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The Internet Specialist

Fact sheet - one of a series of no-nonsense fact sheets for business owners.

The basics of Search Engine Optimisation: Finding the right keywords

Why read this fact sheet?

Understanding the basics of Search Engine Optimisation best practice will help you begin the process of optimising your web pages for maximum visibility in search engines.

The Holy Grail of SEO: finding the right keywords

Consider this: finding and using the right keywords and keyword combinations is the Holy Grail of search engine optimisation.

Keywords are the bedrock, the foundation and one of the fundamental cornerstones of effective SEO.

If you're unsure about what 'keywords' actually are then have a look at my Keywords Fact Sheet. The 'right' keywords for you are those words, phrases and combinations of words used by people who are looking for products and services like your's.

So how to find the right ones, that's the question, isn't it?

Well, one good place to start is to ask your own customers / clients which words and phrases they used to find your web site. This is particularly effective for companies whose main web site objective is to generate direct contact, by phone or email. People can usually remember what words they put into the search engine search box if asked at the time they contact you.

Make it a golden rule from now on to always get this information if at all possible from everyone who contacts you via your web site. At the same time you can ask them what search engine they used.

The keyword and search engine information will greatly assist whoever is doing your ongoing SEO (you do have an ongoing SEO strategy as part of your marketing plan don't you?)

Another good source for the right keywords is your own brain! Put yourself in the mind of your potential customers and write down all the potential single words, phrases and combinations of words that you yourself might use to find products and services like yours.

You'll probably be surprised at how many you end up with.