

## The Internet Specialist

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

### The basics of Search Engine Optimisation: the importance of keywords

Why read this fact sheet?

It will tell you what keywords are and why they are so important for search engine optimisation.

#### *So, what exactly is a 'keyword'?*

**A keyword is a single word or group of words entered into the search box of search engines like Google, by people looking for information, products or services on the World Wide Web.**

Just think of how you yourself go about looking for something using Google. If you wanted to find a company selling luxury Belgian chocolates online, then you'd enter something like 'luxury belgian chocolates' or 'belgian chocolates'. Or if you were looking for a shop in London where you could go and buy them in person you'd enter 'luxury belgian chocolates london'.

#### *Why are keywords so important in search engine optimisation?*

SEO is all about getting one web site a higher search page ranking than another. One of the most important factors search engines use to differentiate one web site from another is how exactly the keyword content of a web site matches the words entered into the search box.

So selecting keywords that are those most likely to be used by your future customers and combining them into the kind of phrases most likely to be entered into the search box, is *absolutely critical* to getting high page rankings.

#### *What are the most important factors with regard to keywords that influence where a web site will appear on the search engine results pages?*

There are many factors but here are some of the most important ones:

1. The quality of the match between your web site keywords and the words entered into the search engine search box.
2. The density of those keywords on your web site pages, i.e. how many times they appear in relation to the rest of the text.
3. The prominence of the keywords on your web pages, i.e. If they are used as headlines, for example

***Key 'takeaway from this fact sheet: Selecting the right keywords is critical to getting those high search page results so spend plenty of time on the selection process.***