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Submitted by Webster University

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Choosing More Effective Keywords To Increasing Traffic To Your Website

Submitted by Vazi Okhandiar, MBA, MSCS, BSEE

The number of Internet users has increased by 120 percent in the last four years. Worldwide users have increased from 350 million in 2000 to 785 million in 2004 (www.internetworldstats.com). Furthermore, the Forrester Research has found that 75 percent of PC users are giving up some of their television time to spend more time on their computers. Therefore, it has become necessary for companies to increase their visibility on the Internet to further grow their businesses.

Today, just having a corporate Web site is no longer sufficient in doing business in the competitive world. A Web site hit determines the popularity or traffic to the site in a given period. Therefore, it has become important to submit your Web site with appropriate keywords to search engines such as Google, AllTheWeb and Yahoo to increase the traffic to your Web site to be found by potential clients on the vast world of cyberspace (www.allsearchengines.com).

Some of the suggestions as to how companies can use the keywords to increase traffic to their Web site over the Internet are given below:

• Use quality keywords for your business. Use focus groups to find out the keywords that would be most likely used by users to find your site on the Internet.
• Some of the keywords can be generated by checking out higher-ranking competitors' Web sites.
• Use online tools, such as http://inventory.overture.com/d/searchinventory/suggestion to help determine keyword variations and search frequencies.
• Use specific phrases, like, "Low Carb Pizza" instead of general keywords like "Pizza" to increase the traffic to your Web site.
• Use keywords early and often in the pages, because some search engine scan through only the first 110 words of a page and some of the search engines ignore pages with very little content.
• Place the keywords on the first two levels of the Web site, because some search engines only visit the first and second levels of a web site.
• Use keywords in page headings and in hyperlinks, because some of the search engines assume that the keywords in headings and hyperlinks have greater value to the user than the text on the page.
• Use keywords in the page title, because some of the search engines place a higher value on the keywords found in the page title.
• Use keywords in meta tags, a HTML element, that describe the content of the Web site.
• Avoid placing keywords in images because the search engine cannot parse an image. Instead use the ALT tags, a HTML element, to place keywords in the image description. For example, use "sushi from Japanese Sushi Bar" instead of just typing the file name, such as, "sushi.bmp" in an ALT tag for the picture of a sushi bar.
• Avoid excessive use of a keyword in a page or a tag because some search engines will black list the Web site from their search engine if it detects that such a strategy is being used to trick the search engine.

Finally, the more unique the content on your Web site, the more traffic you'll get. Once you have established a professional and attractive Web site, the next step is to look into listing your Web site with a Search Engine that advertises based on key words.

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