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Get Your Keywords Here - Internet

Wouldn't it be fantastic if you could simply go down to the corner store and buy a six-pack of Keywords that would solve all of your [internet marketing](#) cares and woes.

The truth is, keywords take some finding. They take some research, and they are few and far between the right ones and the wrong ones.

What words are right for one website will be "wrong" for another.

They can help you to create [massive traffic](#) through to you website, or they can leave you standing in the dust at the traffic lights. Traffic lights which are red, just like your face as your temper over keyword selection does.

So why wouldn't spend some time connecting the dots. Linking keywords, to content and vice versa.

One of the other challenges that this industry faces is "which" expert do you listen to. Often they have differing opinions.

My grandfather used to say about experts "ex is the unknown quantity and sperts is a drip under pressure". Maybe he was right.

If you listen to all the experts, finding keywords is either simple or rocket science. Even the experts differ, how in the heck are you supposed to find them?

Let's analyse the process.

When you have an over-view of what you want your website to deliver you will start to understand what keywords are important.

You have searched websites like the one you intend to build or have built and checked out the words that they use.

And you know your product suite, or do you. If not you really do need to spend some time getting to know it intimately. See what makes it tick, find out what the hot buttons are, and make sure that you are on the right track just by surveying a few people. Once this is complete you are in good stead to move forward.

If that is the case the keywords should literally jump off the page at you.

Unfortunately, most people get bogged down in one aspect of building the profile of their website. The fact is it takes more than just keywords to make a website work. It also takes other things like list building, like submitting articles, like having a blog, like auto-responders, like traffic, like products, like....etc.

Once you have nailed down the keywords make sure you put a few more pillars under your marketing approach so that the dollars can come.

And by the way, keywords aren't free. Nothing in life that is worthwhile is. Everything comes at a cost of time, money and effort which is as it should be.

Remember, the more you learn about the marketing techniques in this industry the better off you will be. Study it, absorb it and profit from it.

Remember that there is no such thing as a Free lunch. Likewise there are no such things as Free keywords, because even if you have only spent time finding and honing them you have still "spent". Don't be disheartened though, everyone else is in the same boat...

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