

## Using the Correct Keywords For Your SEO Campaign

Before the birth of the Internet if we needed information we would head to the library and search through hundreds of books until we found ones that we wanted. Today if we need to find anything out we simply turn on our computers and connect to the Internet. Once we are on the Internet we then merely search for what we want and within seconds you are presented with a massive list of choices.

The term keyword stands for a word or concept which holds special significant. They are used to capture the essence of a topic or document. These keywords are present in websites so that when someone searches for a particular word or phrase within the search engines the site with the keyword present will appear in the search engine results.

Keywords are highly used within search engine optimization. It is because of these keywords that your website appears within the top of the search engine results pages. When you are placing the content on your website it should be wrote with keywords in mind. If your website is a clothes store for example you should have words such as clothing, shoes and accessories running throughout your site so that when someone types women's clothes into a search engine your site has a higher chance of appearing at the top of the search engine results because your keywords match the words that have been typed into a search engine.

The basis of all search engine rankings is keywords. Yes, search engines employ all kinds of technology that is beyond the average person's comprehension but it all mainly comes down to words. Search engine users type these words or phrases into a search engine to find the information that they need. So if you are a website owner who is hoping to get your website listed in the top 20 search engine results and you are wondering where to start, I recommend that you start with keywords. In order to give your website the best chance of climbing the search engine results you need to know what keywords people are using within search engines in the hope of finding products or services that best match the ones on offer from your business. To do this you need to put yourself in the mind of your customer; you need to think about what you would type into a search engine to find your products or services. Only when you have figured this out can you really start to promote your website.

Keyword Research is the building block for search engine optimization. Search engines utilize keywords or key phrases to identify web pages which are relevant to these terms. Finding keywords which are relevant to your website and placing them on your website as well as your links will help a search engine identify your webpage when a search is conducted for that particular keyword.

You need to keep in mind that the keywords you will be targeting with also be used by your competitors so you will be in competition with thousands of other sites; all of you fighting after the same customers so it may be a good idea to enlist the help of an SEO company to help promote your site to get to those sought after top spots.

### About the Author

Helen is the web master of Discount Domains, specialists in all aspects of [Domain Names](#) and [Search Engine Optimisation](#).

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