

[DIY SEO Part 2](#)

In part one we talked about finding your keywords. In this installment we will be talking about how to put them to work.

◆ When organizing content for your web site it would be a good idea to organize each page as a word document in this format ([see sample format](#)). This sample was pulled from an actual search for “Processed Dog Food”.



Look carefully at the above search engine result. It was first on the list and you can see here what Google thought was relevant for this search, “Processed” and “Food”.

How did Google know I was talking about “Dog Food” when it wasn’t included in the title or description? As you can see in the [sample](#) the word “Dog” is used in the title code, meta keywords tag and in the content.

What happened in the title code was truncation. It only displayed part of the title.

Most references that I have read say to keep your title code between 60-80 characters in length. You can use the **Word Count** feature in Microsoft Word to make sure you are within these boundaries.

From what I am seeing, sticking closer to 60 would be better so as to avoid the cut off.

As you can see, the word “Processed” is the primary keyword and is used first in the title and the description. It is also the first word in the actual displayed content of the page.

So you can see how important your **primary, secondary and tertiary keywords** are and where they are placed.

This is a good example to show because even if we hold all the search engine rules to heart that doesn’t mean that you will get the same results as your competition. I have seen web sites hit number one **without meta tags**. Why? It is because of **content** and **popularity**. However, for the purposes of this discussion we will be concentrating on relevant content.

The Google algorithm for search results is very mature and it comes down to this - write pages with focus. The natural placement of keywords in writing is analyzed by the search engine robots (spiders) to determine the page relevancy for the keywords that are being used.

The title code and description text are important in relation to your content. If you think of the old library index card system, the index cards had the title and brief description for each book. They need to be relevant for search!

Many SEO authors that I have read do not put much emphasis on the **Meta Keyword** code because Google for one does not use it any more. Some search engines might still use it so to be on the safe side it is a good idea to produce a list of keywords for each page in the order of importance. Only put keywords that are actually used in the content.

Other ways Keywords are Used

- **Directory Inclusion Submission**
- **Google AdWords**

As you can see in my sample for "Processed Dog Food" that BarfWorld.com is actually more relevant for someone searching for "Raw Food Diet". They are listing a lot of keywords in their meta code that are not found in their page copy.

They came up first because for some reason they didn't have much competition for the keywords "Processed" and "Food".

I added some notes on the [sample](#) because they are useful reminders. It is not necessary to have huge lists of keywords. It is better to refine those lists according to the focus you intend for each page.

Feel free to use this Word document as a guide to help you organize your focused page content with built-in keyword strategy.

With that, here are some helpful tips for your own **Do-It-Yourself SEO**:

- Keep your **Title tag** code length no longer than 70 characters
- Keep your **Description Meta Tag** length no longer than 150-200 characters
- Avoid making lists with commas
- Keep your main keywords in the same position and order for title, description and first paragraph of page content.
- **Emphasize** your keywords with bold, italics or underlines
- Use keywords as **links** to other relevant pages of your site
- Name your **files and folders** with keywords
- Use keywords in **Alt Tags** for images

- Be sure to mention your keywords in your copy about 3-7 times.

Keyword Link Sample:

Why then do we insist on feeding our pets [processed pet foods](#)?

Actual link goes to: [pet-food-articles/processed-pet-food.htm](#)

As you can see in the above sample the keyword phrase “[processed pet foods](#)” links to file named “[processed-pet-food.htm](#)” in a folder named “[pet-food-articles](#)”.

Naming your files and folders with keywords helps in your relevancy especially because these get displayed on search engine results and will be highlighted for relevancy.

Also keep in mind how important the words in your links are. Instead of “Click Here”, which means nothing, we just link the keywords to another page to continue that vein of thinking.

Keyword Alt Tag Sample:



alt = “Healthy Australian Shepherd Fed with Raw Food”

Alt Tags were used many years ago when the web browsers could not display images. So in order for you to know what the picture was about, a note was applied in the form of an Alt Tag.

Since the focus on the page is [Raw Food](#), a proper use of an Alt Tag would be to include in the description a keyword like Raw Food.

Hover your cursor over the photo of the dog above and you will see the alt tag text pop up as a little message. You can see on other sites if they are using the Alt Tag or not or if they are using them properly.

Using the Alt Tag is just an additional way to add relevancy to your page it is not an SEO trick. Abusing any part of your page with long lists of comma delimited keyword text is not recommended. It could be considered Search Engine Spamming (or Keyword Stuffing) and you can get down-graded.

My Competitor is keyword-stuffing his meta tags and alt tags and they are number one. Why can't I do it? You are the web owner and you can do what you want. It is hard to determine why your competition is ranking higher than you because there are many other factors to consider besides keyword usage.

These factors include:

- Age of the Web Site
- Popularity of the Web Site
- Relevant Inbound Links to the Site
- Size of the Web Site (how many pages)
- Frequency of change

Conclusion

Once you have your keywords researched and have your content written the rest is simple mechanics.

Some CMS (Content Management System) web sites have areas where you can input your title text, your description text and your keyword text. If you do not have the ability to edit your web pages at least you know what needs to be done. If you have a web designer that you work with, prepare content pages in this manner and he or she can implement this for you.

Posted on October 27th, 2007 by Karl Knelson