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Publicize Your Web Site Or Ecommerce Business – The Advantages Of Excellent Keyword Research

This is the fifth in a series of articles by J Keightley who is a professional a href=http://www.wikicoaching.co.uk target=_blanklife coaching/a specialist and ecommerce business owner of Giggleberries a href=http://www.wikicoaching.co.uk target=_blankMens Underwear/a, which looks at the importance of excellent keyword research and knowing the keywords that people will use to find your website.br /

If you want to naturally rank well on google, then you have to know which keywords or keyword phrases you want to gain this for and you need to know this from the start. There is no point in spending months and months of hard work applying internet marketing strategies if you are not applying it to the right words.br /

There are a number of simple steps to doing this, one is to simply write down what you personally think people would type in to google to find you and the other is to look at the keywords that your competitor is using. Visit any of your competitor's sites and right click on their home page to reveal a list of options, then select 'view source'. This will open up the source code for their page, which will probably look like a foreign language to you. Hit the ctrl key and 'F' to bring up a search box and type in it 'keywords' and click find. This should take you to a point in the code where the word 'keywords' appears and chances are that the first place it will appear is near the top in a string of words called 'meta keywords'. In this string of words you will discover which they have used as the keywords for their own site and you can use this to add to your own list of keywords you may wish to consider. br /

Another tool is Google's Keyword Tool, which you can find by googling it. This free tool enables you to enter your keywords and search for other possible considerations. The results tell you how many times the keyword or keyword phrase is searched for and how competitive it is. Obviously, a key word that is searched for a lot and isn't competed for much is a very good keyword and will be easier to achieve a high SERP for. However, if it is competed for a lot then it will be harder to achieve a high SERP for as there will be thousands of other sites trying to achieve the same as you for that keyword.br /

A keyword that isn't competed for much and also has fewer visits may not necessarily be good and yet these lesser searched for keywords or not worth ignoring, because if you pick the proper ones then you could dominate google for these with little or no effort. They are known as 'long tail keywords'. br /

I will explain! A word such as 'dog collars' gets about 110,000 searches per month, is particularly competitive and achieving a high SERP for this would be hard work. Equally, The keyword, 'fashionable dog collars' only gets 12 searches per months and is not very competitive and so it would be very easy to attain a high PR for this. Therefore, this would not be a good word to spend time trying to achieve a high SERP for as you are only going to get about 12 potential visits a month, assuming each impression is clicked on.br /

However, the keyword 'dog collar large' gets about 3,600 visits a month and has very low competition, so this would be a superior keyword to consider.br /

They are called 'long tail keywords' because if you were to chart the number of times that words is searched for then the long tail keywords would be those that produce the long tail part of a graph that tapers off to the end. These words are very often forgotten and it is a case of finding a long tail keyword that does not have a great deal of competition, but attracts a reasonable amount of searches per month. br /

Do you remember me suggest in my earlier article that adword management companies try to sell you their service by using long tail keywords to illustrate how they have achieve good results for other customers websites? This is why, because they are easier to achieve results for and with a bit of knowledge and hard work you can achieve it yourself. br /

There is also another means called Keyword Tracker, which you will easily find with a Google search and it enables you to do similar research that the google keyword tool allows; only it is much better. One statistic it provides you with is the KEI (Keyword Effectiveness Index) of a keyword, which is a comparative of the number of impressions for the keyword against the number of competing web pages pointing to it. Therefore, the greater the KEI, the more popular the keyword and the less competitive it is.br /

Lastly, it is always worth paying an internet marketing consultant to do an initial study of your competitors and

some keyword research for you. This should cost you less than £500 and in the long run I believe it is money well spent, as it is better to get it right from the beginning.

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