

Brainstorming for the Right Keywords

The first thing you want to do is sit down with a pen and paper and write down every single word that may be related to your product, service or business. Don't take this lightly or brush it off. Your search engine ranking is **dependent** on your keywords!

Let's stick with our car Web site example and come up with a few keywords. How about:

- vans, * automobiles, * cars, * trucks, * Sports Utility Vehicles

I'm sure you can list a few more manufacturers, but I think you get the point, Now, let's take it a step further and get real specific by listing the **model** types:

- Altima, *Camary, * Corvette, * SC400, * 4Runner, * Boxster

So far you've got a fairly good list, but you need to go beyond that and use your imagination, What will your customers be looking for? What other words are related to cars? Well, you can also **list** accessories like:

- turbo, *leather seats, * head lights, 'steering wheel, * and other related items

"What if I don't sell those items?"

That's a good question. Let's say someone comes to your site looking for something that has to do with cars, but you don't carry that specific product. The worse case scenario is that the customer leaves your site. Best case scenario is that the potential customer sees something **else** he likes and buys from you and/or he may refer your site to someone else.

Don't limit yourself or your business by thinking, "What do I sell?" You must open up your mind and ask yourself, "What might my customers be *looking for*?"

Phrases

I don't know about you, but when I'm searching for something on the Net, I usually type in a phrase rather than just one word. Statistically, more people narrow their searches by searching on two or more keywords in combination.

So, after you've written up your list of keywords, try to **combine** them into keyword phrases. Instead of Lexus or SC400, use Lexus SC400. Or Toyota *Camry*, *Porsche 911 Turbo*, *BMWS40is*, *Toyota 4Runner SR5 4X4*, etc.

Plurals And Longer Words

Always use the **longer form** of a word and then add an "S" at the end of it. In the exact words of Fred Marckini "In general, choose the longer form of a keyword. The **reason is a** concept called Word stemming. This can often pull in results that are not an exact match for what you searched for, but may be close or the same thing. When a search engine does use stemming or word stems, it means that searches for word roots will also include the variations of that word. For instance searches for consult would also return documents that have the words consulting and consultants unless the user chooses to do a exact search."

Also, most people usually search by using the plural of words (with an "s" at the end) - ears, automobiles, dealerships, etc.

Description

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1. be interesting
2. make the reader curious to learn more
3. give solutions to common problems
4. be compelling

So, a good title and description for our automotive site could be:

Cars, Trucks, Vans and SUV's for sale - Discover how to buy any new car below wholesale blue book prices!