

Using Keywords, Meta Tags and Headings in your Search Engine Optimization By Shonda Miles

In the previous article we looked at the Pay Per Click online advertising tool used in Search Engine Optimization. We have also learned some of the terms that will be used in this article as well. Here we will look at using HTML Meta or Title tags, headings and selecting proper keywords for attaining the best results in your web site Search Engine Optimization and online promotion.

You are already familiar with the term "Keywords". Selecting proper Keywords is crucial for positioning your website in high Search Engine rankings and thus generating valid customer traffic and high level of sales. So, the question is how to find the best and most commonly used keywords for your website? There are several ways to do this.

First of all, you need to understand how and who uses the keywords to find your website. Basically, keywords are the words typed in by your target consumers into the search line when they do their online search of products, services, companies or content. Thus, finding the right keywords is closely connected with your knowledge of your business target audience and your products and services.

Still, even if you know who your target clients are and how to describe your products or services, guessing what words these people would use, searching for your site may be quite a complicated task. There are several free and fee based services and tools I may suggest for you to turn to, in your search for the best Keywords.

The first one is a free tool offered by Search Engines and used in PPC advertising. Such online keyword tools as Google Adwords or Go To/Overture may help you some in your search. They may provide you with the keywords ratings and tell you which ones of them are better priced. However, the shortcoming of these tools is that they are mostly used by other webmasters and website optimizers, rather than by common online shoppers or surfers.

Then there is an option of purchasing keyword database CDs, where you can find thousands of most commonly used keywords. This can be a great tool for finding the best of them. Though, you still have to possess some knowledge of working with the databases and analyzing them.

Finally, there is a fee based online tool called Wordtracker. There you may find alike the most popular and more scarcely used keywords for your website optimization. However, the most commonly used keywords are not always the best for your business, because so many other people and websites use them as well. Thus, through this tool you may find the keywords that would provide you with more targeted advertising. They will not only generate traffic to your web site, but also produce the traffic of the ready-to-buy consumers.

Now, how these keywords are to be used in your website? There are several options available. First of all, Search Engines rank your site based on its content. Thus, the information on your web pages has to be valid and rich with your keywords. However, besides that you may also use the keywords in the Meta tags and headings. Meta tags are the tags hidden in your HTML web page document. As a rule, they consist of three basic elements: content, http-equiv, and name. They may also have the description tag

in them. Content and description tags are very important for your search engine optimization, because you can add your major keywords into them.

Why is it so important to use Meta tags? - Because they are used by the Search Engines in evaluating and defining your web site rankings and thus helping your target consumers in finding it more easily.

The Headings can be used for the same purposes. Though, their role differs a bit from that of the Meta tags. Headings are the little tags that can be built in into your website content. They may also contain your keywords and enrich your websites with the keyword density. They are not as crucial for the Search Engine Optimization as the Meta tags are, but still can increase your website efficiency.

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