

Search Engine Optimization



Before you begin planning your search engine optimization strategy its worth considering several points. Who is the **target audience** you want to attract? Imagine your target audience as a single person sitting at a computer.

Why will they use the internet to find your web site?

Are they shopping online for your products or services? Are they looking for reviews about a subject that you review? Are they doing research on topics you write about? It may seem obvious, but it's important to understand why people come to your web site. Perhaps it's not for reasons you expected.

What will they expect to find on your web site?

Will they find detailed information about your products? Does that include quality photos and consumer reviews? How about concise descriptions about your services? Will they also expect to find examples of your work or testimonials from your clients? Make sure that you are delivering everything your target audience is expecting to find. You don't want them going somewhere else to get exactly what they need.

Will they perform the desired action you want them to?

Do you want them to make a purchase? Do you want them to contribute a comment on your article? How about completing the contact form? If your keywords are optimized for your web site you have a better chance of answering yes to this question. Well thought-out keywords and optimized pages will attract a member of your target audience that is in the right state-of-mind to complete your transaction.

One common mistake in optimizing a web site for a search engine is to target the wrong keywords, or worse, no particular keywords at all. When you optimize a website, you are optimizing for *target keywords*. This means creating a list of specific words and/or phrases that people are using in searches, and making sure that when these keywords are entered into a search engine that your web site will be in the result pages.

When creating your list of keywords think like a person in your target audience. Do not target the keywords *you* would use to find your web site, find the keywords your *target audience* will search for. It's great that your web site shows up high in the search engine result pages for "Extreme Widgetizing". But if your target audience is searching for "unique widgets" you've missed.

Do your research!

Here are some steps that can help you select your targeted keywords.

1. Brainstorm a list of keyword phrases – use multiple words to help target your search and generate higher quality traffic.
2. Check your results – use online tools that can tell you how frequently your keywords are searched and how competitive those keywords are. The more competitive the keyword is, the more you will have to continually optimize your page to maintain your position in the search engine results.
3. Select 2 or 3 of your keyword phrases and work them into your content. The number of times your keywords appear in the content, in relation to the total number of words on the page, if called keyword density. The ideal keyword density is in the range of 2%–8%, depending on the search engine. Google’s magic number has been reported around the 2% range – test and measure to find the right amount for your page.

White Bot is here to guide you

A lot of this can be confusing and depending on the size of the web site it may be a daunting task. If you’ve found this document useful and informative we’re glad we could be of assistance. If you feel you need a little more guidance we ask you to consider White Bot’s Search Engine Optimization consultation services. We’ll be happy to help improve your rankings in the search engine result pages.

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