

# Keywords

Many of the marketing concepts that we talk about on the Web Owners Club will reference Key Words. If you have never thought about how to position your website in terms of how to be found, now is the time to make a list.

They can also be called **Key Phrases** or **Search terms** as well. When developing a list of Key Words to market your website with, keep in mind who your target customer is. Don't settle for just anybody. Why? Because not everyone will buy from you especially if you do not have what they are specifically looking for.

The internet is an interactive information source. In many ways it is replacing where we get our news, the yellow pages, encyclopedias and libraries. When users go to the web it is to find out something. Perhaps it is to get the best price on something or they may be trying to find a business like yours in their neighborhood.

Let's use [Airpark Coffee](#) as an example. The owner wants to sell special world coffees through his web site. He carries some of the finest coffees from Brazil, Colombia, Peru, Mexico, Jamaica and Hawaii.

Here are some things I thought would be obvious key terms:

brazilian coffee	organic mexican coffee
colombian coffee	organic peruvian coffee
jamaican blue mountain coffee	sumatran coffee
kona coffee	

Notice I didn't use non-specific words like coffee or Brazilian. Those are too general and would not help our campaign. It helps to start with two-word combinations. The more specific the better.

Another strategy is to use location as part of the search for those who are looking for a resource near them. Airpark Coffee is located in the Scottsdale Airpark.

scottsdale coffee roasters	specialty coffee scottsdale
coffee roasters in scottsdale	scottsdale specialty coffee
scottsdale coffee company	office coffee scottsdale
coffee companies in scottsdale	scottsdale coffee delivery

As you can see, I have also re-arranged the words to make new terms. Word position is important. So when you come up with a term don't be afraid to add re-arranged versions. When I dump these into the [Google Keyword Tool](#) I get more related keywords and an rough estimate of how often they are searched. See results below.

<u>Keywords</u>	<u>May Search Volume</u> ?	<u>Advertiser Competition</u> ?
coffee roasters scottsdale	<input type="text"/>	<input type="text"/>
coffee companies in scottsdale	<input type="text"/>	<input type="text"/>
coffee roasters in scottsdale	<input type="text"/>	<input type="text"/>
scottsdale coffee company	<input type="text"/>	<input type="text"/>
fair trade coffee	<input type="text"/>	<input type="text"/>
eight o clock coffee	<input type="text"/>	<input type="text"/>
maxwell house coffee	<input type="text"/>	<input type="text"/>
shade grown coffee	<input type="text"/>	<input type="text"/>
costa rica coffee	<input type="text"/>	<input type="text"/>
second cup coffee	<input type="text"/>	<input type="text"/>

What we are looking at is how often these Key Words are used in search which tells us what people are looking for. This is a great way to discover more Key Word possibilities. As you can see, the brands of coffee like Maxwell House are searched a lot but that term is not relevant to our sample site [Airpark Coffee](#).

While Scottsdale is not known for coffee so there aren't many searches being performed. Don't discount it though, because for that one click from someone searching for location, that person is a possible buyer who is looking for something close by. This is how your Key Words relate to Turn Over Rate for your sales and why general terms can waste money when you market with them.

## Key Word Focus and the Page

While it is important to come up with as large a list as you can of Key Words, make sure the Key Words that you are coming up with are relevant for your home page.

Alternatively you can market other pages of your site individually. That means that you have a separate group of Key Words defined for that specific page. You use these Key Words consistently with the Title Tag, Description Tag, Key Word Tag, Body Copy and Links going to that page from other sites.

So you can see that it is not necessary to be all things to all people on your home page. Trying to do so may degradate your relevancy. If you want to capture traffic

with related topics to your website, consider marketing individual pages as well as your home page.

**Homework:**

- Work on your Keyword list.
- Look at your competition and see what they are doing. (On your browser click "View" then "Source")

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