

Published based on [Fantastic Guidelines For Maximising A Website Development With Appropriate KEYWORDS](#)

# **Fantastic Guidelines For Maximising A Website Development With Appropriate KEYWORDS**

Anyone can find out what they need to know about any subject under the sun within the Internet. If you want any one or two of these billions of people to find you there, giving them what they desire is the key. Using keywords in the website content you post is the way to begin.

Tell us about Keywords?

You will find this word used a lot within the web. To search for information in our cyber world, people regularly use keywords. Now, every word is not a keyword. There are certain words, including "of," "the," and a number of others that are very commonplace and not included in search results. Only the main words are used in the search parameters.

Based on those entered words, a series of results are returned for the viewer. Usually the results are in the millions but no one is going to look at all of those entries. So, if you are not featured on the first page, you might as well be entry number 999,999.

Using Content.

The world is being educated now about bots and spiders. They are difficult to understand, but they perform a great service for your business [website development](#). Spiders crawl around looking at your different headlines, the content of your articles, the tags next to your pictures and your pages, looking for words entered by searchers. If they are found, you get ranked for that word.

Is this all? Of course it's not. Something called keyword density, which is the number of times that your word appears is very relevant. These robots want to know how many times a certain word is used and use the findings to work out how your content compares to other sites featuring the same words.

One of the problems is selecting the words. And, for each topic of interest, there are an untold number of words that can be entered alone or in the form of a phrase.

Remember, that without your appropriate keywords, you will never reach the market you are after. Don't make the mistake of casting a net and trying to use really generic wording, hoping to reach your audience. This would be a waste of money as you would just attract a large number of uninterested or un-targeted visitors.

Keywords narrow down the field to only the people who are likely to use your product or service. Just like with ads, you will want to test out these keywords to see the rate of return you get from your efforts. But at least you will start off on the right path.

With your appropriate keyword phrases in hand, you can make a unique page within your [website development](#) for each one. Your home page should contain links to each page by using that keyword phrase. Remember that you will get credit from the robots for the phrase appearing on your home page, as well. Within your overall content, use keyword phrases appropriately and definitely include within the anchor text, attached to a link to the appropriate page on your [website development](#).

Bear in mind that keyword phrases are equally as powerful as individual keywords. Use them throughout your website to improve your search engine ranking.

Michelle Dale is The Managing Director of Virtual Miss Friday, an Executive Virtual Assistant who assists businesses and individuals with achieving their professional goals. Want to find out more about online business building success strategies? Contact VMF Now!

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