

SEO Keyword Strategies For Sound Web Optimization

I have spent a lot of time, 5 years plus, in the Internet business of Search engine optimization. Over the years I have learned many a tricks some learned some self taught, all of which I plan to share with you on this blog. It is important to understand that an average net user likes to keep it simple and that his search for information is usually hinged on generic terms. Whom to target as an audience should be clear to you as an SEO expert. For general audience just a generic keyword would do but for a more specific audience the generic keyword must become a keyword phrase for it to register in the ranking list for that type of audience. For example, if you type Java, it will give out a search result for coffee, programming language et al. However, if your target audience was the nerdy lot, maybe Java programming or words to that effect would have been a better choice of keyword phrase. Also, unless you are targeting Arabic readers, most of us are used to start reading from the Top left hand corner.

Usually, an average reader loses interest after about 250 words. Therefore when planning to insert keywords, do so by starting from the top left corner and have one or two keywords in the first 250 words. These are basic parameters built into most Search engine logics. The other parts of written text which find favor with Search Engines are the title, paragraph and sub headings. Search engines also have a preference for bold and italics compared to normally typed words. These are important parameters to factor your [Seo keyword strategy](#). It is a known fact that some keywords are more popular than others but are also being sought more competitively in web page rankings. So it may well be a better strategy to choose lesser popular keywords which may help your website rank higher on a search list. There is a very close similarity between keywords and movie stars. They have a shelf life, their five minutes of stardom. The star of today be forgotten tomorrow, a case exactly similar with that star keyword which is no longer relevant. Search volume logic is used by some Search Engines. Search volume numbers help in determining the number of hits that a particular word generates which can be a useful tool for analysis. Old software such as Word Tracker is still useful in finding out which words are mostly being used. With these tips I am sure the budding SEO experts are off to a flying start. Related sites [Marketing](#) . [Seo consultant](#) . [Seo boston](#) . [" title=" ">Internet marketing techniques](#) . [Affordable seo services](#) .

About the Author

See more on [internet traffic](#), goto ppctracking.blogmyz.com.

Source: <http://biglearn.net>