

Meeting October 21, 2009
Subject: Key Word Linking
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This document is the handout from the 10/21/09 meeting with definitions, tools and useful links.

Key Word Terms

1. Key Word Phrases: A **keyword phrase** is generally two or more words that are used by advertisers in search engine optimization, or by visitors who are using search engines in a desire to find information based on that particular phrase. When a visitor uses a precise **keyword phrase**, he or she will spend less time looking at unrelated information, and will even be exposed to the advertisements of those advertisers who bid for those particular keyword phrases. Using key word phrases in your text gives you added value and increases the chances of you matching exact keywords.

this web site has some good rules and info
<http://www.moregoogletraffic.com/articles/seo/3-simple-rules-for-developing-keyword-phrases.html>

more about key word phrases in linking text:
<http://www.webcredible.co.uk/user-friendly-resources/search-engine-optimisation/link-text.shtml>

2. Key word density: Keyword density means that if you have a 100 word paragraph and you use your keyword 10 times during that paragraph then your keyword density is 10%. Is that too high? Maybe. Maybe not. It depends on how crafty you are in slipping the keyword in and ensuring that the text is readable and makes sense to your human readers. That's the main thing. You *must* ensure that your human readers understand what you are talking about and aren't annoyed that you used your keyword so many times. There is no mathematical formula for figuring out what that is. It will differ from web page to web page, keyword to keyword, and copywriter to copywriter. A good density for main keywords is 3-7% and around 1-2% for minor keywords

3. Dynamic key word insertion – An ad that has been created including Keyword Insertion will have sections of the ad be generated based on the users search query. This is a powerful tactic to experiment with, as results typically are improved if the user sees the exact query located within the ad delivered. Keyword insertion is an advanced feature that helps you provide users with more relevant ad text while using a single generic ad for multiple keywords. AdWords will insert individual keywords into the same ad text so that a user sees a distinct ad for their keyword search, if their keyword triggers one of your ad group keywords.

4. Negative key word list - refers to irrelevant or low converting keywords that you add to a pay-per-click campaign which tell the ad system not to show your ad when that keyword appears in a search.

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=14791>
this talks you through using the Google tool to choose negative key words

5. Key word stuffing - The repeated use of a key phrase within a page or within a meta keyword tag. Penalties may be applied for keyword stuffing.

6. Keyword relevance - Keyword relevance within Google is a specific concept which describes the match between the keyword triggering the ad and the search term entered. It is an important aspect of quality score.

7. Secondary key words - Build pages to target secondary keywords to obtain better-targeted traffic. For example, on top of targeting “web design” also target “Arizona web design”. This is an easier keyword phrase to target and will provide better-targeted traffic.

Key Word Do's

Here is a list of things to think about when composing content for your website or blog.

Do put your keyword in your titles and headlines

Add links to your keywords in text, but don't overdo it – be aware of readability

Every now and then bold or italicize a keyword for effect, but don't annoy your readers with this

Before you write a word, be sure to conduct appropriate keyword research

When linking to another web page that you own, use a keyword that matches the keywords used on the page that you are linking to

Use key words in alt tags

Use Keywords within <title> Tag

Keywords within inbound anchor text links can dramatically boost your results. This is because not only are you receiving a link from an outside source, but you are receiving a link from an outside source directly related to your keywords.

Keywords within the Beginning of a Page

Search engine spiders work from the top down. Finding your keywords at the beginning can act as a much needed push.

Key Words Don'ts

1. Keyword Dilution (targeting too many keywords on one page) will dilute and draw away from the main keywords you want to pick up. Best practice is to leave off the unrelated keywords and focus on the best performance of the major keywords.
2. Keyword Stuffing (using the same keyword(s) repeatedly), making up over 10% of your overall content, looks very suspicious. Search engines will pick up on this and can potentially ban you from their search results.
3. Keyword Mistypes (Using common misspellings) will allow you to pick up more keywords however you run the risk of looking incompetent. If you are going to go after keyword misspellings only do so within the meta tags.
4. Don't just guess which key words will work. Do the research, use the tools.

Tools and Useful pages

<http://www.searchengineoptimizationjournal.com/2007/08/07/keyword-rules/>
key word rules and what is key word stuffing

This page has good information and examples about readability:
<http://www.wolf-howl.com/seo/inline-linking-bad-for-usability/>

Google Insights for search <http://google.com/insights/search/#>

Useful tools <http://www.webuildpages.com/tools/>

Free Key Word Suggestion Tool <http://freekeywords.wordtracker.com/>

this one is from Google and is based on actual Google search queries
http://www.google.com/sktool/?utm_campaign=en&utm_source=en-ha-na-us-sk&utm_medium=ha&utm_term=keyword%20generator#

free keyword phrase list generator <http://tools.seobook.com/keyword-list/generator.php>

this is the Google tool we're used to seeing
<https://adwords.google.com/select/KeywordToolExternal>

easy to use key word phrase generator/ easy to understand dynamic key word phrase generator tool

<http://www.rustybrick.com/keyword-phrase-tool.php>



**BUT DAD, THAT IS THE MOST SEARCHED
KEYWORD ON SEARCH ENGINES...**