in accomplishing this is to know what keywords people are using when they are searching for websites like your own.

To start out, type in one of the keywords in a search engine like HotBot that you think people would use to visit your site. Take a look at the top 10 and then with your web browser (I use Internet Explorer) look at the top on the tool bar and look for "View", click on that and then scroll down till you find "Source", click on that and a window will open up the "HTML" for that particular website. In it you will find the keywords. Type these and save them with your word processor. When you have gotten to the tenth website you should have a decent sized list of keywords that are being used for websites like yours.

Another technique that you can try that seems to work very well is to use a service like Word Tracker. They compile a database of terms that people search for. You enter some keywords, and they tell you how often people search for them, and also tell you how many competing sites use those keywords. You can use these sites as well to look for more keywords.

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

The beauty of something like WordTracker is that it ranks your keywords by how many times they are searched for on the Web, for competitiveness of the keyword.

Another website that I use to give me more Ideas on keywords that are similar to the words that I use is "Lexical FreeNet" <http://www.lexfn.com/> For example, type in the word "marketing" and this service will produce scroll down lists of similar words. For example type in the word "marketing" after you do this you will see a list of like words that you can use as keywords when setting up your website.

Finally... there's an easy to use software program that counts keywords

automatically and calculates "keyword density" with just a click of the mouse. Analyze your competition in seconds to gain an advantage in designing pages to score high on.

Before now, doing all of these calculations manually took hours. However, with the Keyword Density Analyzer, all you do is load your competitor's pages into the program, select the "options" you wish to analyze and hit "enter" ...you have your results in just seconds! Check it out for yourself:

<http://www.keyword-density-analyzer.com/wave5marketing/>

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