

Infocard.cc Tip #1 What is SEO?

Introduction

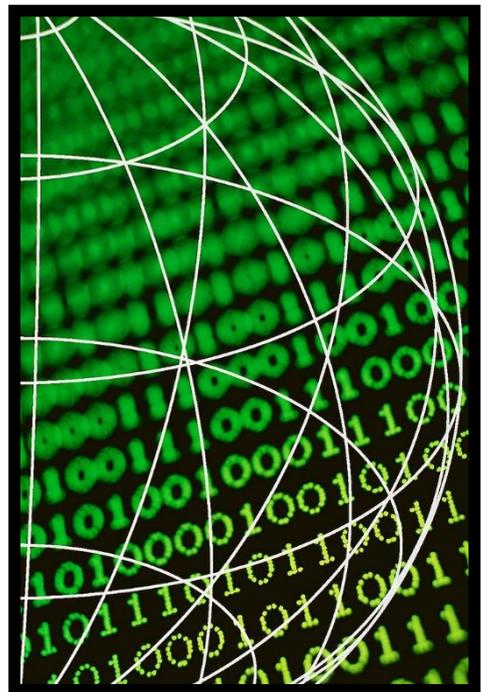
Search engine optimization (SEO) is a strategy to help Google determine your website's relevancy. Therefore, Google can determine your "ranking" in the search engine keyword returns organically. It is a strategy that allows Google to understand what your website is all about, and they do that from your keywords.

Therefore, they serve your website up for review based on your keywords. The keywords are the secret. Well-chosen keywords are precisely how you dominate your Internet space.

What is it?

SEO is a strategy or a set of techniques that help Google determine your website's relevancy based on your keywords. People search for things on the Internet using keywords. We all do it, but we haven't ever thought that about it in that way. All the time, we are typing in keywords, and Google was watching! But, whatever we type in, is in fact, a set of keywords.

For example, if you wanted to find tires in Riverside County, you would type "tires plus Riverside County" into a Google search engine box. Google, understanding the need to deliver relevant webpage content, would utilize tires as one keyword connected to Riverside County, being the other keyword.



Search Engine Optimization is all about relevance!

It wouldn't do you any good to have webpages served from those two keywords that were from the state of Arkansas, for example. Therefore you

can understand that keywords are critical in finding your website. If you had a tire business, tires plus Riverside County would be keywords that you might utilize.

Why is it important?

You can see the importance of choosing the right keywords because Google needs to deliver good relevant content based on keyword searches. Not all keywords are equaled by any means. It takes a bit of work to determine the right keywords and optimize those keywords for your business.

As it turns out, in the example above, tires plus Riverside County might be too popular a keyword, and therefore you have to compete against too many WebPages. The real trick is to find keywords that are popular via real-time search engine data from the web and those not used in many webpages. So, popular keywords with low competition value is what you need to find and optimize your website around. This is so important that you can organically be listed at the top of all the searches across your keyword cloud.

The keyword cloud is a cluster of keywords that you have optimized your website for. Another essential aspect of keywords is its "commercial index." The commercial index tells you that people who used those keywords did buy anything or were "looking."

How does it work?

Google utilizes your keywords to determine a relevant search query return. Once you have discovered your website's keywords based on popularity and low competition value, high commercial index, now it's time to go to work. You utilize these keywords in your ad copy, as captions under your pictures, and as links in your website.



Google uses your key words to direct those who to your website.

You can only utilize keywords that make sense on each webpage, and therefore, you can't use your entire keyword cluster on every page. It just doesn't make any sense to do so. Also, in your meta-tags, which of course is HTML code, you only list the keywords that you used on that page. Google can then determine each web page's relevance on your website and deliver your traffic based on those relevant keywords.

When I first started utilizing software to analyze keywords, I was shocked at how wrong I was in picking keywords for my websites. What I thought were popular keywords just wasn't so. I think it turns out that we are too close to our industry, and therefore we use industrial jargon, which we think, are keywords.

I guarantee you, if you start to utilize keyword analyzing software, you'll be shocked at how unpopular your chosen keywords are. I tell all my clients this before we get started, and they learned very quickly, as they see the real-time data for their particular keywords.

In some cases, I've had clients who demand to have a particular keyword, and they firmly believe it's popular, to find out no one searches for it on the Internet ever! That is quite shocking. That is terrible news.

The good news is we now have keyword analysis tools to help us find popular keywords with low competition value and high commercial index value.

Remember, the commercial index value is a number that says whether people who utilize the keyword buy anything. You don't want to find popular keywords with low competition value and low commercial index value. Low commercial index value means that these people come and look at sites, but they never buy. I hope you enjoyed this discussion on SEO. There are eight places on each page you must put your keywords, or they won't work for you.



I hope you enjoyed this business tip...

Peter Brusso, CEO

<https://Infocard.cc>



How to
make
money on
the web
while you
sleep!

Peter Brusso

Also, please take a look at my new book:
<https://www.amazon.com/How-make-money-while-sleep-ebook/dp/B08HJ6GV6Q/>