

Published based on [How To Discover And Implement KEYWORDS In Your Website Development](#)

How To Discover And Implement KEYWORDS In Your Website Development

By now, you have heard of search engine optimisation and [seo services](#). It's the process of using keywords to draw targeted traffic to your [online business](#). Keyword phrases are also important. Use them to bring in even more lucrative visitor traffic.

You will find keywords used in your headlines, content and elsewhere, designed to appeal to search engine robots. The engines employ robots to visit your [website development](#) once it is registered and to check on what you have within. Use highly specific words that your customers will choose to search for your website; your content can then rank within the first page of results. Ideally your entry would be the first link that your searchers find.

Website content is not just something for visitors to read. It is also a way to attract the "right" visitors in the first place. Using the correct keywords throughout your website will garner high standing with the search gods and get you noticed.

You Must Do Your Homework.

You thought that homework stopped when you graduated from school. If you are in business then you will always be learning, so long as you want to go as far as you possibly can. Here, your home work will involve preparing your content with keyword research.

Now, you don't have to be stellar at research in order to get this done and get it done right. Keyword research is finding the words that will rank your content and your website head and shoulders above the rest. Do you think you are ready? Let's begin.

Conducting Keyword Research.

Here is what you can do to start out:

1. Create a list of words. You must put yourself in the shoes of your customer. If you were them, what word would you use to help find your site? Write as many of these down as possible. Better yet, record them in an electronic spreadsheet for easier editing later. Choose single words and multiple word phrases.
2. Talk to your customers. You already have some customers. Use surveys to determine how they found you. If it was through an Internet search ask what words they used. It seems too easy, but most business owners overlook such a resource because they don't ask the right questions.
3. Use keyword software tools. These tools can be very helpful once you have your list of possible keywords. By entering the keywords, the software will tell you if they are likely to be good enough to reach your prospects.
4. Analyse the data. From your list, whittle down to just the keywords that are likely to get you what you want. Then, rank those keywords in order of best to worst.
5. Try them out. Use them one at a time and always keep records of what you used and when. Website management tools help you to determine how each person used a keyword or phrase and what they did as a consequence, also known as a means of assessing conversion rates.

Are you sure you are ready? You obviously already use content, but maybe it isn't working well enough. There are always ways to make it better and keywords are one of those ways.

Michelle Dale is The Managing Director of Virtual Miss Friday, an accomplished Executive Virtual Assistant Service which helps companies of all sizes reach their commercial targets. Want to get more information about online business building success strategies that really work? Contact VMF today!

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